



BERRY BROS & RUDD

WINE & SPIRIT MERCHANTS

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Berrys' kicks off Wine World Cup



As football mania is set to grip the nation, Berrys' launches its Wine World Cup – offering players the chance to win wines worth over £1,700.

Berrys' Wine World Cup is a fantasy football game with a wine theme, which can be played online at www.berryswineworldcup.com. Like any fantasy football game, participants act as the manager and have to pick their team within a budget and with a fixed number of defenders, midfielders and attackers. Players earn points according to their performance in the FIFA World Cup South Africa, and the manager whose team earns the most points overall wins the prize.

Berrys' football-loving Chairman, Simon Berry, says he expects the excitement to reach fever pitch during the month-long competition. "You can make changes to your team during the competition, but here's the twist: you can only select players from the 12 wine-producing nations. Only one player from any nation may be selected until after Round One, when you will be allowed a maximum of three per nation," says Simon.

A unique mixed case has been put together as a one-off prize for Berrys' Wine World Cup. It includes the best wine available from each of the 12 competing nations with a total value of £1,737. Wines include 2002 Ch. Latour; 1998 Vega Sicilia Unico and 2005 Opus One.

From 1st June, when the World Cup squads are announced, participants can go to www.berryswineworldcup.com to register. There they will be able to read the rules in full, along with the competition terms and conditions. The deadline to sign up and pick teams is midnight on 10th June. Participants must be aged 18 or over to play.

Ends

For further information and visuals contact Vicky Williams on Vicky.williams@bbr.com and 01256 340140.

Note to editors:

Once registered, players will be able to pick their team and, if they choose, form mini leagues with friends and colleagues. There will be regular news updates on the site and players will be sent emails after each round of matches, with news and information about their current standing, transfers and who are the players to watch out for. They will also be able to compare score with that of Simon Berry, whose team will appear on the website. Imagine the kudos of beating Berrys' football-loving Chairman in Berrys' inaugural Wine World Cup!

Over 310 years ago, Berry Bros. & Rudd opened its shop at 3 St James's Street, opposite St James's Palace, where it still stands today. Berrys' now has shops in Hong Kong and Basingstoke, as well as a business in Japan and duty free presence in Dubai. Berrys' range comprises over 3,000 wines and services include The Wine Club, The Cellar Plan, Wine Wedding List, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine School. The cellars and Pickering Place at Berrys' are available for corporate entertaining, cocktail parties and wine tastings. 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 Wine Matters on [Twitter](#). It only takes a few seconds and it's free.