



## BERRY BROS & RUDD

WINE & SPIRIT MERCHANTS

www.bbr.com

### BERRY BROS. & RUDD (1698 – 2011)

- Berry Bros. & Rudd can trace its **origins** back to 1698 when the Widow Bourne founded her shop opposite St James's Palace. Having traded from the same premises at 3 St James's Street for over 300 years, Berrys' is the oldest wine and spirit merchant in Britain and possibly the world.
- Berry Bros. & Rudd is still **family-owned** and run. Today the present generations of Berrys and Rudds continue to manage the family-owned wine merchant business. The youngest members represent the eighth generation.
- Berry Bros. & Rudd today is predominantly a **mail-order** business with a delivery network throughout the UK and abroad. Traditional values of service and quality are upheld and co-exist with modern business practices.
- Berry Bros. & Rudd was the first wine merchant to create a website in 1994. Today the online wine shop (**www.bbr.com**) has over 2,200 wines and unique facilities that include a 360° tour of the historic London shop, interactive wine maps, extensive producer and grape profiles, vintage charts (which date back to 1978), an online wine quiz and an interactive wine game. Berrys' has also launched an iPhone app.
- Berry Bros. & Rudd sells over 2,200 **wines** including everyday drinking from around £5 to over £9,000, with many mature stocks in the cellars. Wines are bought directly, where possible, from single estates.
- Berrys' sources wines of character and quality often in small parcels from small producers from both the southern and northern hemispheres. 'Good Ordinary Claret' (£8.10 per bottle) is the best-selling wine and is part of the range of over 40 own-label products including The King's Ginger (£18.35) a fiery ginger liqueur which was specially created by Berrys for King Edward VII.
- Bond and temperature-controlled cellars at Basingstoke store three million bottles including customers' private reserves.
- Berry Bros. & Rudd was voted **Decanter's 2009 Online Merchant of The Year** and the **2009 International Wine Challenge Wine Merchant of the Year**, as well as winning Direct Merchant, Rhône Specialist and En Primeur, and getting highly commended accolades for Wine Educator, Burgundy specialist, Bordeaux specialist and Regional Merchant (London). **Berrys' also won Independent Bottler of The Year in the 2009 Icons of Whisky Awards**. Other awards include **Website of the Year 2001/2002, 2002/2003, 2005/2006** and **2006/2007 Wine Merchant of the Year** in 2005 and **Independent Wine Merchant of the Year, Wine Merchant of the Year, Website of the Year, Specialist Merchant – Bordeaux, Specialist Merchant – Burgundy** and **Regional Merchant of the Year - London**.
- Berry Bros. & Rudd's team of 210 dedicated staff continue the tradition of a personal and trustworthy service. Sales staff keep up-to-date with developments around the world of wine and are mostly qualified

to WSET Diploma level. The company is proud to have five of the world's 278 Masters of Wine, with others studying for the qualification.

## KEY DATES IN THE HISTORY OF BERRY BROS. & RUDD

1698	The business was established at No. 3, St. James's Street, London.
1760	During George III's reign, Berry Bros. & Rudd first supplied the British Royal Family and has continued to do so to the present day.
1765	<b>Weighing customers</b> on the giant coffee scales began at No. 3, St. James eg. William Pitt the Younger, Beau Brummel, Lord Byron and Aga Khan.
1903	<b>A Royal Warrant was granted</b> as Wine Merchants to King Edward VII.
1923	<b>Cutty Sark Scots Whisky was created</b> at No. 3, St. James's Street – the first light-coloured whisky of its kind.
1933	Charles Walter Berry was the first wine merchant to do an extensive tour of wine regions (published in the book 'In Search of Wine').
1967	First independent wine merchant to have <b>temperature-controlled cellars</b> outside London (Basingstoke, Hampshire).
1971, 1981	<b>Queen's Award for Export</b> received for Cutty Sark Scots Whisky.
1994	First Duty Free Wine Shop opened at Heathrow Airport, Terminal 3. Launch of ground-breaking online wine shop <b>www.bbr.com</b> – Berrys' was the first wine merchant to do so.
1995	Opening of Berrys' Fine Wine & Food Shop, Basingstoke.
1997	First UK acquisition: Fields Wholesale Wine Merchants to widen agencies. Second Duty Free Wine Shop opened at Heathrow Airport Terminal 4. Run up to 300 <sup>th</sup> anniversary celebrations marked with award of <b>second Royal Warrant granted by H.R.H. The Prince of Wales.</b>
1998	<b>Opening of Berry Bros. &amp; Rudd Hong Kong Wine Club</b> and Hong Kong website. Berry Bros. & Rudd opened its first overseas shop in the Old Corporation Weights and Measures building at No. 4, Harry Street, Dublin.
1999	<b>Corporate hospitality facility opened</b> following the renovation of the historic vaulted cellars that lie beneath the shop at No. 3, St. James's Street. Berrys opens business in Hong Kong
2000	<b>Berrys' Wine School is launched</b> at No. 3, St. James's Street. Launch of Japanese version of www.bbr.com. Berrys' is voted the International Wine Challenge Fine and Rare Wine Merchant 2000/2001.
2001	Development of specialist rooms No. 3, St. James's Street: Fine Wine, 'Stills' Room (Spirits) and Wine Shop allowing self-service for the first time in Berrys' history. Berrys is awarded the International Wine Challenge 'Bordeaux Merchant of the Year' and 'Website of the Year' accolades.
2002/2003	<b>Opening of The Pickering Cellar</b> for Berrys' Wine School and tastings. Development of an additional warehouse to store more than 3.5 million bottles at Hampshire base. <b>Launch of the Berrys' Own Selection range of Single Malt Whiskies.</b> Awarded the 'Internet Website of the Year' at the International Wine Challenge.

- Voted the 'Best Wine Shop in the World' by Forbes.com and Which? Wine Guide 'Regional Merchant of the Year – London'.
- 2004 Berrys opens shop in Causeway Bay, Hong Kong  
Berry Bros. & Rudd wins International Wine Challenge 'Overall Wine Merchant of the Year'; 'Regional Merchant (London)'; 'Retailer of the Year (creativity)' and 'Website of the Year'.
- 2005 **Simon Berry made Chairman of Berry Bros. & Rudd.**  
Berrys' awarded International Wine Challenge 'Burgundy Wine Merchant of the Year' and 'Website of the Year'.
- 2006 **Opening of Pickering Place** for private luncheons and dinners.  
**Opening of Berrys' Factory Outlet in Basingstoke.**  
Closure of all four shops at Heathrow Airport.  
Berry Bros. & Rudd wins International Wine Challenge 'Overall Wine Merchant of the Year'; 'Independent Wine Merchant of the Year'; 'Website of the Year'; 'Specialist Merchant of the Year – Burgundy'; 'Specialist Merchant of the Year – Bordeaux'; 'Regional Merchant of the Year – London'.
- 2007 Berrys named 'Independent Wine Merchant of the Year' at the Decanter World Wine Awards.  
Whisky Magazine names Berrys' 'Whisky Retailer of the Year' in the Icons of Whisky Awards.  
Awarded 'Online Wine Merchant of the Year' and 'Regional Merchant of the Year – London' at the International Wine Challenge.  
Berrys' Wine Blog launched – [www.bbr.com/blog](http://www.bbr.com/blog)
- 2008 Whisky Magazine names Berrys' 'Whisky Retailer of the Year' in the Icons of Whisky Awards.  
Simon Berry appointed Clerk of the Royal Cellars  
Simon Berry appointed Chairman of The Benevolent  
**Berrys' launches The Fine Wine School in Hong Kong**
- 2009 Awarded IWC's 'Specialist Wine Merchant of the Year – Burgundy'  
**Berrys' celebrates ten years in Hong Kong**  
Berrys' shop at 4 Harry Street, Dublin closes its doors after ten years  
**Berrys' awarded Decanter's 'Online Merchant of The Year' and International Wine Challenge 'Overall Wine Merchant of the Year'**, as well as 'Direct Merchant', 'Rhône Specialist' and 'En Primeur Specialist' and receives highly commended accolades for 'Wine Educator of The Year', 'Burgundy specialist', 'Bordeaux specialist' and 'Regional Merchant (London)'.  
Berrys' awarded '**Independent Bottler of The Year**' in the Icons of Whisky awards  
**Berrys' re-launches Berrys' Wine Blog ([www.bbrblog.com](http://www.bbrblog.com))**  
**Berrys' joins Twitter** during the Bordeaux en primeur season and accrues almost 2,000 followers across four Twitter accounts ([@WineMatters](https://twitter.com/WineMatters), [@BigSithewineguy](https://twitter.com/BigSithewineguy), [@JustJasper](https://twitter.com/JustJasper) and [@DavidatBBR](https://twitter.com/DavidatBBR))
- 2010 Berrys' launches iPhone App  
Berrys' Awarded Off Licence News Online/Direct Mail Retailer of the Year  
Berrys opens second wine shop in Hong Kong  
Berrys' launches Facebook fan page
- 2011

## 20 Great things about [www.bbr.com](http://www.bbr.com)

- 1) First UK wine merchant to have a website
- 2) IWC Website of the Year in 2001, 2002, 2004, 2005, 2006, 2007 and 2009
- 3) Over 2,000 wines available to purchase online

- 4) Wines ranging from £5 - £25,000
- 5) Berrys' iPhone app ([www.bbr.com/iphone](http://www.bbr.com/iphone))
- 6) Interactive wedding list service (<http://www.bbr.com/wedding-service>)
- 7) Over 75 grape profiles, including classic and native varieties
- 8) Berrys' Wine Blog ([www.bbrblog.com](http://www.bbrblog.com))
- 9) Advice on buying, cellaring and investing in wine
- 10) All the latest *en primeur* offers
- 11) Virtual Wine School podcasts (<http://www.bbr.com/wine-knowledge/podcast>)
- 12) Extensive food and wine matching guide
- 13) Access to past orders and records of wines in storage
- 14) Detailed vintage reports going back to 1978
- 15) Interactive Wine Maps (<http://www.bbr.com/wine-knowledge/maps>)
- 16) The amazing wine knowledge game
- 17) 360° virtual tour of our historic London shop and cellars (<http://www.bbr.com/GB/about/cellartour>)
- 18) Wine name pronunciation facility (<http://www.bbr.com/pronunciation>)
- 19) Global sites in the USA, Ireland, Japan and Hong Kong
- 20) Site translated into Japanese and Cantonese

## Berry Bros. & Rudd accolades

- 1 In 2009 Berrys' was awarded Decanter 'Online Merchant of The Year' and International Wine Challenge 'Wine Merchant of the Year', as well as 'Direct Merchant', 'Rhône Specialist' and 'En Primeur specialist', and received highly commended accolades for 'Wine Educator of The Year', 'Burgundy specialist', 'Bordeaux specialist' and 'Regional Merchant (London)'.
- 2 In 2009 Berrys' was also awarded 'Independent Bottler of The Year' in the Icons of Whisky awards
- 3 In 2008 Berrys' was awarded 'Specialist Wine Merchant of The Year – Burgundy' by IWC
- 4 In 2007, Berrys' was awarded International Wine Challenge Regional Wine Merchant of the Year (London) and Online Merchant of the Year
- 5 Whisky Magazine named Berrys' Whisky Retailer of the Year in the Icons of Whisky Awards in 2006 and 2007
- 6 In September 2006, Berrys' was named 'Independent Wine Merchant of the Year' at the Decanter World Wine Awards.
- 7 In 2006, Berrys' was awarded International Wine Challenge 'Overall Wine Merchant of the Year'; 'Independent Wine Merchant of the Year'; 'Website of the Year'; 'Specialist Merchant of the Year – Burgundy'; 'Specialist Merchant of the Year – Bordeaux'; 'Regional Merchant of the Year – London'.
- 8 In 2005, Berrys' was awarded International Wine Challenge 'Burgundy Wine Merchant of the Year' and 'Website of the Year'.

- 9 Berry Bros. & Rudd won International Wine Challenge 'Overall Wine Merchant of the Year'; 'Regional Merchant (London)'; 'Retailer of the Year (creativity)' and 'Website of the Year' in 2004.
- 10 Berry Bros. & Rudd is included in the guide 'City Secrets – London' and is said to provide 'without doubt the most gracious shopping experience in London'
- 11 Berry Bros. & Rudd is listed in the 2003 Time Out Shopping Guide, describing London's best shops and services.
- 12 Berry Bros. & Rudd is named Regional Award Winner (London) in the Which? Wine Guide 2003.
- 13 www.bbr.com wins the International Wine Challenge 'Website of the Year' accolade for 2001/2002 and 2002/2003
- 14 Berry Bros. & Rudd features in The Sunday Times Profit Track 100 Supplement listing Britain's 100 fastest profit-growth firms, April 2003.
- 15 Forbes.com name Berry Bros. & Rudd as 'The World's Best Wine Shop', November 2002.