



BY APPOINTMENT TO
H.M THE QUEEN
WINE & SPIRIT MERCHANTS
LONDON



BY APPOINTMENT TO
H.R.H THE PRINCE OF WALES
WINE & SPIRIT MERCHANTS
LONDON

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

WINE & SPIRIT MERCHANTS

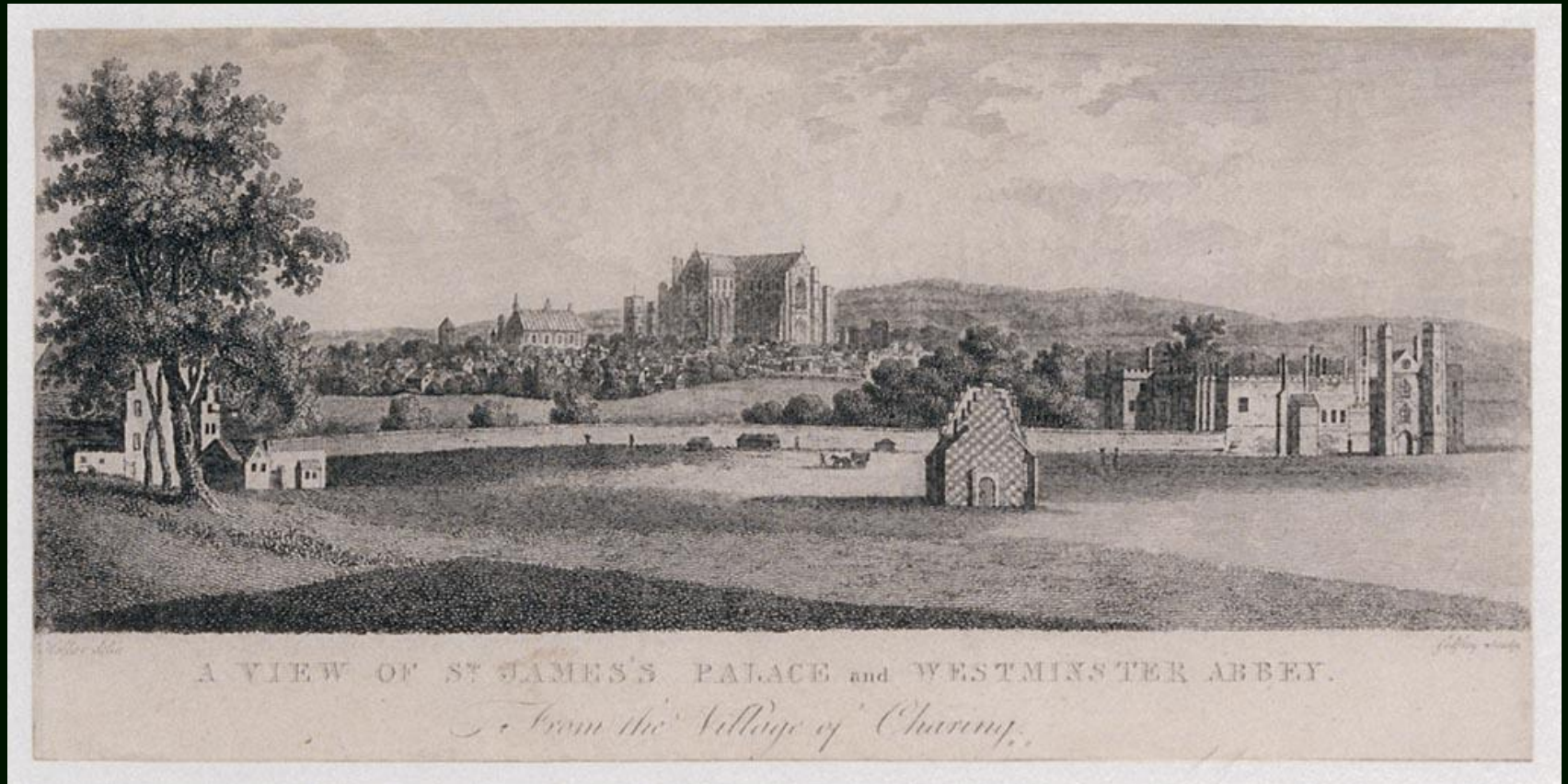


Doug McIvor – Spirits Buyer

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St James's Palace circa 1600

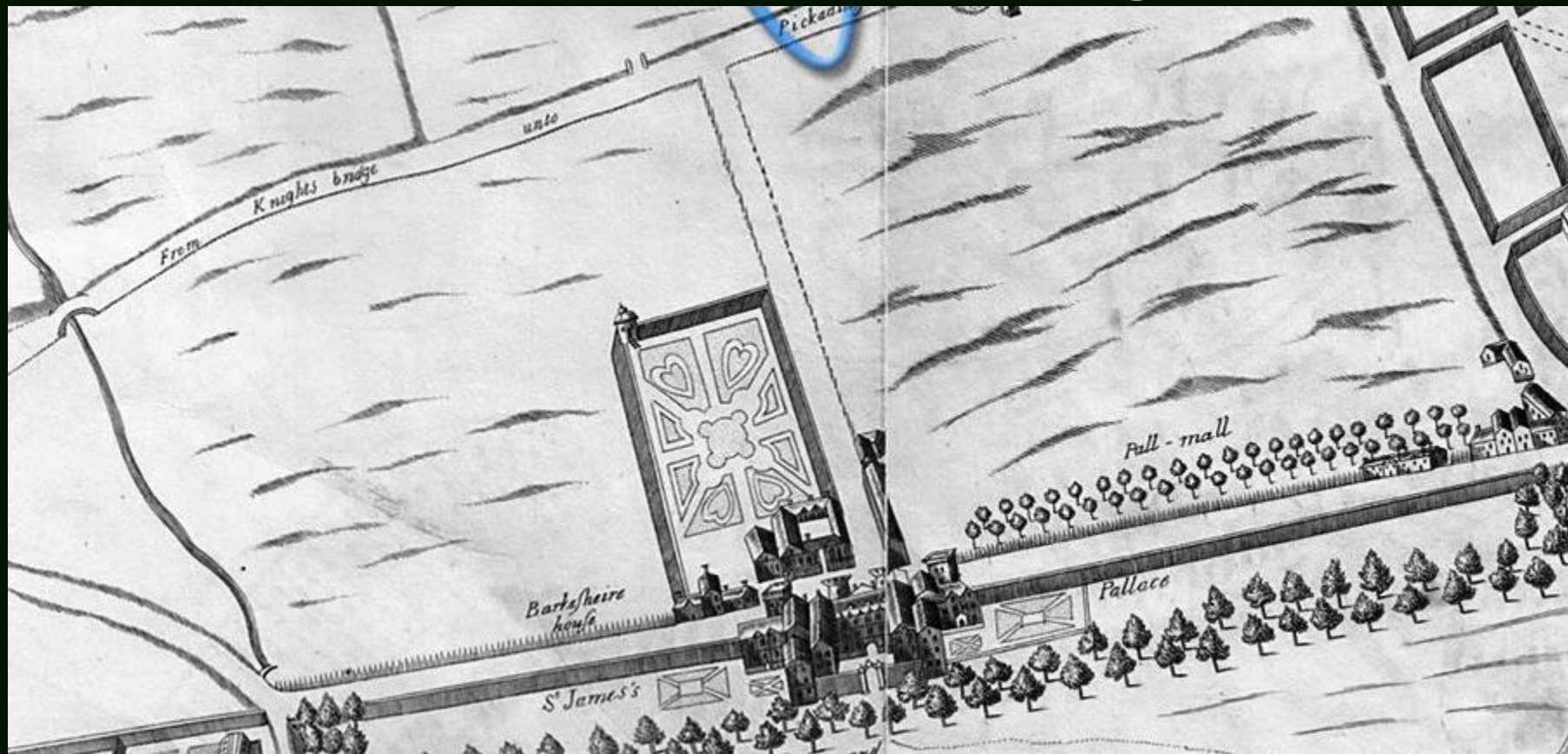


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St James's Palace 1658



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St James's Palace circa 1780



A View of St. James's Palace Pall Mall, &c. | Vue du Palais royal de St. Jacques Pall Mall, &c.
London Printed for S. Burches in St. Pauls Church Yard, where Booksellers, Stationers, and Printers, sell the same in Sheet or Bound.

JDD
LONDON

Exterior sketch circa 1810



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The Sign of the Coffee Mill



Key Date: **1760** The firm first supplied the British Royal Family under George III.

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No.3 St James's Street



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No.3 St James's Street 1911



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The Giant Scales



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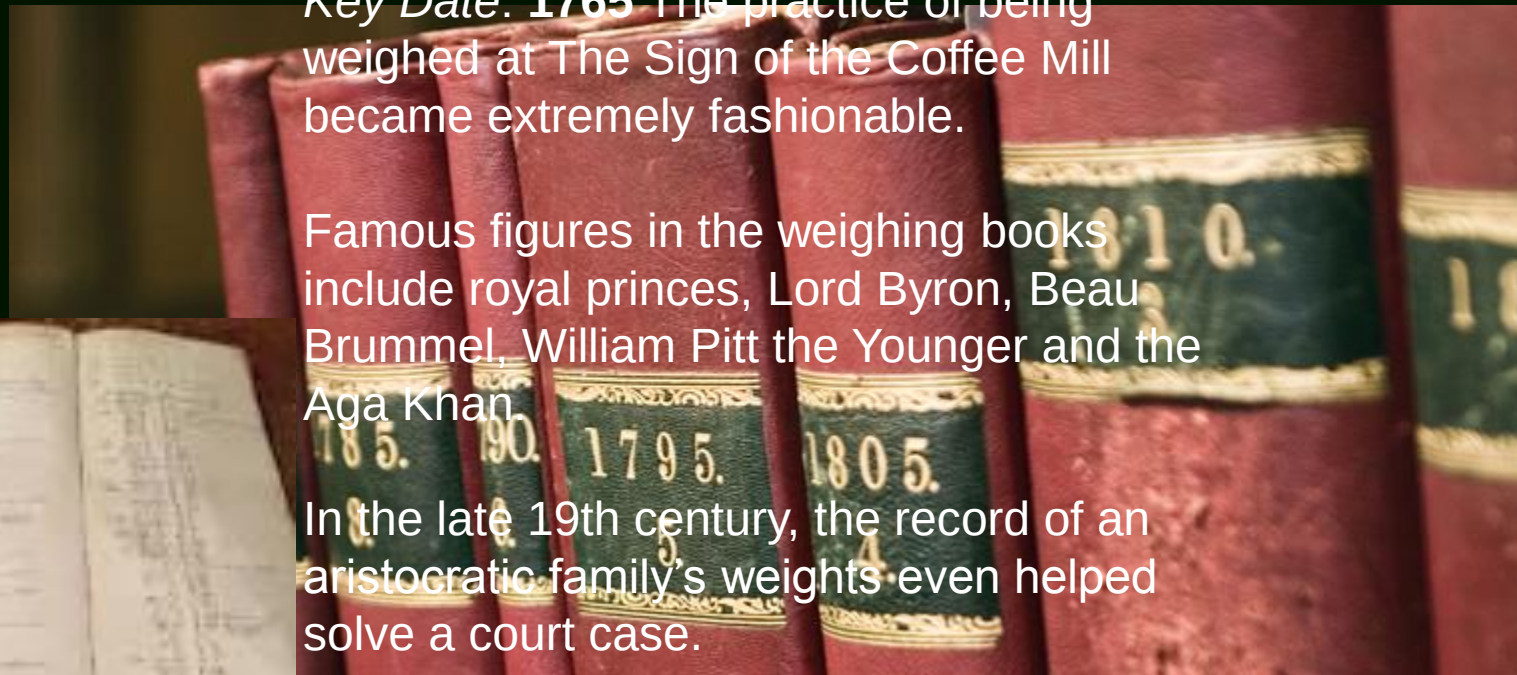
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The register of weights

Key Date: 1765 The practice of being weighed at The Sign of the Coffee Mill became extremely fashionable.

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.



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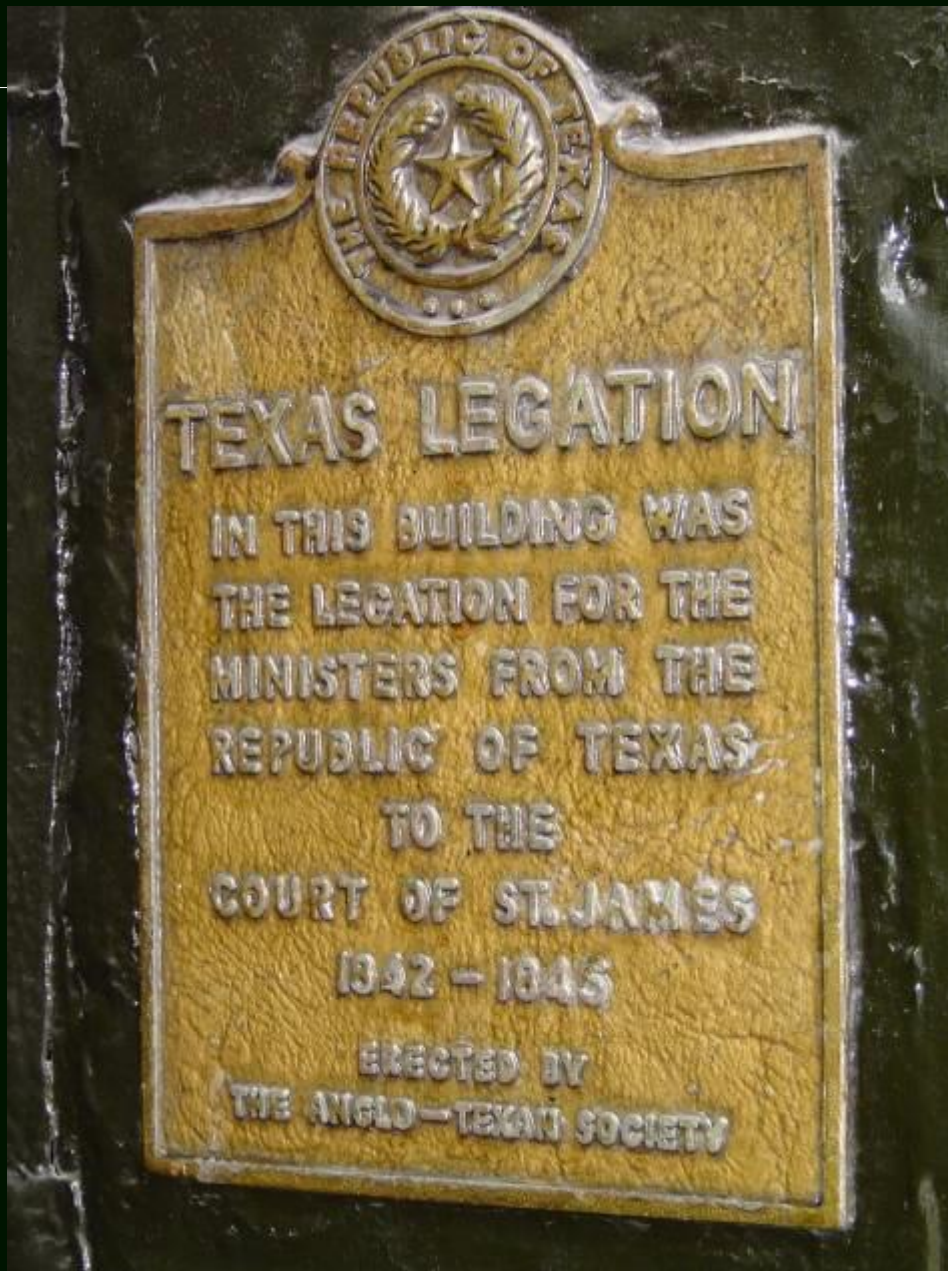
Pickering Place



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The Napoleon Cellar



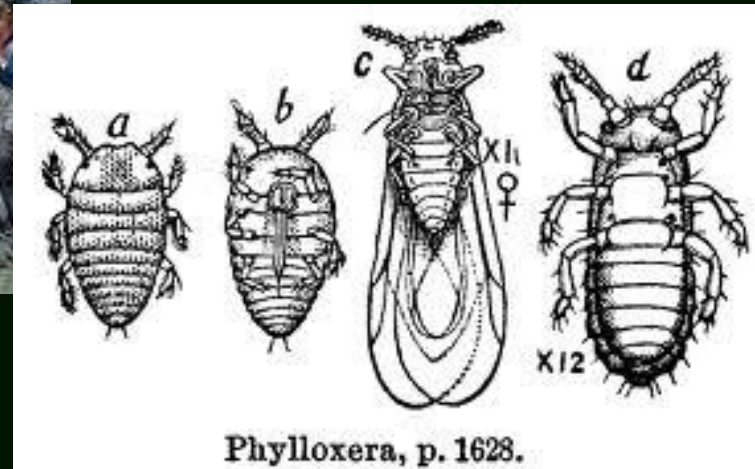
Key Date: 1838 As the Chartist riots spread through England, George Berry signed up as a special constable. Accompanying him was his friend, the future Napoleon III.

In exile in London, Napoleon used No. 3's cellars to hold secret meetings. Our Napoleon cellar is named after him.

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Trouble in France



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Our 1911 Spirits Price List

*1897 Macallan
Glenlivet*

1885 Talisker

Very old Glenlivet

14		BERRY BROS. & CO.	
WHISKY.			
		Per Gal.	Per Doz.
Scotch			
"	7 years old	23/-	48/-
"	"Glenavon"	24/6	52/-
"	"	26/6	55/-
"	Fine, 10 Years Old	28/6	61/-
"	1897 Macallan Glenlivet	28/6	61/-
"	Fine, 15 years old	37/6	79/-
"	Very old Liqueur	43/6	91/-
"	Very old Glenlivet	49/6	103/-
"	1885 Talisker	...	127/-
"	Irish, 7 Years Old	24/6	52/-
"	Very fine and very old	31/6	67/-
In Sherry Casks of 7, 14, or 28 Gallons.			
American Rye Whisky.			
J. Wagner & Sons, Philadelphia,			
No. 3, special. Finest procurable			103/-
SPIRITS (Various).			
Hollands, Fine, old, in Cruchons			78/-
Gin, Dry			43/-
" Sweetened "Old Tom"			47/-
Rum			49/- & 61/-
" 30 years old (finest quality)			79/-
Aquavit, Lundgreen's			61/-
" Kjeldsberg's, Old			67/-
AMERICAN COCKTAIL.			
"Independence," Dry Martini Style			57/-
J. Wagner & Sons, Philadelphia,			speciality.
3, St. James's Street, London, S.W.			

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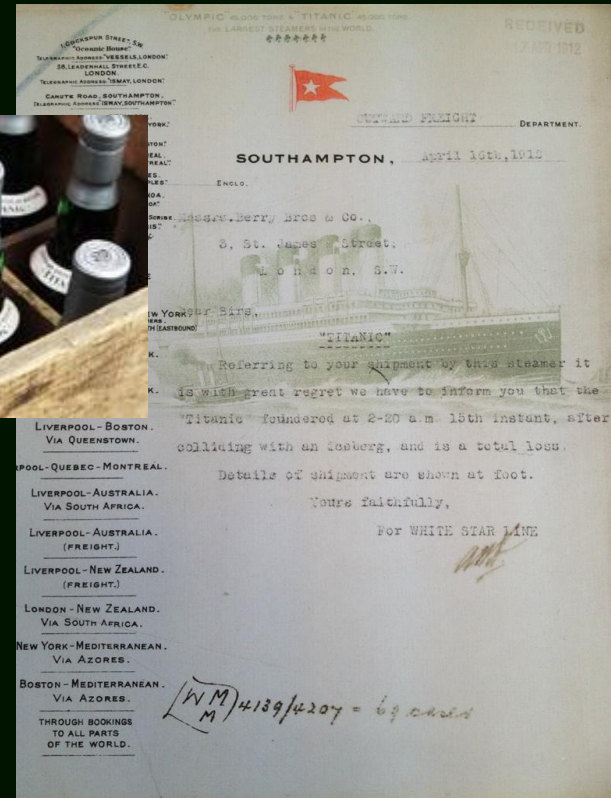
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The Titanic Disaster



Key Date: 15th April 1912 On the day after the catastrophic sinking of the Titanic, a carefully typed letter was sent from the White Star Line to 'Berry Bros. & Co.'

The letter reports the loss of 69 cases of the firm's wines and spirits on-board the ship. No mention is made of the lives that were lost.



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The Parlour



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The Glenrothes



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Berrys' Own - Our philosophy

Our rôle is to be the closest link between our customers and the world's best producers

Selection is astoundingly simple – we only bottle what we like to drink – basically, we ask ourselves, is it good to drink?

We bottle single casks or small runs of casks

Natural colour and not chill filtered

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A prize winning range



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A guide to nosing and tasting



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What to look for.....

Colour

Clarity

Viscosity



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Nosing

Be careful....

Nose above the rim

Short sniffs and rest

*Note your first
impressions*



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Nosing

*Is the whisky
pungent?*

*Is the whisky open
or closed?*

*Is there a prickle
and is it warming or
cooling?*



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Primary flavours

Salty

Sweet

Bitter

Sour



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Prime aromas

Phenols - medicinal – peaty – kippery

Feints - leathery – tobacco – sweaty – stale fish

Cereal - cooked mash – cooked veg – toasted – malt extract

Aldehydic - hay like – leafy – floral

Estery - fragrant – fruity – solvent
Sweet

Glycerine – honey - vanilla

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Prime aromas

**Woody - defective cask – developed extract
– new wood**

Oily - rancid – fatty – buttery – nutty

Sour - vinegar – cheesy – sickly

**Sulphury - stagnant – coal gas – rubbery –
cabbage water**

**Stale - metallic – blotting paper – musty -
earthy**

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Release the serpent

Use room temperature
spring water

Ice closes the whisky

Dilute gradually

Don't drown the whisky



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Tasting

Take a good sip

Hold on the palate

Chew the whisky

Swallow slowly



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Mouth-feel

**Is the whisky smooth,
viscous and mouth-
coating?**

**Is it fresh or acerbic or
drying?**

Is it full or thin?

Creamy or fizzy?



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The finish

Is the finish long, medium or short?

What are the lasting flavours?

How do you rate the intensity, balance and complexity?



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Cask types

**Fresh American Bourbon
Barrel – 200 litres**

**Scottish Hogshead – 250
litres**

Sherry Butt – 500 litres

**Whiskies are often “finished” by
transferring to another type of cask
for a period**

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Berrys' Own Glen Keith 1993 Single Malt Scotch Whisky

Age – 21 years

Strength – 55.2%

Cask type – Refill Hogshead

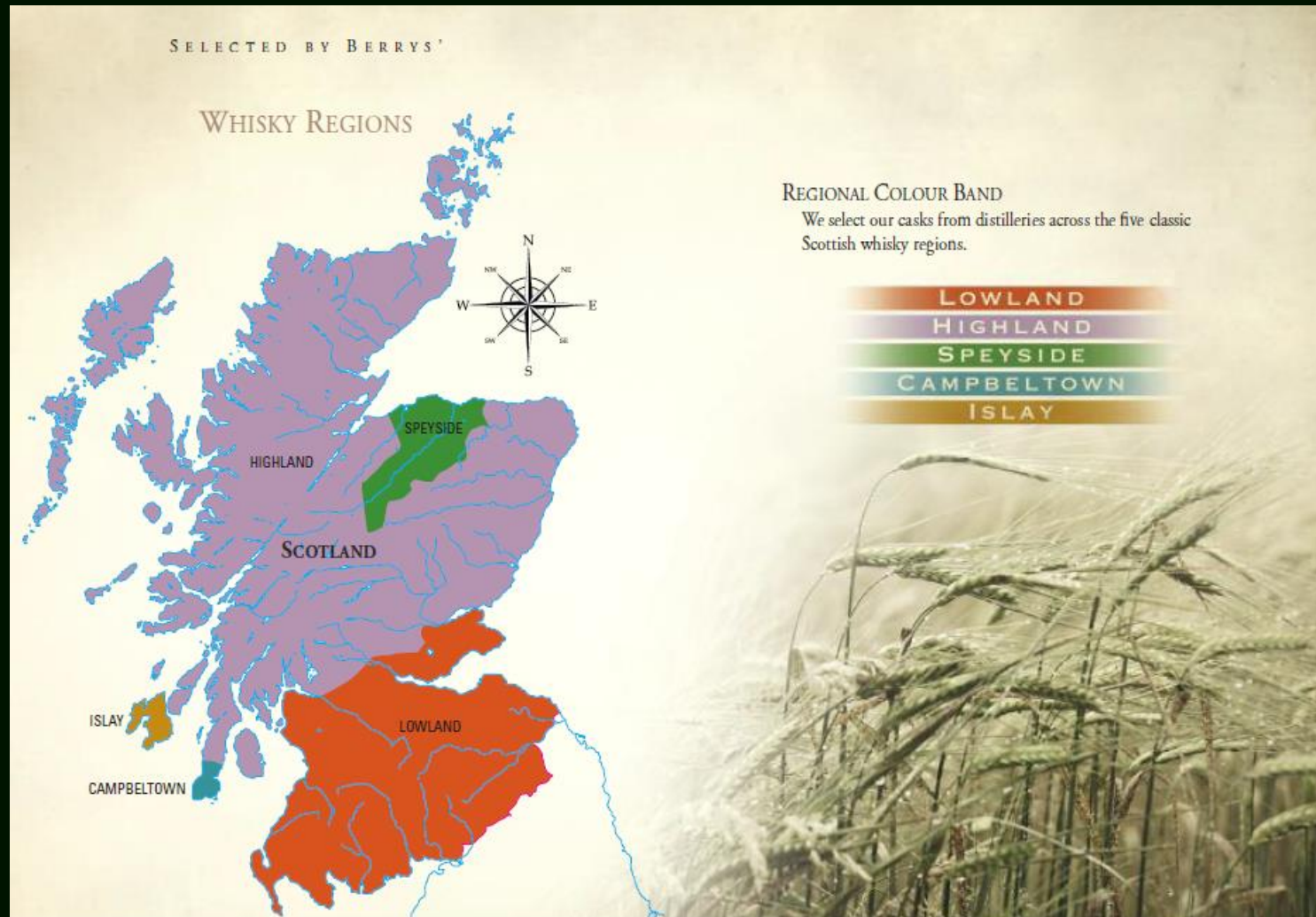
Region – Keith, Banffshire

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Whisky regions of Scotland



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Glen Keith Distillery



Photo by Martine Nouet

Glen Keith Distillery



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Berrys' Glen Keith 1993

Nose: Ripe fruity aromas dominate. Citrus abounds with a creamy, nutty note and delicate grassiness.

Palate: Generous and builds with a deliciously creamy texture delivering soft rich fruit

Finish: Gentle and grassy with a little spice.

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Berrys' Own Caperdonich 1994 Single Malt Scotch Whisky

Age – 20 years

Strength – 46%

Cask type – Refill Hogshead

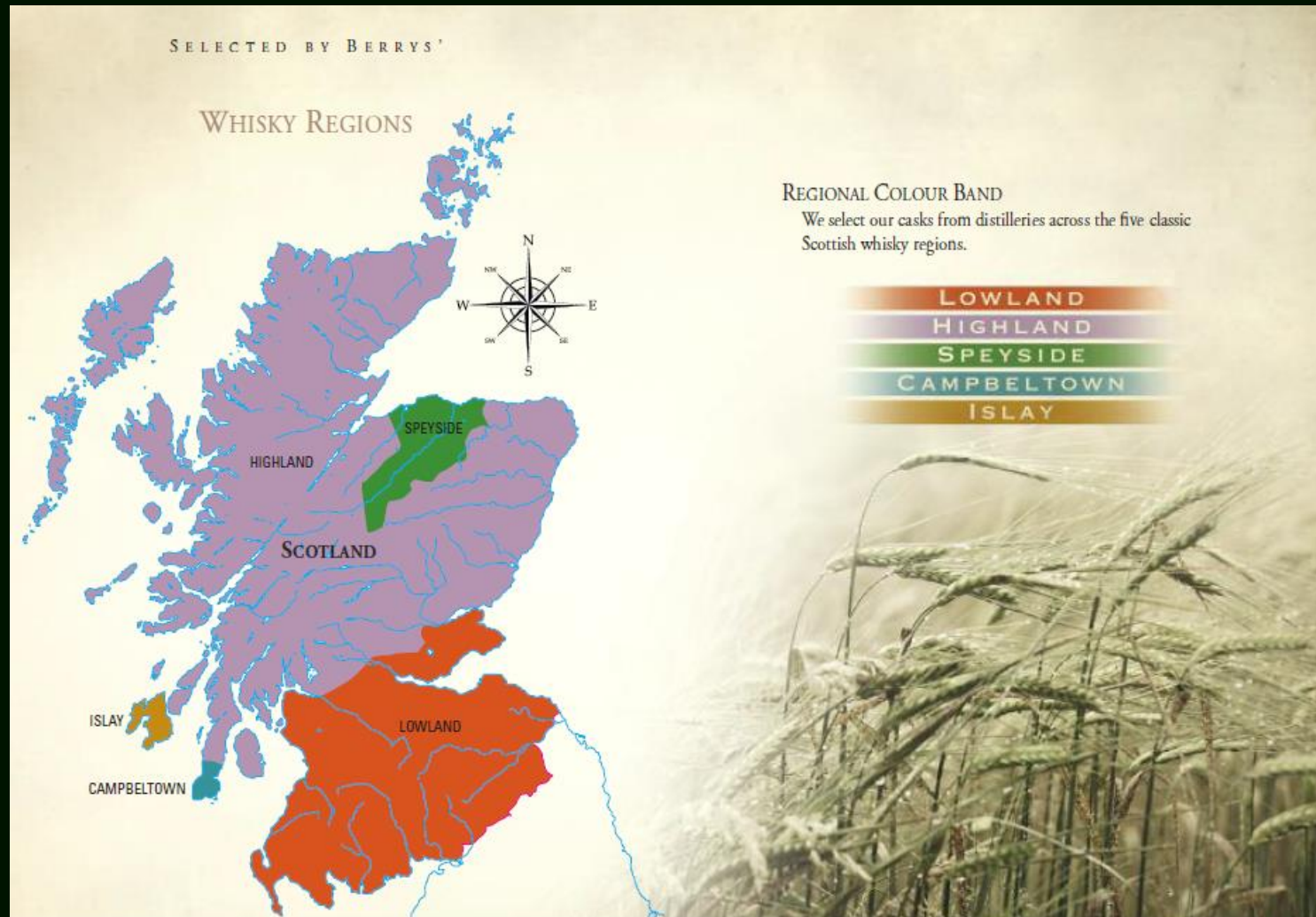
Region – Speyside, Rothes

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Whisky regions of Scotland



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Caperdonich Distillery



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Berrys' Caperdonich 1994

Nose: The nose gives some apple and sugared pastry with hints of dried banana and honey on cereal.

Palate: Some dusty hay barn notes but with a nice overall fruitiness.

Finish: Lingering with a surprising burst of peat.

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Berrys' Own Clynelish 1996 Single Malt Scotch Whisky

Age – 18 years

Strength – 46%

Cask type – Refill Hogshead

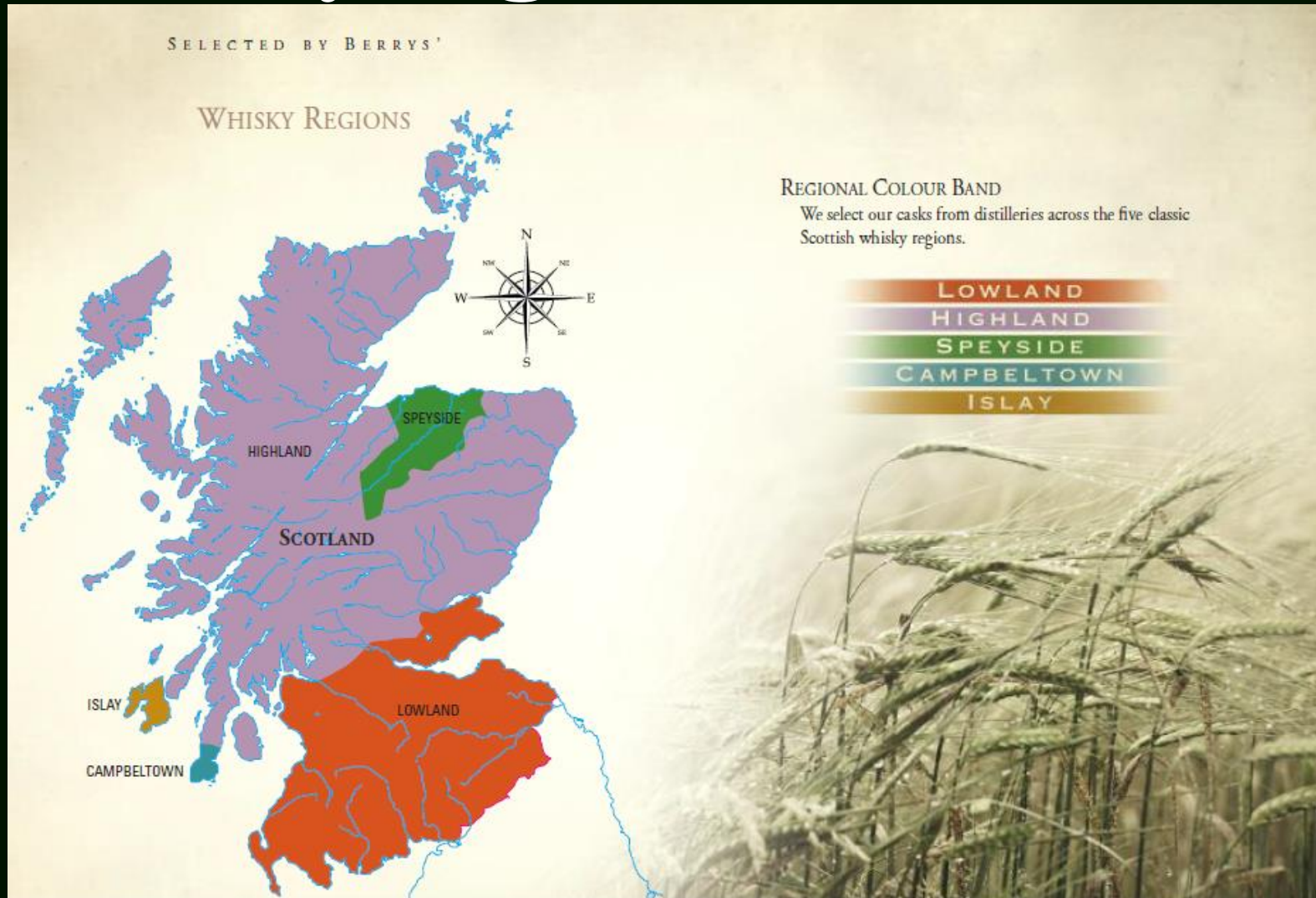
**Region – Highland, Brora,
Sutherland**

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Whisky regions of Scotland



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Clynelish Distillery



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Berrys' Clynelish 1996

Nose: The nose initially offers spice with a little smoke. Eventually honey, vanilla and fruit notes emerge

Palate: There is an engaging depth to this whisky. The palate comes alive with fruit and spice before a salty note arrives

Finish: Long, spicy and salty

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Berrys' Own Littlemill 1988 Single Malt Scotch Whisky

Age – 25 years

Strength – 46%

Cask type – Sherry Hogshead

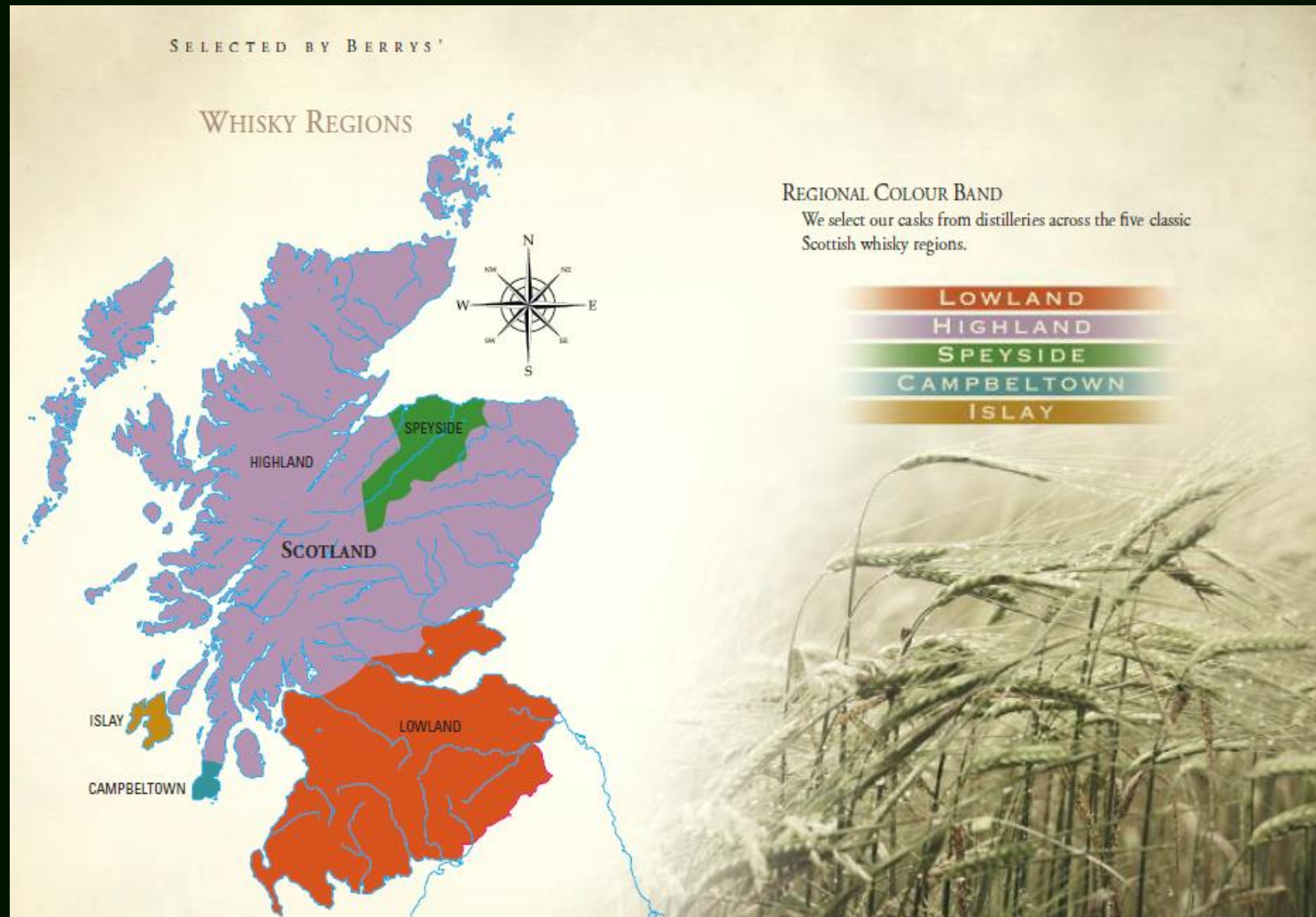
**Region – Lowland, Bowling,
Dumbartonshire**

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Whisky regions of Scotland



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Littlemill Distillery



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Berrys' Own Littlemill 1988 Single Malt Scotch Whisky

The nose gives white chocolate and peach skins with traces of ginger, cinnamon and delicate peat. The palate comes alive with nectarines and more white chocolate as the mouth-feel fattens to release some honey and lemon. When excellent examples such as this appear they make Littlemill's sad demise even sadder.



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Once in a Blue Moon.....



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Blue Hanger

Named after William Hanger, a wealthy nobleman and loyal customer of Berrys' in the late 18th century.

He was the 3rd Lord Coleraine and one of the best dressed men in London.

Noted for his expensive blue clothes, he earned the soubriquet ,“Blue Hanger”.



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Blue Hanger

If you want proof that blended malts can be world class, you'll find it in any bottle of Blue Hanger. Lovingly created by Berrys' whisky maker Doug McIvor, every release has been exceptional.

Dominic Roskrow
Malt Advocate Magazine



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Blue Hanger Blended Malt Scotch

Whisky 11 th Release 45.6%

Nose: Fresh and floral, with sweet peat, cooked bananas, a drawer full of crayons and pencils, damp leaves, sherbet lemons and a touch of marzipan. Toffee and caramel notes start to develop after 20 minutes or so. Lovely.

Palate: Sweet entry, with honey, fresh floral notes, vanilla and a waft of smoky peat.

Finish: Long, with sweet woody vanilla, lemongrass, liquorice and spearmint.

Strength 45.6%

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Blue Hanger Blended Malt Scotch Whisky 11th Release

1990	May	4th	Bunnahabhain	Pun	3514
2007	December	10th	Bunna Moine	Hhd	800085
2000	August		Glengoyne	Butt	1072
1997	May	15th	Aultmore	hhds	970003588
1998	August	11th	Dailuaine	hhds	10478
1998	August	11th	Dailuaine	hhds	10479
2007	October		Blended malt	Butt	4
2007	October		Blended malt	Butt	7

2007 Blended Malt = Bunna, Glenallachie, Glenfarclas,
Glengoyne, Tamdhu

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Please enjoy responsibly



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Slainthe!

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