

BERRYS' WINE MATTERS

BERRYS UNCOVERS THE SORCERY BEHIND YOUR 'SAUCE'

Fancy a glass of Chateau Cow Dung? You may be getting more than you realise in your favourite tippie, after a survey from the UK's oldest independent wine merchant, Berry Bros. & Rudd, reveals almost a third (30%) of drinkers are going “biodynamic” and choosing wine from grapes **grown in harmony with nature – wine made by burying a dung-filled cow horn during the autumn equinox, consulting the stars and stirring tea for the compost pile in the right direction.**

The research shows concerns about reducing one's impact on the environment aren't just the preserve of foodies, with 82% of wine lovers expressing an interest in how their wine is produced and how vines are tended – with biodynamic leading the way.

Six in ten (57%) wine buffs say they'd buy more biodynamic wine if they understood how it was grown, with many still in the dark about biodynamic and organic wine production, citing such methods as 'mysticism'. With this in mind, Berry Bros. & Rudd is launching 'Wine Matters', an initiative to dispel biodynamic myths and encourage wine enthusiasts to have their say on how the wine they buy is produced.

The initiative, at bbrblog.com/wine-matters, is an interactive platform for debate with a series of topics and discussions from Berrys' Masters of Wine and industry experts, including a post from Jasper Morris MW, asking: 'Biodynamics: Do we believe?'

Morris comments: "Our number one concern as a business is selling the very best quality wine and we are increasingly seeing that biodynamic production methods, given the stringent attention to detail required by producers, result in better quality wine. We want to share this knowledge

with our customers and let them know where their wine has come from and how it has been made.”

Berrys will be inviting guest bloggers each week to join the debate including biodynamic wine producer from Rhône, Montirius, and Gavin Partington from The Wine and Spirit Trade Association.

Visit [Wine Matters](#) to have your say on biodynamic wine production and learn more about biodynamic viticulture methods. For more on this and other wine topics follow Berry Bros. & Rudd on [Twitter](#).

Berry Bros. & Rudd will also be inviting wine lovers to come to Berrys' Factory Outlet, in Basingstoke, for a complementary biodynamic wine tasting on 5th and 6th June and are including an organic or biodynamic wine in Wine Club cases going out to over a thousand members.

- Ends -

For further information, please contact Gemma Shaw at GShaw@golinharris.com/ 0207 067 0601 or Nicola Kelly at NKelly@golinharris.com/ 0207 067 0516.

Notes to Editors:

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. Berrys' now has shops in Dublin, Hong Kong and Basingstoke. Berrys' range comprises over 4000 wines and services include The Wine Club, The Cellar Plan, Wine Wedding List, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine School. The cellars and Pickering Place at Berrys' are available for corporate entertaining, cocktail parties and wine tastings. Berrys' award-winning website www.bbr.com is a one-stop shop online and includes expert advice from Berrys' own wine advisors.

Research conducted online amongst 500 consumers in May 2009.