



# BERRY BROS & RUDD

## WINE & SPIRIT MERCHANTS

[www.bbr.com](http://www.bbr.com)

### **Two new directorships harness the growth opportunities of the Berry Bros. & Rudd brand, as Wine Buying Director heads East**

Fine wine merchants Berry Bros. & Rudd today announced the appointment of two new directors to the 314-year-old business - an eighth-generation family member and the head of marketing from an international luxury watch brand.

Geordie Willis, 32, has taken up the position of Brand Director and Kirsten Kilby, 35, will join the company in the New Year as Marketing Director for the group's wine businesses. Both senior roles have been newly created in line with the growth of the business.

Geordie has spent the last four years as Business Development Manager for Berry Bros. in Hong Kong where he helped grow the business in the territory. Prior to his time in Asia, he spent two years as Cellar Manager for the company's flagship store in London before leaving the business for three years to play a key role creating and building the reputation of a UK marketing agency.

Geordie says: *"As an eight generation family member, it is extremely exciting to be working on the Berry Bros. & Rudd brand. Berry Bros. is an enduring family business, we benefit from having a sense of the passing of time. It is this sense of continuity and progress that enables us to embrace the many paradoxes that make it different and valuable".*

*"After two decades of considerable expansion we understand, now more than ever, the importance of having a cohesive brand. This is one of the first opportunities in over 300 years that we have had to look holistically at the entire spectrum of our offering, from print and publishing to retail and e-commerce,"* adds Geordie, who is the nephew of the current Chairman, Simon Berry.

Kirsten Kilby joins Berry Bros. & Rudd from TAG Heuer, part of the LVMH group, where she has worked most recently as Head of Marketing UK & Ireland. Kirsten has also worked in global roles in Aquascutum, Nicole Farhi and Paul Smith.

*"I am delighted to be joining Berry Bros. & Rudd. There are a great many exciting opportunities ahead, similar to the experience I had at Aquascutum, is the opportunity to work on a brand with a vast and rich history, a brand which is wanting to stay very much at the forefront of all marketing techniques. Berrys' has kept in touch with its past but also with a distinct nod to the future and the fresh challenges this will bring,"* says Kirsten, who will take up the position of Marketing Director on 2<sup>nd</sup> January 2013.

Managing Director of Berry Bros. & Rudd, Hugh Sturges, says: *"Kirsten's appointment completes the build of a collaborative marketing and brand team, with Geordie Willis looking after the Brand and Luke Tegner our growing Spirits portfolio, meaning that we now have the resource and expertise to fully harness the growth opportunities of our Brand. Kirsten and Geordie will undoubtedly add value to the Leadership Team."*

More follows

The news of the new appointments comes as Berrys' Wine Buying Director, Alun Griffiths MW, leaves the company at the end of the year after almost 19 years.

Alun, who joined BB&R in 1994 as General Manager of the Heathrow shops, will be replaced by Mark Pardoe MW, who has been with the company for 11 years.

Mark ran his own wine business for many years before selling to Berrys in 2001. Mark joined the company as Commercial Director and headed the new and subsequently highly successful department of BB&R Wholesale in 2006.

Mark, who was for many years a leading figure in the Institute of Masters of Wine and has one of the most respected palates in the industry, says: *"It is a great privilege to take on this role and receive the baton from Alun, who has done so much for Berrys over the years. My aim is to build further on his achievements, both domestically and internationally, and work closely with our great team of buyers to ensure that Berrys stays at the forefront of the creative sourcing of high quality wines and communicating those qualities to our customers."*

Alun leaves Berry Bros. & Rudd to take up a position of International Director of a Chinese wine and spirits importer, VATS Fine Wine and Spirits Co. Ltd.

Alun commented: *"I never imagined leaving Berrys as I have enjoyed a highly fulfilling and rewarding time here. However, the chance to have a final fling in my career, concentrating on buying wine, training staff and developing a wine business in a new and burgeoning market, proved too hard to resist. I leave with much sadness and some great memories."*

Ends

For further information on this press release, please contact Vicky Williams on 01256 247862 or email [Vicky.williams@bbr.com](mailto:Vicky.williams@bbr.com).

#### **Notes to editors:**

Over 314 years ago, Berry Bros. & Rudd opened its shop at 3 St James's Street, opposite St James's Palace, where it still stands today. Members of the Berry and Rudd families continue to own and manage the family-run wine merchant, providing the closest link between those who make the wine and those who drink it.

Berry Bros. has shops in Hong Kong and Basingstoke, as well as a business in Japan and duty free presence in Dubai. Berry's range comprises over 3,000 wines and services include: The Wine Club, The Cellar Plan, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine School. The cellars and Pickering Place are available for corporate entertaining, cocktail parties and wine tastings.

A supplier to the Royal Family since the reign of King George III, historic customers have included Lord Byron, William Pitt the Younger and the Aga Khan.

Berrys' award-winning website [www.bbr.com](http://www.bbr.com) is an online one-stop shop and includes expert advice from Berrys' own wine advisors.

For further discussion on this and other topics with Berrys' experts please visit [Berrys' Wine Blog](#).

To keep up-to-date with the latest wine news from Berrys as it happens, follow @berrymrosrudd on Twitter. Become a fan of Berrys on Facebook at [www.facebook.com/berryswine](http://www.facebook.com/berryswine).