



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

WINE & SPIRIT MERCHANTS

Wednesday 14th December 2016

Berry Bros. & Rudd announces the return of the world's first wine magazine

Twenty-two years after it was last published Berry Bros. & Rudd is delighted to announce the return of No.3. Hailed as the first magazine entirely dedicated to the subject of wine, No.3 was first printed in 1954.

Named after Berry Bros. & Rudd's address at No.3 St James's Street, the magazine was introduced by Anthony Berry, father of Chairman Simon Berry and grandfather to the company's Creative Director, Geordie Willis. It was initially designed to make the company *"better known to our customers, taking them beyond the somewhat sombre view of our shop... and showing them that the atmosphere inside Number Three is very far from forbidding."*

The content is very much in keeping with the original title, including a *"page or two of editorial and an article highlighting a particular wine region"*, albeit with a fresh look. Previously described as more of a "parish magazine" No.3 is now printed in A3 newspaper format.

The re-launched publication features an overview of the past, present and future of Burgundy by Jasper Morris MW as well as thoughts from wine specialist and journalist Will Lyons on the future of wine in *Plus Ça Change*. The *How to Start a Cellar* article provides useful reading for customers looking for advice on laying down wine and readers will be treated to a preview of the collaboration with interior designer, stylist and illustrator Luke Edward Hall who has designed the 2017 limited-edition Good Ordinary Claret label. The label will be released in February.

No.3 Editor Emily Miles comments "Berry Bros. & Rudd has a long history of publishing wine writing, which, for those of us who love the subject, has always felt more of a necessity than an indulgence.

"It was the idea of giving pause for thought in today's hurried, opinionated world as well as providing fuel for conversation, which led us to – once again – publish a periodical dedicated to wine, spirits and the art of good living."

No.3 will be published twice a year. The latest addition of this historical title is available to pick up from Berry Bros. & Rudd at 3 St James's Street and the Warehouse Shop in Basingstoke.

-Ends-



No.3 Magazine

First published in 1954, No.3 was initially published for 42 years. The result was 78 editions with more than 400 articles and snippets of information, and over 1,500 wine recommendations. Berry Bros. & Rudd has reproduced some of the content on its award winning blog bbrblog.com

The magazine was last printed in 1994 during a time when Berry Bros. & Rudd launched its first website. Suddenly the world had access to an encyclopaedia of wine information and the 24-page “parish magazine” became rather old fashioned.

The magazine is edited by Emily Miles, Berry Bros. & Rudd Content Editor and contributed to by a number of people across the business. The next publication of No.3 is scheduled for spring 2017.

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.



New No.3 Magazine

Autumn/Winter 2018

N°

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WINE & SPIRIT MERCHANTS

A publication designed to promote the appreciation of wines and spirits and other aspects of good living

04
THE ENDURING POWER OF PRINT

05
Liquid History

06
HOW TO START A CELLAR

08
LUKE EDWARD HALL

10
Burgundy: Taking Stock

16
Plus Ça Change

17
... **Plus C'Est la Même Chose**

18
LORD BYRON

22
"TASTE" BY ROALD DAHL

Historical images of No.3 Magazines

