

BERRY BROS & RUDD  
3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

# Wine Club

Sampler edition of the  
Wine Club welcome pack





---

**Katie Cooper**  
WINE CLUB MANAGER

Katie Cooper

---

*Enjoying good wine is one of life's unadulterated pleasures; knowing a little about what you are drinking only enhances that experience. This is exactly what Berry Bros. & Rudd's Wine Club is designed to do.*

Every bottle in the cases you receive from us will be individually selected by one of our seven Masters of Wine, chosen because it is the best possible example of a style and type. It will also be accompanied by detailed tasting notes so that you have the most pertinent information about the wine makers, regions and grape varieties to hand.

Whether you plan to use your deliveries to school yourself in the fascinating world of wine, or are simply in need of a good stock of bottles to enjoy alongside everyday dinners, as your Wine Club manager I am here to help. Please do not hesitate to contact me on 0800 280 2440 should you need any more information, food pairing suggestions, recipes or if I can assist with any of the practicalities of your membership.

From exclusive events to additional discounts, I do hope you enjoy everything that Wine Club has to offer.



*“It is often forgotten—or simply not realised—that the foundation of what we do is farming, rooted deep in the earth. For me, the ultimate goal is to put a wine in bottle that is beautiful because of its origin.”*

# Syrah

---

*A split-personality of a grape. In the northern hemisphere, Syrah is described in athletic terms: taught, lean, racy. In the southern hemisphere, where it's called Shiraz, it has an entirely different character: rich, unctuous and weighty. Its most famous incarnation is in the Northern Rhône where it produces the great red wines of Hermitage, Côte Rôtie and Cornas. In Australia, its spiritual home is the Barossa Valley, where its wines are redolent of leather, chocolate and prunes. It ages well.*

## FLAVOURS

Tobacco, black pepper, blackberry

## FOOD PAIRING

Strongly flavoured meat and game. Fatty meats such as goose, duck, pork, sausages.

## KEY REGIONS

Rhône, Languedoc-Roussillon, Australia, California, South Africa



# Spain

---

*Confident, colourful and full of Mediterranean spirit, Spanish wines are produced across the country from verdant Galicia to the sandy stretches of Alicante, stopping off at totemic bodegas such as Vega Sicilia and Contino en route. There is real value here (witness the wines from El Seque and Malumbres) and there are new icons too, for example Pintia and Calvario. There are also established classics, such as the superb range from La Rioja Alta. In short, Spain has something for everyone, from the soft and the young to the mature and the leathery.*

A series of good vintages and an influx of investment have propelled Spain to the forefront of the vinous consciousness. Rioja remains perfectly poised between the traditionalists such as CV.N.E. and the more modern wines of Artadi, while other classic regions such as Ribera del Duero and Navarra continue to innovate and improve at an astonishing pace. Some extremely exciting finds have emerged from other regions which, up until fairly recently, would not have been associated with quality wines, including Alicante, Priorat and even La Mancha in central Spain. The whites are becoming a real force to be reckoned with and the new wave Rioja is the antithesis of the fruitless oxidative examples of old. The whites of Rías Baixas in the far north-west are an excellent showcase for the aromatic charms of the indigenous Albariño grape.

## GEOGRAPHY

Spain has a greater area of vineyards than any other country, but is only the world's third biggest wine producer. It is famous for its red wines, especially Rioja, and of course Sherry. The dominance of merchants rather than growers in the late 19th century means that merchant brand names are much more common than individual wine estates. European Community funds have been used in the last 25 years to buy new technology and have vastly improved the quality of the wines. Spain's interior has a Continental climate of very hot summers and cold winters, while the coastal areas have a Mediterranean climate with hot summers and mild, wet winters. As in France, small oak barriques (225 litres) are used to age the wines.

## CLASSIFICATIONS

**Vino de la Tierra** Spanish country wine, this is the equivalent of French Vin de Pays and is usually associated with up and coming areas looking to be promoted to DO status.

**Denominación de Origen (DO)** The Spanish equivalent of the French appellation contrôlée, this category was introduced in 1970 to guarantee the geographical origin of the wine. It includes strict controls on viticulture and vinification techniques, and the extent to which the wine has been aged may also be noted. There are 50 different DOs.

**Denominación de Origen Calificada (DOC)** A higher quality classification, DOC was introduced in 1991, initially only for the wines of Rioja.

**Vino de Pago (DO de Pago)** Single estates with the highest reputation. There are currently 15.

## KEY REGIONS

**Rioja** Divided into three districts—Alavesa (the highest quality), Alta and Baja—this classic Spanish region produces full-bodied, smooth, fruity red wines from mainly Tempranillo grapes blended with Garnacha. There are also some good white wines from the Viura grape.

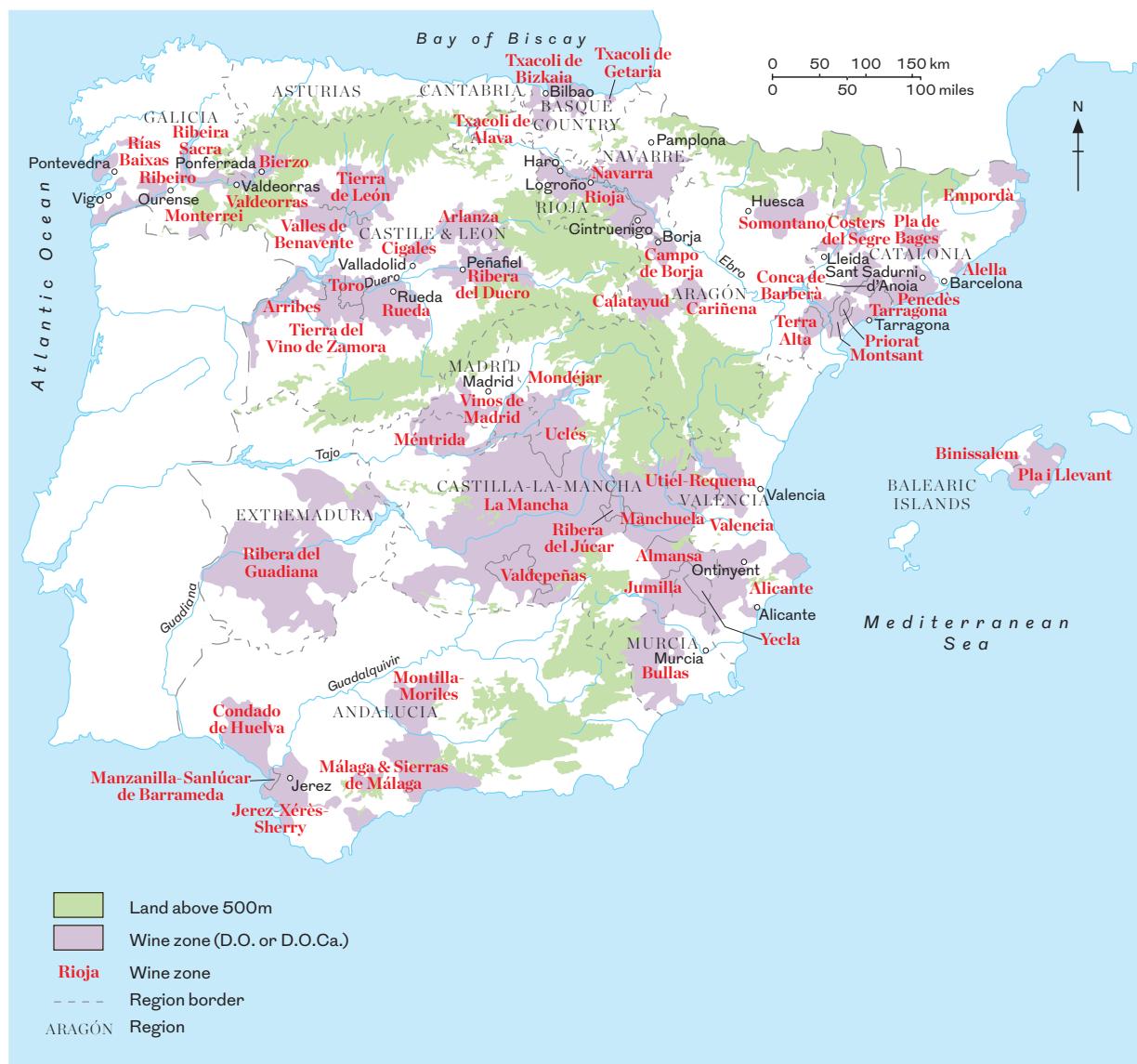
**Navarra** Producing similar styles to Rioja, but with international varieties used as well, the Navarra has a rapidly improving reputation. Over 90 percent of its production is red.

**La Mancha** Responsible for almost 50 percent of Spain's wine production, recent investment in new technology and improved production methods has resulted in better quality basic red and white DO wines.

**Ribera del Duero** Home to Spain's most expensive wine, Vega Sicilia, the Ribera del Duero produces wines which are fuller bodied than Riojas. The red wines here are a blend of Bordeaux varieties with Tempranillo and Garnacha. Cool summer nights give the wines extra finesse.

**Penedès** The centre of the Spanish sparkling wine (Cava) industry. Good quality still red and white wines are also made from native and imported varieties.

**Other Key Regions** Somontano, Priorat, Valdepeñas, Valencia and Montilla-Moriles.



# How to taste wine

---

*Pour the wine about one-third full into a simple glass that curves inward towards the top—tulip-shaped glasses are the best design for this. Holding the glass by the stem, tilt it against a white background and look at it. Examine the wine. Is it clear or dull? This might tell you if the wine has a fault or not.*

## WHAT COLOUR IS IT?

**White wines** White, lemon, gold

**Red wines** Purple, ruby, tawny

**Rosé wines** Pink, orange

Compare the colour at the centre of the glass (core) with the colour at the rim. Colour is a good indicator of age: white wines become deeper (more golden) with age. For red wines, the more purple the wine, the younger it is.

In young wines the colour is usually uniform, with very little difference between the core and rim. The more brown, tawny or orange the wine, the older it is. With age, the colour is not uniform and is lighter at the rim of the glass compared with the centre. Generally, the lighter the colour of the wine, the cooler the climate. However, certain grape varieties are characteristically light or dark in colour.



# Food & Wine Matching

---

*Drinking well and eating well are twin pleasures:  
the right combination of wine and food can make even  
a simple supper seem like alchemy.*

The key thing to keep in mind is try to be relaxed when selecting your wines. There are few disastrous choices (though the basic 'rules' are outlined overleaf), and largely you will want to experiment to find pairings which suit your palate. If in doubt, the most simple rule of thumb is, where possible, to select wines which come from the same geographical region as the food you are eating—for example Italian reds tend to be high in acidity and which partner excellently with the robust flavours of Mediterranean dishes. Although Katie Cooper will make suggestions for food to match your Wine Club wines, here are the general principles to keep in mind:

