



# BERRY BROS & RUDD

WINE & SPIRIT MERCHANTS

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## Berry Bros. & Rudd tops the bill of a major new television series on wine

30<sup>th</sup> January 2009...The first programme in the BBC's new series, 'Wine: The Firm', is based around the UK's oldest wine merchant Berry Bros. & Rudd and charts a year in a life of the family business.

Starring Berrys' buyers Jasper Morris MW and Simon Staples, the programme explores the relationships between these larger than life characters and the winemakers and chateaux owners of Burgundy and Bordeaux.

Filmed in a year when high finance caught a fever, 'The Firm' unwittingly becomes a chronicle of the changing world order and Berrys' Chairman Simon Berry unveils the secrets of a successful family-owned and run business.

From the unassuming winemaker David Clarke of the small village of Morey-Saint-Denis, in Burgundy, to the wily General Manager of Chateau Cos d'Estournel, Jean-Guillaume Prats, – one of Bordeaux's premium chateaux, the programme explores the eccentric and compelling world of wine.

'Wine: The Firm' will be aired on BBC Four on Monday February 16<sup>th</sup> 2009 at 9pm. An Oxford Film and Television Production, it is narrated by Matthew MacFadyen and produced and directed by Nick Angel, with executive producers Patrick Forbes and Nicolas Kent.

For further information on this release, publicity shots or to arrange an interview with Jasper Morris MW, Simon Staples or Simon Berry please contact:  
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Programme One: 'The Firm' – 16th February, 9pm (featuring Berry Bros. & Rudd)  
Programme Two: 'The Faith' – 23rd February, 9pm (featuring Chateau Margaux)  
Programme Three: 'The Future' – 2nd March, 9pm (featuring Oupa Rangaka and Mark Solms – owners of South Africa's only black-owned vineyard)

Press copies of the series are available on request.

**Notes to Editors:**

Over 300 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, as well as a business in Japan. 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](http://www.bbr.com) is a one-stop shop online and includes expert advice from Berrys' own wine advisors.

For further discussion on this and other topics with Berrys' experts please visit The Fine Wine Blog <http://bbrblog.com/>