



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



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BERRY BROS & RUDD

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Noble Nebbiolo

Berrys' Italian Wine Buyer, David Berry Green, is mounting a campaign to highlight the quality and value of Langhe Nebbiolo and Nebbiolo d'Alba wines as a stepping stone to Barolo and Barbaresco.

To celebrate this David is organising a tasting and forum discussion at the Castello di Serralunga d'Alba, Piedmont, in April (13/14) 2011. As part of his campaign, David is hoping to raise the profile of the area to tourists and is working with local artisan food producers as well as Relais San Maurizio luxury spa resort.

"While much has been made of Barolo & Barbaresco over the years, I believe it's now time for the unsung hero of these famous wine styles, Piemonte's Nebbiolo grape, to be recognised and celebrated as expressed through the Langhe Nebbiolo and Nebbiolo d'Alba DOCs. These particular wine styles offer consumers an early drinking, fruit focussed, value-added introduction to the world of Barolo and Barbaresco; a world with surplus quantity to sell," says Berrys' Italian Buyer, David Berry Green.

Invitation to 'Nebbiolo Nobile' 13th & 14th April 2011 Serralunga d'Alba, Piedmont, Italy

David Berry Green, Berrys' Italian buyer, and since 2009 resident of the Langhe, Piedmont, invites you to 'Nebbiolo nobile' at the Castello di Serralunga d'Alba on 13th & 14th April to celebrate, in the year of Italy's 150th anniversary of Unification, the nobility and charm of the Nebbiolo grape with a tasting of 50 wines from the Langhe Nebbiolo and Nebbiolo d'Alba denominazioni, selected by him.

-More follows-

The programme for the two days:

- walkaround tasting between 10.00 and 18:00
- forum on Langhe Nebbiolo and Nebbiolo d'Alba at 11:30

Forum on Langhe Nebbiolo and Nebbiolo d'Alba DOC: a seminar along with various guests (producers, journalists, representatives from the on-trade) to discuss the denominazioni Langhe Nebbiolo and Nebbiolo d'Alba DOCs.

Ends

Note to editors:

This event will not be open to the public, and only to those invited. Places are limited so please choose between either the 13th or 14th April, but not both! Please indicate your preference to Vicky.williams@bbr.com or by calling 01256 340140.