Parker agrees with Berrys on Bordeaux 2009

28th April 2010...Robert Parker's verdict on Bordeaux 2009 has been revealed in The Wine Advocate today and his findings are unprecedentedly similar to those of Berry Bros. & Rudd.

"2009 is not as consistent as 2005, but the peaks of quality in 2009 may turn out to be historic," Parker says, adding: "2009 is the greatest in the Médoc and Graves, where it can often eclipse 2005 and 2000."

Berrys' Sales Director, Simon Staples, says he was pleased Parker's top scores were awarded to some of Berrys' favourite châteaux including Pontet-Canet, Haut Bailly and Leoville-Poyferre. "I am delighted Robert Parker has seen the light and agrees with us," he says, adding his thoughts on the likely resulting high prices: "There have never been so many high scores before and this will only add fuel to the fire on the pricing of the 09s. Sanity is unlikely to prevail on the big brand wines and the top 50 will wait to release after Vinexpo (25th- 27thth May), but there are great wines to be had between now and then and the prices should be reasonable."

But Berrys warns buyers should be extra vigilant when deciding who they buy their wine futures from.

Simon adds: "Be careful who you are buying from, high scores and high prices only encourage more skulduggery in the wine world."

"We have heard horror stories of people selling 2009 Lafite already. People's desire to buy 2009 might well cause an error of judgement. If you have any doubt at all check out the WSTA's guide to the en primeur market. I heard only this week that more than 50 companies have set up this year and are selling wine fraudulently or in excess of market price."

Independent consumer guides to buying en primeur can be found at: <u>http://www.wsta.co.uk/Guide-to-the-en-primeur-wine-market.html</u> and <u>http://www.investdrinks.org/</u>

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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 <u>www.bbr.com</u> 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 <u>http://bbrblog.com/</u>. Become a fan of Berrys on Facebook <u>www.facebook.com/berryswine</u>, follow Simon Staples on Twitter (@BigSiTheWineGuy).