



What kind of wine lover are you?

October 2009...Are you a wine loving foodie, or an off-the-cuff entertainer? Perhaps you have a taste for adventure and wine exploration? Maybe you are always looking for an eagle-eyed bargain or simply subscribe to the theory that effortless is more. Different people want different things from wine, which is why Berry Bros. & Rudd has revamped its Wine Club (<http://www.bbr.com/wine-club>) to include something for everyone.

For die-hard foodies there is a **new recipe matching service** (<http://www.bbr.com/wine-club/wine-recipe-matching>), where Club members can email their menu to Berrys' who will respond within 24 hours with two or three suggested wine matches, so dinner parties ~~are~~ can be planned to perfection. -All Club cases also come with wine matching ideas (<http://www.bbr.com/wine-club/dinner-recipes>), some also with **recipes from Berrys' famous kitchens in St James's**, the best of which can also be found online in the members' section of Berrys' website.

To suit wine lovers with a more unruffled approach to life, Wine Club memberships are **flexible** and members can add, swap or cancel cases whenever they like. Plus any other wine members buy can be delivered absolutely free when dispatched with their Wine Club cases – they get **15% off all Wine Club wines** and **10% off Berrys' tastings and dinners** — (and priority booking too) which will appeal to wine loving Economists! Dedicated Wine Club manager Katie Cooper is always on hand to answer questions about wine and give suggestions, adding a **personal touch to the service**.

Even if your primary motivation is simply to have some splendid wines to hand for spur-of-the-moment visitors, Wine Club members can rest assured that the team of five buyers, **including three Masters of Wine**, select only the best wines at the best possible price. Wine loving Explorers

will adore the encyclopaedic members' pack which will give them all the information they'll need to expand their wine expertise – as well as impress their guests-

To celebrate the re-vamped Wine Club, **Berrys' will be giving away bottles of wine in a competition** on Berrys' Wine Blog and on Twitter. Entrants can send their favourite recipe to wineclubcomp@bbr.com and Katie Cooper will select her two favourites and recommend a wine to match each; the two lucky winners will each receive six bottles of that wine to wash down with their favourite recipe.

Ends

Notes to editors

The competition will run on www.bbrblog.com and via www.twitter.com/WineMatters between 22nd October and 20th November 2009. Katie Cooper will pick two recipes and Berrys; will send each winner six bottles of the chosen wine and the recipes will be published on Berrys' Wine Blog (www.bbrblog.com).

Wine Club membership starts from £120 and cases are delivered on a bi-monthly basis. Members can choose from nine different cases and are able to skip, swap or change their plan at any time.

New members will receive their first case half price. Customers who are not yet members can try either an Essential Trial Case for £120 or a Reserve Trial Case for £180 without having to commit. They'll receive the accompanying tasting notes (and the 15% discount) but not all the extra Berrys' Wine Club benefits.

Other benefits of the Wine Club include exclusive member events, bespoke service from Wine Club manager Katie Cooper, encyclopaedic reference guides and binders, tasting wheels, learning materials and gifts.