



**Berry Bros. & Rudd releases limited edition Single Cask Malt Whisky to commemorate heroism of Countess Rothes, the Titanic's "Plucky Little Countess"**

***Berrys' whisky commemorates centenary of the sinking of RMS Titanic, April 15, 1912***

Berry Bros. & Rudd has bottled a limited edition of just 100 bottles from a Sherry Cask of The Glenrothes 1998 Speyside, Single Malt Whisky to commemorate the centenary of the heroic efforts of the Countess of Rothes aboard the ill-fated RMS Titanic.

The Countess of Rothes, the title originating from the Speyside town where this Malt Whisky was distilled, was aboard the ship when it struck the iceberg. She took the tiller and later to the oars of life boat No. 8 during the life-threatening moments and it is said that her efforts contributed to the survival of the boats occupants. Her part in James Cameron's film, "Titanic", was played by Rochell Rose.

On the 17<sup>th</sup> of April 1912 Berry Bros & Co received a letter from the White Star Line detailing the loss of 69 cases of their wines and whiskies which were aboard the liner, the RMS Titanic. The ship foundered two days earlier. The letter was dated the 16<sup>th</sup> April 1912.

A framed copy of this letter has hung upon the wall of Berry Bros. & Rudd's famous London shop at No.3 St James's Street for many years so the company needed no reminder that the sad centenary of the disaster would one day be upon us but in spite of the overwhelming sense of tragedy there were some outstanding acts of courage and bravery.

Just 100 bottles of the special edition will be released, priced at £100 each. Every bottle in the edition is individually numbered on replica labels from the early-1900s. The bottles used replicate the Edwardian style of those lost to the depths of the Atlantic.

She was given the additional title of the "Plucky Little Countess" following the 33 year old's action. A contemporary account at the time relates "*The countess is an expert oarswoman," said Dr. Leader. "She practically took command of our boat when it was found that the seamen who had been placed at the oars could not row skilfully. Several of the women took their place with the countess at the oars and rowed in turns while the weak and unskilled stewards sat quietly in one end of the boat."*

Ledgers in the Berry Bros. & Rudd archive show that of the 24 bottles lost, 10 bottles of Berrys' Best malt whisky were destined to be delivered to an Esmond Ovey Esq at the British Embassy in Washington. Later Sir Esmond Ovey, the gentleman in question had a glittering diplomatic career serving as an envoy to Mexico and ambassador to Moscow, Belgium, the Argentine Republic and Paraguay. Esmond was uncle to Michael Palin – where our latter-day Phileas Fogg perhaps inherited his travelling genes.

Douglas McIvor, Berrys' Spirits Manager chose the 13 year old single cask matured in Oloroso barrels for its distinctive vanilla, deep citrus, dried fruits, figs, coffee and spice nose together with the characteristic deep fruity notes and honeyed texture of The Glenrothes on the palate. He adds that the whisky shows the aromas of Brazil nuts with a liquorice edge and a lingering sweet fruitiness balanced with soft oak tannins on the finish.

Simon Berry, Chairman of Berry Bros. & Rudd, who commissioned the making of this unique whisky, said: "Berrys' has a long tradition of vatting as well as selling the finest whiskies. One hundred years ago, we lost some of our finest malt when the RMS Titanic struck an iceberg. It is 100 years since the tragic loss of this iconic ship but the launch of this bottling from The Glenrothes is our way to commemorate that fateful night as much as the achievements The Countess of Rothes – undoubtedly of one of the night's heroines."

## **ENDS**

### **Contact**

For further information, more detailed statistics or recommendations on the wine to watch in 2012, please contact James Gordon-MacIntosh or Jo Carr at Hope&Glory PR

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

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. Berry's now has shops in Hong Kong and Basingstoke, as well as a business in Japan and duty free presence in Dubai.

Berry's range comprises over 3,000 wines and services include The Wine Club, The Cellar Plan, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine School. The cellars and Pickering Place at Berry's are available for corporate entertaining, cocktail parties and wine tastings. Berry's award-winning website [www.bbr.com](http://www.bbr.com) is a one-stop shop online and includes expert advice from Berry's own wine advisors.

For further discussion on this and other topics with Berry's experts please visit Berry's Wine Blog. To keep up-to-date with the latest wine news from Berry's as it happens, follow @berrybro Rudd on Twitter. It only takes a few seconds and it's free. Become a fan of Berry Bros. & Rudd on Facebook at [www.facebook.com/berryswine](http://www.facebook.com/berryswine).