



BY APPOINTMENT TO
H.M. THE QUEEN
WINE & SPIRIT MERCHANTS
LONDON



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H.R.H. THE PRINCE OF WALES
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BERRY BROS & RUDD

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Bordeaux 2010. A Perfect 10.

11th May 2011...After a weeks of speculation, days of tastings and a week or two of analysing the notes, Berry Bros. & Rudd concludes Bordeaux 2010 is up there with the greatest vintages in recent years.

Berrys' Sales and Marketing Director, Simon Staples, believes the vintage is on a par with 2005 and more defined and exciting than 2009.

"We LOVE 2010 Bordeaux, particularly the reds. As a vintage 2010 is on a par with 2005 and, across the board, better; it's more defined and more exciting than 2009 and the quality level goes far deeper and further down the hierarchy than last year, says Simon, adding: "In the whole panoply of greatest vintages, 2010 is up there and proud. In my opinion it can hold its own with 2005, 1982 and 1961."

With influential wine critic, Robert Parker, announcing his support for the vintage this week, coupled with the limited amount of stock available to buy and the China's insatiable thirst for fine Claret, Berrys' predicts prices will remain high this year.

"I can't see any of the chateaux that we sell at less than £1500 per case dropping their prices too much on 2009 and, given the quality, in many ways I'd have to agree with them. However, with less hype than 2009, the world is not in quite as good a mood as this time last year and the fact that last year was also great, with the most expensive prices ever," says Simon who shares his own personal theory. "I have a theory that those chateaux, even the First Growths, selling at c.£1500+ will think they'll sell because the pre-£1500 per cases have sold, but will flounder a little on release and end up having to be slightly cheaper than 2009 in order to sell. It's only a theory so please don't shoot the theorist if it's not the case."

Find out all the latest updates from the Bordeaux 2010 campaign including email alerts, new releases and wish lists. For the inside track on Bordeaux 2010 follow Simon Staples on Twitter @BigSiTheWineGuy and visit Berrys' Wine Blog www.bbr.com/blog for news, vintage report, information, images and videos from Berrys' team of experts and Bordeaux producers.

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