



BERRY BROS & RUDD WINE & SPIRIT MERCHANTS

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***Inside Burgundy*: Award-winning classic volume becomes a ground-breaking interactive, multi-touch eBook**

Following the unprecedented success of Jasper Morris' award-winning book *Inside Burgundy*, Berry Bros. & Rudd Press has announced the launch of the first of a series of interactive eBooks.

Inside Burgundy: The Côte de Beaune breaks new ground in book publishing. In this innovative, interactive eBook, the widely-praised maps of the vineyards can be zoomed with one tap, revealing the smallest details. Also new with this format are videos of Jasper Morris MW walking among the vines and explaining key quality factors, plus hundreds of stunning photographs.

The new eBook, available now on iPad and the new iPad mini through the [Apple bookstore](#) priced at £14.99, will be followed by several more to complete, update and extend *Inside Burgundy*.

Côte de Beaune is accompanied by an innovative free annual report – *Inside Burgundy: The Annual Report 2012/13* – featuring more than 170 pages of invaluable information on Burgundy vintages and wines by the region's leading expert, Jasper Morris MW. The report – which is free for this first edition – also features the first news of the 2012 growing season and detailed reports on the vintages from 2011 back to the 19th century, with the more recent years fully updated with his latest assessments of their progress.

The other key feature of *Côte de Beaune* is inter-activity: As Jasper says: “*As a specialist in this region I feel that over the last 30 years I have developed a body of knowledge, and more especially a depth of understanding, of burgundy that I want to share. I hope this book will transmit my enthusiasm for all the fine wines of the region and encourage readers to explore more widely.*

“But now reading it becomes a two-way process. If you open a bottle of burgundy, or go to a tasting, if you visit the vineyards, you can add your own notes and impressions, memories and experiences to mine,” adds Jasper.

Readers can highlight text to store their own tasting notes, making the eBook a truly personal reference. And the text is fully searchable: every mention of a vineyard or a grower can be explored. *Côte de Beaune* has live links to take you from the maps to the text on grands crus and premiers crus, and a Glossary by Jasper Morris that explains key terms at the tap of a finger.

Simon Berry, Chairman of Berry Bros. & Rudd, says: “*When Berry Bros. & Rudd Press published Jasper's Inside Burgundy, we already realised that the old-tech elegance of the 656-page volume might be complemented by the new-tech world of eBooks. For one thing, two kilos is a little unwieldy if you're visiting the vineyards...*”

“But the right route was frustratingly hard to identify. After much research, we chose the iBooks Author platform, launched in January. It gives us back the quality control – of design, editing and operation – that we would otherwise have had to cede to non-book technocrats, and has let us evolve the title into a very different but equally beautiful product to stand alongside the classic paper version,” adds Simon.

Further interactive eBooks are in preparation. *Inside Burgundy: Côte de Nuits* will be published in spring 2013. Other volumes likely to follow are: *Chablis, Mâconnais, Côte Chalonnaise* and *Beaujolais*. Each section is not only enhanced by all the eBook features, but updated.

Inside Burgundy: The Annual Report will be produced as an eBook every Autumn, with expanded coverage to include Jasper's essays on each year's news and developments in Burgundy.

Jasper sums up: *“Among the beautiful things in my life have been some wonderful bottles of burgundy. Not necessarily grands crus, not always great vintages – but wines which, from first sniff, have demonstrated that the vigneron has done the best possible job with the grapes available from that vineyard, in that year.*

“I look forward to sharing my passion for burgundy in this new and very exciting way.”

Ends

For further information, images or a voucher for a copy of the new eBook, please contact Vicky Williams on 01256 340140 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 Multi-Touch eBook, readable via an iPad and iPad Mini only.

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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