



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

---

WINE & SPIRIT MERCHANTS

**BERRY BROS. & RUDD: ABOUT US**

Founded in 1698, Berry Bros. & Rudd is Britain's original, family-owned wine and spirits merchant. With two Royal Warrants, more than 300 years of history and six Masters of Wine, we are proud of our world-class reputation for exceptional wines and spirits.

Although hundreds of years old, Berry Bros. & Rudd remains at the forefront of wine innovation. The current range of more than 4,000 wines is sourced from over 25 countries, from the traditional – France, Italy and Spain – to the less traditional – Brazil and Moldova.

Not just a fine wine retailer, spirits have long been central to the business. The spirits portfolio includes the classic No.3 London Dry Gin, Mauritian rum Penny Blue and the unique and historic The King's Ginger Liqueur. Most recently the Texas Legation, a bourbon from Texas was added to the line-up.

While we embrace progress, we also value our traditions. As a business, we are comfortable embracing these paradoxes – having always managed to combine our history and heritage with a commitment to constant progress, innovation and change.

Throughout the developments the business has seen over the years, customers have always remained at the heart of Berry Bros. & Rudd. Whether visiting us in store, shopping online or participating in our Wine Club, Cellar Plan, tutored tastings or Wine School, we aim to ensure that every customer receives the same outstanding experience.

*“The closest link between those who make wine and those who drink it”*





## KEY DATES IN BERRY BROS. & RUDD HISTORY

- **1698** The business was established at No.3, St James's Street, London by the Widow Bourne, who passed it on to her daughter and son-in-law, the Pickering's.
  - **1731** The landlord Sir Thomas Hamner, Speaker of the House of Commons, granted the Pickering's a lease to rebuild No.3 and the houses in the court behind, which became known as Pickering Place.
  - **1760** During George III's reign, the firm first supplied the British Royal Family and has continued to do so to the present day.
  - **1765** Weighing customers on the giant coffee scales began at No.3, St James's. Famous names include Lord Byron, Beau Brummel, William Pitt the Younger and the Aga Khan.
  - **1903** The first Royal Warrant was granted to Berry Bros. & Rudd as Wine Merchants to King Edward VII.
  - **1967** This year saw temperature controlled wine cellars established in Basingstoke, Hampshire: a first for an independent wine merchant.
  - **1991** The Berry Bros. & Rudd shop opened in Basingstoke.
  - **1994** Berry Bros. & Rudd's first Duty Free Wine Shop opened at Heathrow Airport, providing a shop window to the rest of the world. Three more were opened before the decision to close them in 2006.
  - **1994** This year saw the launch of ground-breaking online wine shop [www.bbr.com](http://www.bbr.com): Berry Bros. & Rudd was the first wine merchant to sell online.
  - **1997** The 300th anniversary celebrations were marked with the award of second Royal Warrant granted by H.R.H. The Prince of Wales.
  - **1998** The opening of Berry Bros. & Rudd Hong Kong Wine Club and Hong Kong website marks the start of involvement in the region, which later includes a Japanese office.
  - **1999-2001** The shop at 3, St James's Street was refurbished to allow private wine events to be held in the historic vaulted cellar. This was followed by the establishment of the Wine School.
  - **2001** Development of the Fine Wine, 'Stills' Room (Spirits) and Wine Shop rooms at 3, St James's Street allowed wines on display for the first time in Berry Bros. & Rudd history.
  - **2005** Simon Berry, a seventh-generation family member, is appointed Chairman.
  - **2008** Simon Berry is appointed Clerk of the Royal Cellars.
  - **2009/2010** Berry Bros. & Rudd continues to innovate with the relaunch of Berrys' Wine Blog and the launch of an iPhone App.
  - **2010** Berry Bros. & Rudd launches an online fine wine trading platform, Berrys' Broking Exchange (BBX). Live wine bids are introduced in 2012.
-



- **2010** *Inside Burgundy* by Jasper Morris MW was published. The book received the André Simon award shortly afterwards. Berry Bros. & Rudd Press goes on to pioneer the use of iBooks Author to create industry-leading interactive ebooks.
- **2013** In keeping with the company's desire to grow and innovate, ambitious new branding is unveiled this year.
- **2013** Berry Bros. & Rudd becomes first UK retailer to list Chinese wines in its range.
- **2014** As part of an ongoing rebrand, the Berry Bros. & Rudd Warehouse Shop in Basingstoke is redesigned.
- **2015** Berry Bros. & Rudd Press publishes *Exploring and Tasting Wine: a wine course with digressions*
- **2015** The Sussex Cellar is opened.
- **2016** A ground-breaking 1,000 events are hosted in the company's cellars beneath St James's Street – the highest number in one year since the launch of events in 2001.
- **2017** Berry Bros. & Rudd announce the sale of The Glenrothes Speyside Single Malt Scotch whisky to Edrington for an undisclosed sum.
- **2017** New own label selection of wines for the on/off trade range - 'The Wine Merchant Range' is launched.
- **2017** New retail site at 63 Pall Mall is opened, the Company's first London retail outlet since it was founded in 1698, created in recognition of growing customer demand and changing retail needs.
- **2017:** Berry Bros. & Rudd celebrates 50 years of business in Basingstoke.
- **2017:** Announcement of Chairman Simon Berry's retirement. Deputy Chairman Lizzy Rudd will take on the role of Chairman from 1<sup>st</sup> December 2017.





## 20 TOP FACTS ABOUT BERRY BROS. & RUDD

1. The founder of the original shop at No.3 was a woman, known only as the ‘Widow Bourne’. She passed the shop on to her daughter and son-in-law, William Pickering. The Pickering name lives on through the Berry Bros. & Rudd William Pickering, 20-Year-Old, Tawny Port, the name of the small square located behind No.3 St James’s Street – Pickering Place, as well as the Pickering Cellar which hosts the company’s Wine School.
2. Pickering Place which is located behind No.3 St James’s Street is the smallest public square in London. In the 18th century this seclusion was one of the reasons the square was notorious for its supposed gambling dens, bear baiting and duels! Pickering Place is also thought to be the site of the last duel fought with swords in London.
3. Berry Bros. & Rudd’s colourful history includes running contraband alcohol into Prohibition era America, mainly the famous 20th century Cutty Sark Whisky, created by Berry Bros. & Rudd in 1923. The whisky was shipped into America by Captain William McCoy – one of the rare examples of integrity during this time – his name was to become synonymous with good whisky, and hence the legendary expression “the real McCoy”.
4. With six Masters of Wine working for the firm, Berry Bros. & Rudd has more experts with this top industry qualification than any other wine merchant.
5. Napoleon III was a friend of the first George Berry, and used the cellars under No.3 for secret meetings plotting his return to France from exile in the 19th century. One of the company’s cellars the “Napoleon Cellar” which opened in 1999 is named after him.
6. The recently opened Sussex Cellar (opened in 2015) is named after the Duke of Sussex, one of seven Royal Dukes (sons of George III, brothers of George IV) who were regular customers of Berry Bros. & Rudd in the early 19th century. Known as “Queen Victoria’s Wicked Uncles”, their portraits have hung in No.3 for generations. Of the seven Dukes, Augustus Frederick, the Duke of Sussex, was the closest to the Berry family. It is believed that ‘Uncle Sus’ saved the company’s famous scales: when an official was going to have them removed for lack of a government stamp, the Duke of Sussex is thought to have stepped in, asking, ‘Who dares to say that my old friend Berry is guilty of fraud?’, sealing the matter by having himself weighed. The scales remain in the shop to this very day.
7. Though Berry Bros. & Rudd is famous for rare and fine wine, it lists dozens of wines priced under £15.





**8.** Framed at the back of the shop is the original letter, dated 15 April 1912, from the White Star Line informing 'Berry Bros.' of the loss of 69 cases of its wines and spirits in the sinking of the Titanic. No mention is made of the deaths of those on board.

**9.** No.3, St James's Street has hardly changed since the 18th century, and a pair of giant coffee scales can still be found located in the shop. Originally used to weigh coffee and tea, in the 18th century it became fashionable for customer to be weighed. There are ledgers stored in the shop which contain customer's weights dating back to 1765. Famous figures in the weighing books include royal princes, Lord Byron, Beau Brummel, William Pitt the Younger and the Aga Khan. In the late 19th century, the record of an aristocratic family's weights even helped solve a court case.

**10.** No.3 was built on the site of King Henry VIII's tennis courts. The tennis courts – considered a "centre of idleness" during the Cromwellian years, were torn down and developed for housing. Traces of the original tennis court can still be seen in the shop and in the passage at the side of the shop.

**11.** Also in the passage is a plaque commemorating the presence of the then independent Texas Legation, which rented space at No.3 from 1842 to 1845. The diplomatic outpost was closed when Texas finally became one of the United States of America in 1845 however the delegation skipped town without paying their final rental instalment!

**12.** In 1986, during the Texas sesquicentennial, 26 Texans made a pilgrimage to Berry Bros. & Rudd. They showed up wearing buckskin and repaid the outstanding debt of \$160 using a Republic of Texas bill.

**13.** When Queen Mary's Dolls' House was built in 1924, Berry Bros. & Rudd was chosen to stock the miniature wine cellar. The 1,200 tiny bottles were individually filled with the best vintages of the age. The wines included Champagne by Veuve Cliquot and Louis Roederer, with the bubbles specially removed to fit in the 1:12-scale bottles. The Dolls' House is now on display at Windsor Castle.

**14.** During the early days of King Edward VII's reign, Berry Bros & Rudd was approached by the royal doctor for something to ward off the chill felt by His Majesty when out in his 'horseless carriage'. The result in 1903 was the creation of Ginger Brandy – Special Liqueur. It was not until 1934 that it became known by its now familiar name "The Kings Ginger Liqueur." Immensely popular – though no longer with motorists but certainly among those who share good King Edwards' enthusiasm for the traditional outdoor sporting activities of winter.





**15.** The oldest bottle on display at No.3 is a bottle of Hungarian Tokay which dates to 1834.

**16.** Traditionally as a wine merchant Berry Bros. & Rudd was responsible for bottling its own wine. Barrels would be delivered and it was the job of the merchant to transfer the wine into bottles. This practice continued until the 1960s in St James's and in Basingstoke the last bottle (a bottle of Sherry) was bottled in the 1990s.

**17.** Berry Bros. & Rudd was the first wine retailer to 'go online'. The industry leading website was launched in 1994 – before Amazon or even Google was heard of. There is a desk in No.3 St James's Street which still holds the original computer where the online shop (website) was first launched.

**18.** Berry Bros. & Rudd is one of the few companies to be awarded two Royal Warrants. The company's first Royal Warrant was granted by King Edward VII in 1903. Most recently Berry Bros. & Rudd was granted a Royal Warrant by Queen Elizabeth II in 1995 and in 1997, the year of the company's 300<sup>th</sup> anniversary, it was awarded a second Royal Warrant by H.R.H. The Prince of Wales.

**19.** No.3 Magazine – Berry Bros. & Rudd's magazine was first published in 1954. Back then, it was considered the first publication entirely dedicated to the subject of wine. The magazine was relaunched in 2016 after a 22-year hiatus.

**20.** Beneath the historic premises at No.3 St James's Street, the cellars are the equivalent size of 2 football fields.

