



BY APPOINTMENT TO
H.M. THE QUEEN
WINE & SPIRIT MERCHANTS
LONDON



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H.R.H. THE PRINCE OF WALES
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BERRY BROS & RUDD

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Victorious Berrys launches new spirits range



October 2009...Independent Bottler of the Year, Berry Bros. & Rudd, has launched a new range of spirits this week.

After recently being named Independent Bottler of the Year for 2010 at the prestigious Icons of Whisky awards, the award-winning wine and spirits merchants launches The Selected by Berrys' range (<http://www.bbr.com/producer-1823-selected-by-berrys>) - comprising two Blended Malts, and XO Cognac and Golden Caribbean Rum.

Created as an introduction to the world of Berrys' spirits, each one has been carefully chosen and blended by Berrys' expert spirits team. The four represent the standard-bearers of flavour, style and quality from classic spirits producing regions - Speyside Reserve Blended Malt; Islay Reserve Blended Malt; XO Caribbean Rum and XO Cognac and are designed to be available as a boxed set of four as well as individually.

Berrys' Spirits Manager, Douglas McIvor, says: "I have sniffed my way through the world of spirits for more than 20 years. Each one a unique personality, quite a few have become close friends. I am sure this quartet will join them."

The make-up of the products will naturally evolve over time as the buyers continue to source characteristic spirit from the finest regional suppliers for each bottle.

The first edition of The Selected by Berrys Reserve Speyside Blended Malt combines whiskies from two well known Speyside distilleries, balanced to produce an approachable yet complex dram with rich, rounded character.

The current Selected by Berrys Islay Blended Malt has been created by combining full peaty, medicinal malts to capture the very warming essence of the smoky Islay style.

This edition of The Selected by Berrys' XO Caribbean Rum comes from Trinidad's Caroni Estate distillery which is sadly now closed leaving just this small piece of liquid Caribbean history. This single estate, single age (10 Year old) rum is some of the last ever produced here.

The Selected by Berrys' XO Cognac has been carefully fashioned using long matured barrels of Grande Champagne from our extensive inventory to create a luscious, complex brandy that makes the perfect digestif.

Chairman of Berry Bros. & Rudd, Simon Berry, says: "Each selection is endorsed personally by me and the range as a whole represents the perfect introduction to the world of Berrys' spirits."

The new spirits are available to buy individually Speyside Reserve Blended Malt £30; Islay Reserve Blended Malt £35; XO Caribbean Rum £30 and XO Cognac £55 or as a pack for the special price of £140. Trade prices are available on request.

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