



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

WINE & SPIRIT MERCHANTS

Berry Bros. & Rudd and VINIV join forces to bring wine lovers the opportunity to become Bordeaux winemakers

VINIV clients benefit from some of Bordeaux's foremost experts for education and winemaking support

Berry Bros. & Rudd, one of Britain's oldest Wine and Spirits merchants, has seen plenty of innovation in its 316-year history. Now, in another first, they have elected to offer their clients a chance to make their own Bordeaux wines. Berry Bros. & Rudd has this week (17th February 2014) become the exclusive UK and Hong Kong agents for VINIV, a Bordeaux-based company that allows wine enthusiasts to produce their own extraordinary wine, one barrel and one vintage at a time.

With their long-standing pedigree in the Bordeaux market, Berry Bros. & Rudd recognise that VINIV has unmatched access to winemaking expertise and a portfolio of prestigious old-vine vineyards on Bordeaux's left and right banks—from Pauillac, Saint-Émilion, Saint Estèphe, Canon Fronsac, Graves and others. With the opportunity to blend great fruit from renowned appellations on both banks, individuals can produce a truly unique Bordeaux wine – every year.

The winemaking team at Château Lynch-Bages, a Bordeaux *Grand Cru Classé*, oversee VINIV's winery operations and provide education and technical support. Eric Boissenot, advisor to four of Bordeaux's five 1855 first classified growths and recently named the world's most influential wine consultant by *the drinks business*, also lends his winemaking and blending skills.

"The chance to make your own fine wine is a remarkable way to develop your appreciation and understanding of one of life's greatest pleasures," says Berry Bros. & Rudd's Bordeaux Buyer, Max Lalondrelle. He adds: *"Whether you're sharing a barrel with some friends, looking to promote your company by creating a unique gift, or satisfying a long-time dream, VINIV offers a truly unique experience."*

"Bordeaux winemaking is grounded in tradition and mystique," says VINIV's co-owner and CEO of Château Lynch-Bages, Jean-Charles Cazes. *"VINIV lifts the veil on this rarefied world, giving wine lovers an opportunity to produce great wine while providing an unique inside view on this industry and lifestyle."*

VINIV members produce Bordeaux wines to suit their palate. Minimum quantities start at one barrel or 288 finished bottles. Throughout the six to 24 month process, members participate in key winemaking decisions – from selecting vineyards and varietals to finalising their blend and creating a unique brand and label. Once in bottle, members' wines will be shipped to the UK or Hong Kong with the option to store, in bond, in Berry Bros. & Rudd's state-of-the-art warehouses.

VINIV founder and CEO, Stephen Bolger, adds: *"We believe that Bordeaux wine enthusiasts can live the dream of being a winemaker without leaving their day job or take the risk of investing in a winery. Our relationship with Berry Bros. & Rudd allows us to connect with individuals who want to take their passion for wine to a new level and bring the experience closer to our UK and Hong Kong-based members."*

For more information on this press release and the VINIV experience please contact Vicky.williams@bbr.com or call +44 (0)1256 247862. **Notes to editors can be found on the following page.**



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VINIV

Since 2009, VINIV has guided individuals, groups and corporate clients in the creation of their own luxury-class barrels of wine from vineyards in Bordeaux's most coveted appellations, including Pauillac, Saint-Émilion and others.

With the support of the winemakers at Château Lynch-Bages and under the tutelage of Eric Boissenot, renowned oenologist and advisor to four of Bordeaux's five 1855 first-classified growths, members can embrace the total winemaking experience — conceiving, producing, blending and branding their own unique wines for personal consumption or commercial sales.

VINIV's ultimate goal is to create an environment that enables individuals to deepen their knowledge, collaborate with Bordeaux winemaking insiders and express themselves through a wine that is as unique as they are, one vintage at a time. VINIV is located in the Village of Bages near Pauillac and is one of the premier wine and lifestyle businesses of Lynch-Bages & Cie.

Prices start from £6,900 depending on the vineyards selected for the blend. Prices include production, fruit, winemaking materials (including barrels), label design and packaging. The experience also includes the introductory session, vineyard selection tasting as well as the final blending session that takes place prior to bottling and shipping to Berry Bros. & Rudd in the UK. For more information, visit www.vinivwine.com

Berry Bros. & Rudd

With two Royal Warrants, three hundred years of history and seven Masters of Wine, Berry Bros. & Rudd is Britain's original wine and spirit merchant.

With services including a monthly Wine Club and Cellar Plan, Tutored Tastings, Private Wine Events and a Wine School, we provide the closest link between those who make the wine and those who drink it.

We offer a selection of over 4,000 bottles to wine- and spirit-lovers in the UK, Hong Kong and Japan through our stores, warehouses and outlets, and to people across the world through our award-winning website.

While we embrace progress, we also value our traditions. We are still run by members of the Berry and Rudd families and we continue to supply the British Royal Family, as we have done since the reign of King George III.

Most importantly, we still believe that everything you should look for in a wine or spirit comes down to one simple question: 'Is it good to drink?'

Château Lynch-Bages

The JMC family group encompasses large wine-growing estates located in various regions of France and around the world, a wine merchant business and activities based on wine, gastronomy, tourism and the art of living in general. The heart of all activities is château Lynch-Bages, Grand Cru Classé, located in Pauillac. Since 1934, several generations of Cazes Family share "un art de vivre le vin". For more information, go to www.jmcazes.com