



BERRY BROS & RUDD

3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

Simon Berry to retire as Chairman of Berry Bros & Rudd

Monday 19th June 2017: Berry Bros. & Rudd has announced that Simon Berry is to retire from his role as Chairman in December.

After twelve years as Chairman of the Board and forty years working for Britain's 9th oldest family owned business Simon will step down from his position on 1st December 2017. He will be replaced by Lizzy Rudd, currently serving as Deputy Chairman.

The news coincides with the weekends announcement that Simon has been recognised in the Queen's Birthday Honours list, receiving the CVO (Commander of the Royal Victorian Order) for services rendered to the Royal Household. He has served on the Royal Household Wine Committee since 1994, and continues to hold the office of Clerk of the Royal Cellars.

Announcing the news to Berry Bros. & Rudd colleagues at the company's staff conference last week, Simon Berry commented: *"It has been a great honour to have worked at Berry Bros & Rudd since 1977, and to have been chairman since 2005. However I've always believed that the right time to retire is not when you're ready but when your successors are ready, and that time is now.*

"It's been a joy to be part of something so special for so many years and I know I'm leaving the business in the best possible hands."

Simon joined the family business in 1977 after a number of years working in wineries in France and studying for his wine and marketing qualifications. He was appointed Marketing Director in 1987 and joined the main Board in 1994.

During this time, Simon was the driving force behind several innovations. In 1994 he instigated the launch of the duty-free shops at Heathrow. The airport shops were the first instances of a wine merchant operating such outlets and they became the catalyst for the company's expansion into Asia. This resulted in Simon spending most of 1999 in Hong Kong, setting up the company's business there – the first of many British Wine Merchants to open an office in the East Asia.

In 1994 Simon led Berry Bros. & Rudd into the digital era, masterminding the development of their first website - the first wine company to launch online – and in 2000 he was instrumental in the creation of the Berrys' Events and Education operations, which now host over 1,000 events a year in the Company's historic St James's Street premises.



In 2010 Simon launched BB&R Press, the first publication of which was Jasper Morris's "Inside Burgundy", recognised as the definitive reference book for any serious Burgundy lover. The latest publication from BB&R Press, "Exploring & Tasting Wine" which was published in 2015 was recently awarded the title of Wine Book of the Year at the 2017 Gourmand Awards.

Most recently Simon was involved in the transformation of No.3 St James's Street and the development of the company's new shop at 63 Pall Mall.

Wine however, is only one side to Simon Berry. He is a Council Member at the Royal Academy of Dramatic Art (RADA), as well as chairing their Development Board. From December, he will be able to devote more time to RADA, as they gear up for a major Capital campaign.

Simon also plans to pursue his original vocation as a writer. For 40 years he has had articles published across numerous titles including The Economist, The Spectator and Vogue and in the recently re-launched No.3 Magazine. Retirement will provide him with the extra time to branch away from writing about wine, and start the novels, plays and screenplays he has planned for many years.

Though retiring from the role as Chairman, Simon will continue to be involved in the business, serving on the Family Board and curating the company archives to preserve the stories from the past 300 years.

Lizzy Rudd concludes: *"It has been a privilege to work alongside Simon for so many years, developing the strategy and focus for the business to ensure its success continues over the next 300 years. I speak on behalf of the business as well as both the Berry and Rudd families when I say we will miss Simon's daily presence immensely."*

"With the support of Dan Jago (Chief Executive), as well as Geordie Willis (Creative Director and eighth generation Berry) and my brother Edward Rudd (Finance Transformation Director), I look forward to Chairing the company in this exciting new chapter."

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About Simon Berry:

Simon Berry didn't start out at Berry Bros. & Rudd as Chairman. He worked his way up the ladder from the 'vine roots' at various wineries in France including Moët & Chandon in Champagne, M. Chapoutier in the Rhône, Ch. Mouton-Rothschild in Bordeaux, and Prosper Maufoux in Burgundy, before studying for his wine and marketing qualifications and joining Berry Bros. & Rudd. It wasn't until three decades after joining the company that he was appointed Chairman.

As both Chairman and a family member, Simon oversees the interaction between the business and the family at Berry Bros. & Rudd. He also looks after the Board of Directors, and works with the Managing Director to ensure that Berry Bros. & Rudd has the right personnel to grow the business.

One of the most important aspects of his job is developing, protecting and building the Berry Bros. & Rudd brand, and overseeing its strategic direction. He also acts as an ambassador for the 300 year-old business and the brand. He says: "The highlight of my job is guiding the business towards its next 300 years."

Representing the seventh generation of his family, Simon has been at Berry Bros. & Rudd for over 30 years. In that time he has witnessed a great deal of change, including the dramatic evolution of the range to include which now includes wines from countries like China and Uruguay, and the creation of Berry Bros. & Rudd's award-winning website www.bbr.com in 1994.

Simon has lectured on wine on many occasions, and to many institutions throughout the world, including Oxford and Exeter Universities, Stowe, Woldingham, Wycombe Abbey School and Eton College, the British Embassy in Tokyo and Harvard Business School. His articles have been published in several magazines, notably Vogue, Debrett's International Collector and The Economist Review of the Year. He has also contributed to multiple television and radio programmes.

Simon was appointed Clerk of the Royal Cellars in 2007 and took up this position in January 2008. He believes that the longevity and success of Berry Bros. & Rudd today has been achieved because the company is continually evolving and changing.

About Lizzy Rudd:

Lizzy Rudd started her career at Berry Bros & Rudd in her early twenties as a member of the marketing team responsible for the renowned whisky brand, Cutty Sark. Her responsibilities lay predominantly within the international side of the business, building the reputation of Cutty Sark globally, first within the Asian duty free market and then with a focus on the Spanish market.

When Lizzy left the company almost a decade later to concentrate on her young family, she was appointed to the Board as a Non-Executive Director. In 2005, when Simon Berry was appointed Chairman, Lizzy was selected as Deputy Chairman.

In her role as Deputy Chairman over the last 12 years, Lizzy has played a fundamental role in communicating the vision of Berry Bros. & Rudd on behalf of the Rudd and



Berry families; she has led the creation of the new Family Board which sits alongside the Executive Board and been an integral part in the work carried out on the restructuring and governance of the Executive Board.

About Berry Bros. & Rudd:

Founded in 1698, Berry Bros. & Rudd is Britain's original, family-owned wine and spirits merchant. With two Royal Warrants, more than 300 years of history and seven Masters of Wine, we are proud of our world-class reputation for exceptional wines and spirits.

Although hundreds of years old, Berry Bros. & Rudd remains at the forefront of wine innovation. The current range of more than 4,000 wines is sourced from over 25 countries, from the traditional – France, Italy and Spain – to the less traditional – Brazil and Moldova.

Not just a fine wine retailer, spirits have long been central to the business. The spirits portfolio includes the classic No.3 London Dry Gin, Mauritian rum Penny Blue and the unique and historic The King's Ginger Liqueur. Most recently the Texas Legation, a bourbon from Texas was added to the line-up.

While we embrace progress, we also value our traditions. As a business, we are comfortable embracing these paradoxes – having always managed to combine our history and heritage with a commitment to constant progress, innovation and change.

Throughout the developments the business has seen over the years, customers have always remained at the heart of Berry Bros. & Rudd. Whether visiting us in store, shopping online or participating in our Wine Club, Cellar Plan, tutored tastings or Wine School, we aim to ensure that every customer receives the same outstanding experience.