

The Financial Times and Berrys join forces

5th May 2010...The Financial Times and Berry Bros. & Rudd have joined forces to offer readers a fine wine plan featuring exclusive wine offers, events and holidays as well as a cellar plan.

The FT & BBR Fine Wine Plan allows wine lovers to gain access to the world's finest wines as well as little known gems produced by passionate and talented vigneron from around the world. The FT & BBR Cellar Plan is designed to take the mystery out of laying down wines and filling a cellar with gems to be enjoyed in the years to come; with guidance from a dedicated team of Berry Bros. & Rudd's finest wine experts to help build the dream wine collection.

Andy Davis, FT Weekend Editor, says: "The Financial Times prides itself on being the leading source of global business news and analysis. But also we pride ourselves on offering the most stimulating weekend newspaper on the market – FT Weekend's aim is to help you to make the most of your leisure time with fine writing and incisive comment on a wide range of subjects, from the arts to personal finance. And in pursuit of that aim we are delighted to be working in partnership with Berry Bros. & Rudd on the FT Fine Wine Plan."

There is a dedicated Wine Plan website www.ft.com/wineplan as well as dedicated telephone and email address for enquiries and for use by new plan members.

Simon Staples, Berrys' Sales and Marketing Director, says: "Working with the FT not only allows Berrys to reach new customers in the UK but in Asia where we have shops and businesses in Hong Kong and Japan. We are excited to be able to offer FT readers unique wine offers as well as fun events and holidays."

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For further information on this press release please contact: Vicky Williams on 01256 340140 or vicky.williams@bbr.com.

Note to editors:

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 and a newly established business in Japan. Berrys' range comprises more than 3,000 wines and services including The Wine Club, The Cellar Plan, Wedding Lists, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine Schools. 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, images and videos please visit Berrys' Wine Blog <http://bbrblog.com/>. Become a fan of Berrys on Facebook www.facebook.com/berryswine, follow Simon Staples on [Twitter](#) (@BigSiTheWineGuy).