



Berry Bros. & Rudd updates iPhone App to include more education tools, access to live exchange and new Spirits listings

Berry Bros. & Rudd, the 314 year old wine merchant and vintner to the Queen, has released a radical overhaul of its free iPhone app including a host of new features.

Chief amongst the updates is the addition of new content from BBX – Berrys’ online wine exchange which enables customers to buy and sell wines from and to each other. Customers are able to browse listed wines as part of the mobile wine search and, with the additions made to the app, sellers can now also keep track of the wines they have listed for sale on the Exchange.

Customers are able to track their collections – keeping tabs on purchases, their cellared wines and the wines that they have in bond in Berrys’ state-of-the-art wine storage warehouses.

The education section of the Berrys’ app has also been given an overhaul. New content has been added to the tremendously popular Virtual Wine School, with a raft of new video guides included to deliver greater depth of information and advice from the retailers’ team, which includes five Masters of Wine (of around 280 in the world). Access to Berrys’ wine blogs, which are written by experts across the business, has also been added.

The other major changes to the application include a brand new Spirits section with over 257 Whiskies listed complete with tasting notes alongside over 55 Armagnacs and almost 40 Cognacs. For those in search of a bargain on the move, the Berrys’ team has added its latest offers and fine wine offers selections to the mobile application.

Charlie Bennett, eCommerce Manager at Berry Bros. & Rudd said:

“We wanted to make sure that this update answered the needs of both our serious collectors and those who are newer to the world of wine.

“We hope that the update will mean that relative newcomers will find the videos and Virtual Wine School a valuable resource – alongside the extensive tasting notes that come with every single one of our wines. At the same time, the ability to track cellared wines, see Berrys’ Broking Exchange listings and track sales should mean that our collector and investor customers find it a valuable resource.”

The new Berry Bros. & Rudd application is available from: www.bbr.com/services/iphone and all the content can be accessed free of charge.

ENDS

Contact

For further information, more detailed statistics or recommendations on the wine to watch contact Vicky Williams on Vicky.williams@bbr.com or 01256 247862.

About Berry Bros. & Rudd

Over 314 years ago, Berry Bros. & Rudd opened its shop at 3 St James's Street, opposite St James's Palace, where it still stands today. Members of the Berry and Rudd families continue to own and manage the family-run wine merchant, providing the closest link between those who make the wine and those who drink it.

Berrys has shops in Hong Kong and Basingstoke, as well as a business in Japan and duty free presence in Dubai. Berry's range comprises over 3,000 wines and services include The Wine Club, The Cellar Plan, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine School. The cellars and Pickering Place are available for corporate entertaining, cocktail parties and wine tastings.

A supplier to the Royal Family since the reign of King George III, historic customers have included Lord Byron, William Pitt the Younger and the Aga Khan.

Berrys' award-winning website www.bbr.com is a one-stop shop online and includes expert advice from Berrys' own wine advisors.

For further discussion on this and other topics with Berrys' experts please visit Berrys' Wine Blog.

To keep up-to-date with the latest wine news from Berrys as it happens, follow [@berrybro Rudd](https://twitter.com/berrybro Rudd) on Twitter. It only takes a few seconds and it's free. Become a fan of Berrys on Facebook at www.facebook.com/berryswine.