



**BERRY BROS & RUDD**  
3, ST. JAMES'S STREET, LONDON

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WINE & SPIRIT MERCHANTS

Thursday 15th December 2016

**Berry Bros. & Rudd appoints new Buying Director**

Berry Bros. & Rudd is delighted to announce the appointment of Abi Hirshfeld as its new Buying Director. Abi will join the business in January 2017 to enhance the already renowned buying team.

Having worked in the wine industry for 17 years, Abi joins Britain's oldest wine merchant from Direct Wines Ltd. For the past five years, in her role as Wine Director, Abi managed the wine buying for all of the company's businesses including the UK, US, Asia Pacific and Wholesale.

In her role as Buying Director, Abi will oversee all areas of the Berry Bros. & Rudd group of companies, including Fields Morris & Verdin. She will take overall responsibility for all buying and supplier management decisions with the exception of Fine Wine buying, which will continue to be led by Max Lalondrelle. Mark Pardoe MW will continue in his current role working with Abi and the team as Wine Director.

Berry Bros. & Rudd Chief Executive Dan Jago comments: "We are thrilled Abi is joining us. She brings with her a wealth of buying experience from her years in the trade.

"Berry Bros. & Rudd has a highly experienced team of buyers and under Abi's direction we look forward to being able to develop and grow the industry-leading wine range with which we provide our customers."

Abi added, "I am very excited to have the opportunity to join Britain's oldest wine and spirit merchant and to work with their incredible range of wines. I am really looking forward to working with the very talented Buying team and can't wait to get started in January."

**-Ends-**

For further information please contact Gemma Duncan, Berry Bros. & Rudd PR  
Manager

E: [gemma.duncan@bbr.com](mailto:gemma.duncan@bbr.com)

T: 020 3301 1684



## **About Berry Bros. & Rudd:**

Founded in 1698, Berry Bros. & Rudd is Britain's original, family-owned wine and spirits merchant. With two Royal Warrants, more than 300 years of history and seven Masters of Wine, we are proud of our world-class reputation for exceptional wines and spirits.

Although hundreds of years old, Berry Bros. & Rudd remains at the forefront of wine innovation. The current range of more than 4,000 wines is sourced from over 25 countries, from the traditional – France, Italy and Spain – to the less traditional – Brazil and Moldova.

Not just a fine wine retailer, spirits have long been central to the business. Alongside award-winning Speyside single malt whisky, The Glenrothes, the spirits portfolio includes the classic No.3 London Dry Gin, Mauritian rums Penny Blue and Pink Pigeon Rum and the unique and historic King's Ginger Liqueur.

While we embrace progress, we also value our traditions. As a business, we are comfortable embracing these paradoxes – having always managed to combine our history and heritage with a commitment to constant progress, innovation and change.

Throughout the developments the business has seen over the years, customers have always remained at the heart of Berry Bros. & Rudd. Whether visiting us in store, shopping online or participating in our Wine Club, Cellar Plan, tutored tastings or Wine School, we aim to ensure that every customer receives the same outstanding experience.