



BERRY BROS & RUDD
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WINE & SPIRIT MERCHANTS

New interactive eBook takes you to the heart of Burgundy

The second in a series of interactive eBooks takes wine lovers to the heart of Burgundy with the launch of Jasper Morris MW's *Inside Burgundy: Côte de Nuits* this week (17 June).

The ground-breaking e-publishing venture by Berry Bros. & Rudd received critical acclaim with its first eBook – *Inside Burgundy: Côte de Beaune* but now promises to wow the reader and push the boundaries further with the latest eBook.

For *Côte de Nuits*, Jasper Morris has been tramping world-famous grand cru vineyards to plot an entirely new departure: five never-before-seen, interactive plans that show precisely where each wine estate has its vines.

"It was a fascinating task, working out who owned which plot. The most challenging was Richebourg where figures quoted by other authors on how holdings were split between the two parts of the vineyard, Richebourg and Verailles, didn't seem to add up logically. So I prowled round the vineyard and was able to discern the exact detail of each plot by the differing viticultural practices of, e.g., one member of the Gros family compared to another. Anorak stuff perhaps, but deeply satisfying," says Jasper, a Master of Wine and Berry Bros & Rudd's Burgundy director, who has spent 30 years working and living in Burgundy.

The new eBook allows wine lovers to go with Jasper into the heart of Burgundy - visiting via an iPad. As well as the new plans, the eBook adds superb photography and video clips to the interactive maps. Profiles of the domaines, expanded and updated from the printed book, detail vines, wines, techniques and philosophies. There are now 130 – a dozen entirely new. And there are descriptions and appraisals of 260 vineyards over the book's 400 pages.

Chris Foulkes of Berry Bros. & Rudd Press adds: *"The new videos take the reader into the heart of the grand crus with the author. See just how the soil differs over a ten-yard stretch: a contrast spotted centuries ago by the monks who planted the vineyards. The superb interactive maps that show just where each vineyard is, allowing readers to study contour lines and compass direction to discover just why certain plots consistently make superior wines. These innovative maps do much to make clear the complexities of Burgundy."*

Critics and wine lovers hailed the first volume in the *Inside Burgundy* series, *Côte de Beaune*, as among the best eBooks made for the iPad.

Stuart Dredge, *The Guardian*: *"When Apple launched its iBooks Author software in January 2012, the emphasis was firmly on digital textbooks, with some talk about self-publishing potential for authors. 315 year-old wine merchants weren't mentioned much. Well, at all. Yet fast forward to 2013 and British firm Berry Bros. & Rudd (est. 1698) has released one of the more impressive ebooks created using Apple's publishing tools: Jasper Morris' Inside Burgundy: Côte de Beaune."*

more follows

Tamlyn Currin, Jancis Robinson.com: *"This puts all the electronic 'e's into Beaune Heaven. The maps are coloured, crisp and detailed, with a 'tap to zoom' feature that had me peering at the contour lines of Chassagne-Montrachet for a mesmerised time. I'd practically walked that vineyard by the time I left the page.*

"Visually, it's a delight. The font and clarity and spacing of the layout is so crystal-clear.. .What gives the e-book a jewelled edge is the addition of the luminously beautiful photographs; Burgundy seen through the lens of an artist, glowing with colour and so vivid it looks close enough to touch."

[The Côte de Nuits eBook](#), available now on iPad and the new iPad Mini through Apple's iBookstore at £9.99 (until 24th June) and £14.99 thereafter will be followed by several more to complete, update and extend Inside Burgundy. Inside Burgundy: The Annual Report 2014 – will be published in November.

Ends

For further information, images or a voucher for a copy of the Côte de Nuits eBook, please contact Vicky Williams on 01256 247862 or email vicky.williams@bbr.com or visit www.bbr.com/ebook.

Note to editors:

Inside Burgundy: from the bookshelf to the iPad

Inside Burgundy by Jasper Morris MW was published in October 2010 by Berry Bros & Rudd Press. It has been, and remains, a commercial and critical success.

It won the 2010 André Simon Wine Book Prize. Its English-language edition – priced at £50/\$75 – has sold around the world, and a Japanese edition was published by Hakusuisha in October 2012. Chinese and French editions are in preparation.

The book runs to 656 pages and has a weight of over 2 kilos. This makes it somewhat cumbersome as an on-the-spot guide to Burgundy's vineyards.

BB&R Press has monitored the rapid growth of electronic publishing (eBooks) on various platforms and has intended, since its formation in 2009, to enter this field. Research and trials have established that the most suitable format for its kind of publishing is Apple's interactive eBook, readable via an iPad.

The printed volume is still available to buy: <http://www.bbr.com/GB/shopping/burgundy-wine-book>

About Berry Bros. & Rudd Press:

Berry Bros. & Rudd Press was formed by Simon Berry, Chairman of Berry Bros & Rudd, and Jasper Morris MW to publish 'necessary books' on wine and kindred subjects. Completing the team are wine-book editors and publishers Chris Foulkes and Carrie Segrave and art director Lizzie Ballantyne.

Books in preparation include the rest of the Inside Burgundy eBook series, a major reference work on another classic wine region, and three more titles on related aspects of the world of wine to be announced in 2013. Each title is designed from the outset to be published as a traditional book and an interactive eBook.

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