

# BERRYS'

## FINE WINE RESERVE

BY



BERRY BROS & RUDD

### BERRYS' FINE WINE RESERVE

#### AT THE HOME OF ALFRED DUNHILL HONG KONG

Reflecting the brand's pillars of masculinity, functionality, luxury and quintessential Britishness, Alfred Dunhill is pleased to present the latest addition to the Homes of Alfred Dunhill: the Home of Alfred Dunhill Hong Kong. Opening its doors to the public on 15th March 2010, the **Hong Kong Home offers a superior retail environment**, distinguished by a range of unparalleled services. In addition to housing the impressive Alfred Dunhill luxury product offering, **the Hong Kong Home hosts a custom tailoring service, a fine wine reserve, a restaurant and bar**. Embodying the famed Alfred Dunhill taste for luxury and attention to detail, the Home caters for the modern gentleman's every need.

**Berrys' Fine Wine Reserve** will form part of the considered services found at the Hong Kong Home of Alfred Dunhill, providing an **exemplary level of service and fine wine expertise** alongside Alfred Dunhill's signatory attention to detail.

Harking back to Berrys' enviable heritage, the Fine Wine Reserve will offer Hong Kong's most discerning wine aficionados with a full range of wine related services, within an environment evocative of both the brands' historical heartland - the fashionable borough of St James's, London.

**Berrys' Fine Wine Reserve** will present a **selection of the world's most revered wines** for sale as well as hosting a **tasting area and 32 individual wine bins** which will be offered to customers by invitation only. Berrys' will also provide a complete range of wine related **services including: Fine Wine Investment Advice; Corporate Wine tastings; Fine Wine Sourcing; Fine Wine Education; En Primeur; a Fine Wine Brokerage Service; Cellar Plans; Wedding Lists and Vineyard Visits.**

Berry Bros. & Rudd is Britain's oldest wine and spirit merchant having traded from the same shop in London for over 310 years. The business was officially established in 1698 by the Widow Bourne at 3 St James's Street, opposite St James's Palace. Today members of the Berry and Rudd families continue to own and manage the family-run wine merchant.

Complementing Alfred Dunhill's illustrious history, Berrys' has long been patronised by Royalty, film stars and influential figures of the day. Berrys first supplied wine to the British Royal Family during the reign of King George III and has continued to do so until the present day. In 1903 the company was awarded its first Royal Warrant by King Edward VII, confirming its status as an official supplier to the Royal Household. Today, Berrys holds two Royal Warrants for H.M. the Queen and H.R.H the Prince of Wales.

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In 1999 Berrys' launched a business which brought to Hong Kong all the advantages of buying wine from their historic London office, and in 2003 opened its shop in Causeway Bay's The Lee Gardens. Now, within the Hong Kong Home of Alfred Dunhill, Berrys' look forward to providing the ultimate fine wine and spirit experience for all its customers, including unparalleled access to great wines from great vintages.

*"We are delighted to be collaborating with Alfred Dunhill on this extremely exciting project,"* said Nicholas Pegna, Managing Director of Berry Bros. & Rudd Hong Kong. *"Both companies truly understand the importance of tradition and integrity, whilst being constantly - and sometimes radically - innovative, at not just meeting customers' expectations but exceeding them."*

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