



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

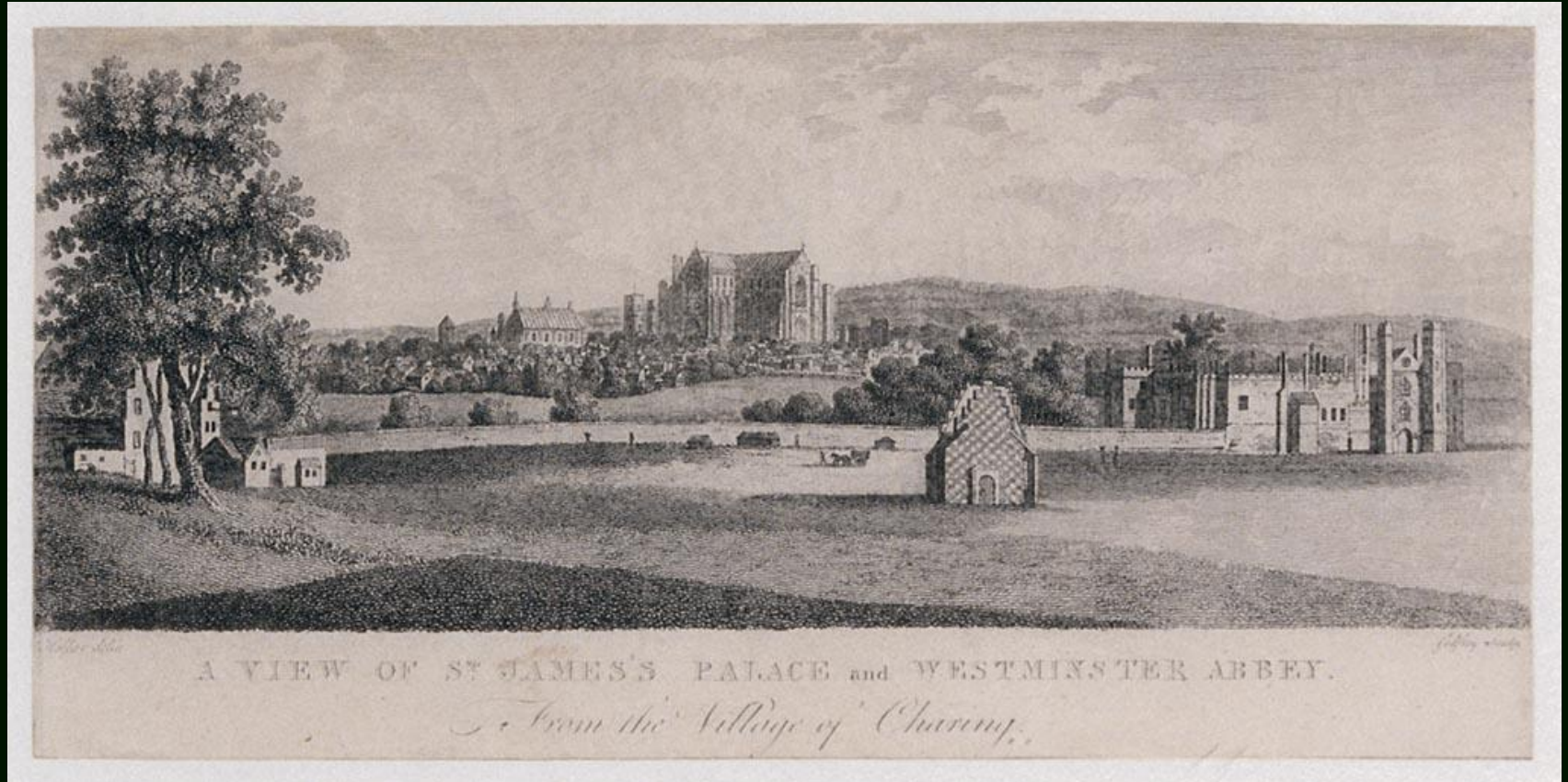


Doug McIvor – Spirits Buyer

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St James's Palace circa 1600

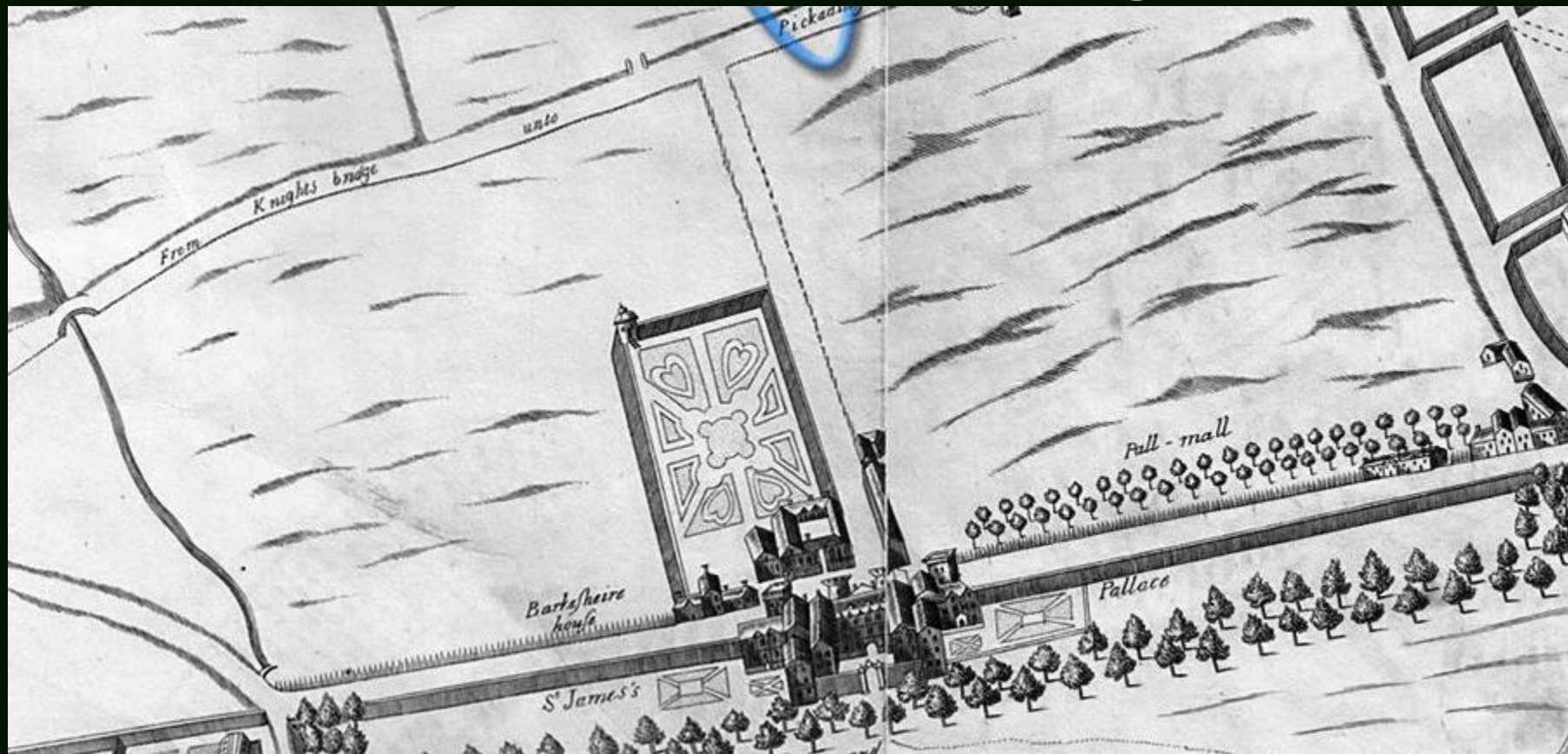


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St James's Palace 1658



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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. Bouverie in St. Pauls Church Yard, where Bouverie's Son is engraver. Price 1/6 per Sheet.

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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3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

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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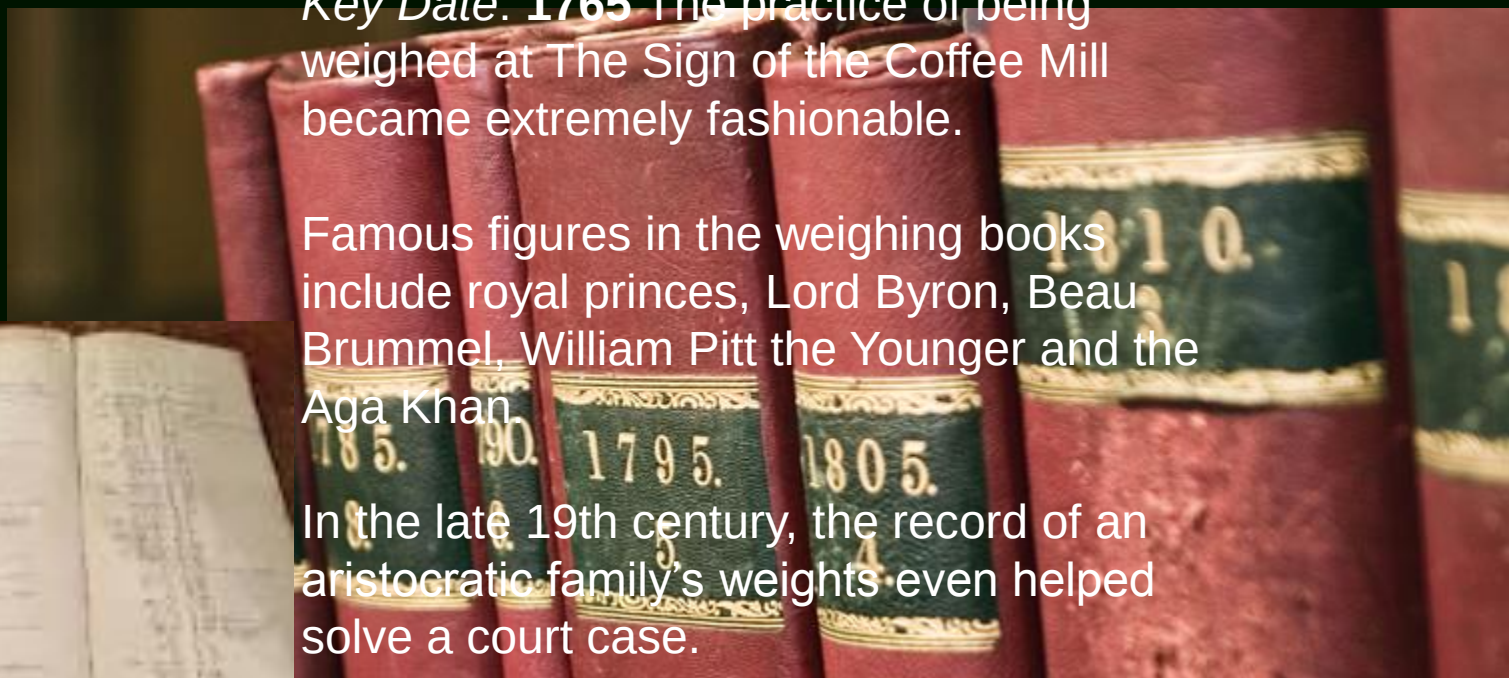
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The register of weights

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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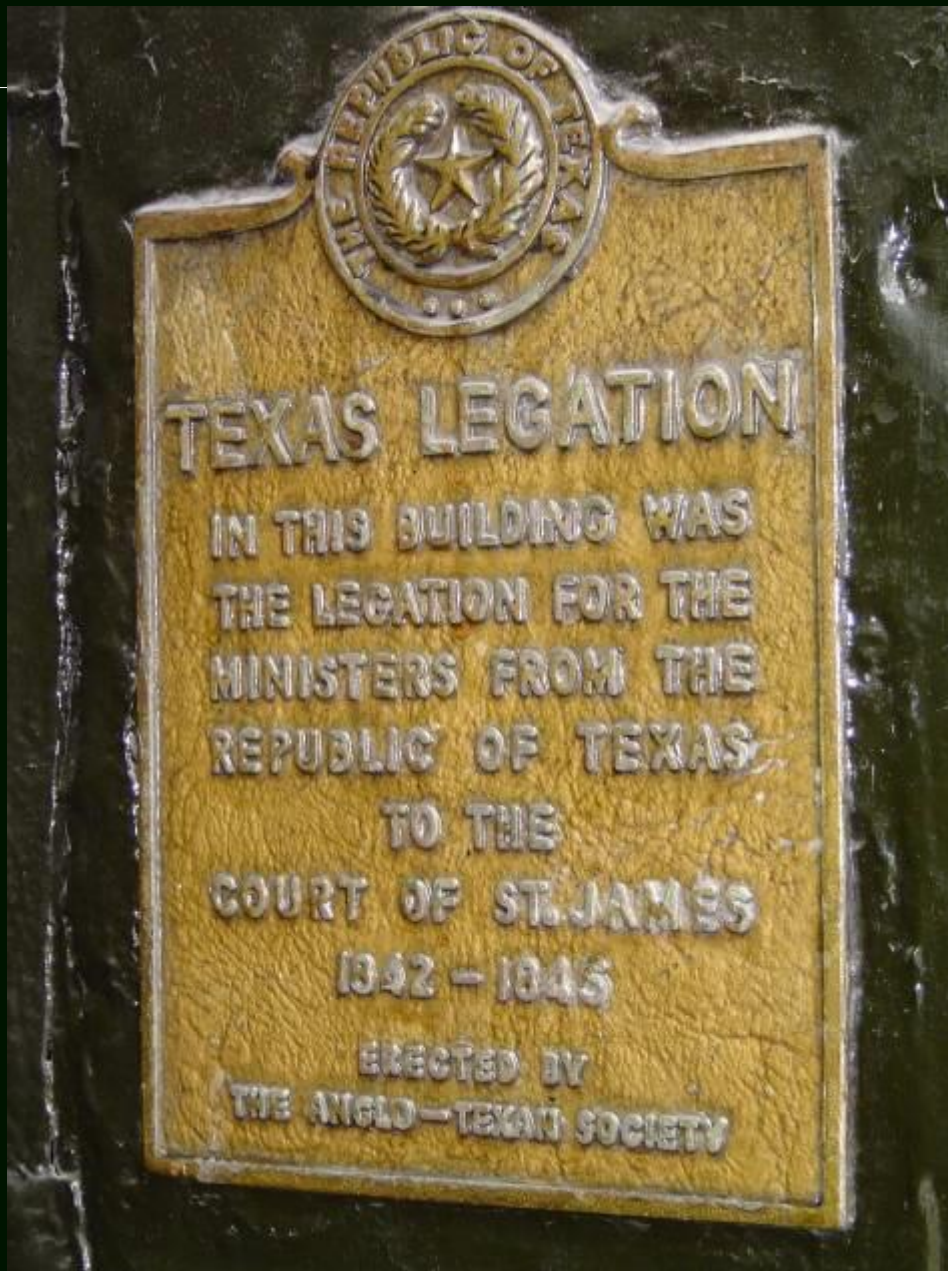
Pickering Place



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The Napoleon Cellar



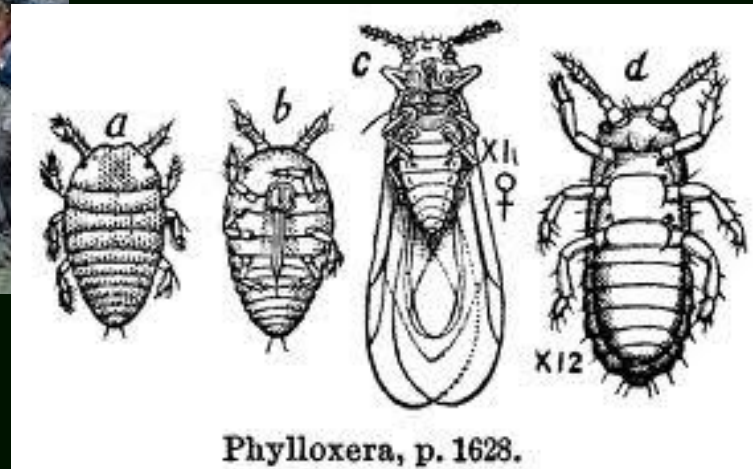
Key Date: 1838 As the Chartist riots spread through England, George Berry signed up as a special constable. Accompanying him was his friend, the future Napoleon III.

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.			

BERRY BROS & RUDD

3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

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.

OLYMPIC CLASS LINE & TITANIC CLASS LINE
THE LARGEST STEAMERS IN THE WORLD.

RECEIVED
17 APR 1912

TELEGRAPHIC ADDRESS: "TITANIC" LONDON
TELEGRAPHIC ADDRESS: "TITANIC" LONDON
TELEGRAPHIC ADDRESS: "TITANIC" LONDON

WHITE STAR LINE
SOUTHAMPTON, April 16th, 1912

TO: BERRY BROS & CO.,
3, ST. JAMES'S STREET,
LONDON, S.W.

IN NEW YORK CITY,
K. Referring to your shipment by this steamer it
is with great regret we have to inform you that the
"Titanic" foundered at 2-20 a.m. 15th instant, after
colliding with an iceberg, and is a total loss.

Details of shipment are shown at foot.

Yours faithfully,
FOR WHITE STAR LINE

LIVERPOOL-BOSTON.
Via QUEENSTOWN.

LIVERPOOL-QUEBEC-MONTREAL.
Via SOUTH AFRICA.

LIVERPOOL-AUSTRALIA.
Via SOUTH AFRICA.

LIVERPOOL-AUSTRALIA.
(FREIGHT.)

LIVERPOOL-NEW ZEALAND.
(FREIGHT.)

LONDON-NEW ZEALAND.
Via SOUTH AFRICA.

NEW YORK-MEDITERRANEAN.
Via AZORES.

BOSTON-MEDITERRANEAN.
Via AZORES.

THROUGH BOOKINGS
TO ALL PARTS
OF THE WORLD.

WM 4139/4207 = 69 cases

BERRY BROS & RUDD

3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

The Parlour



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The Glenrothes



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WINE & SPIRIT MERCHANTS

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

BERRY BROS & RUDD

3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

A prize winning range



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WINE & SPIRIT MERCHANTS

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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WINE & SPIRIT MERCHANTS

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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WINE & SPIRIT MERCHANTS

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' Speyside Reserve 4th Blended Malt Scotch Whisky

Strength – 46%

Cask type – Mixed

Region – Speyside



2011	April	18th	Macduff	butt	900016
2011	April	18th	Macduff	butt	900015
2011	June	8th	Glenfarclas	hhd	900136
2011	June	8th	Glenfarclas	hhd	900138
2011	May	4th	Aultmore	hhd	900085

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3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

Berrys' Speyside Reserve 4th

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

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 Arran 1997 Single Malt Scotch Whisky

Age – 15 years

Strength – 46%

Cask type – Marsala Sherry Finish

Region – Islander, Lochranza, Isle of Arran

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Arran Distillery



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Berrys' Own Arran 1997 Single Malt Scotch Whisky

Nose: Lots of fresh fruit and red wine notes with a sea-salt character

Palate: Rich and rounded with more fruit and a savoury quality

Finish: Long, round, sweet, rich and with a salty sting in the tail

Strength 46%

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Berrys' Own Linkwood 1992 Single Malt Scotch Whisky

Age – 22 years

Strength – 56.6%

Cask type – Refill Hogshead

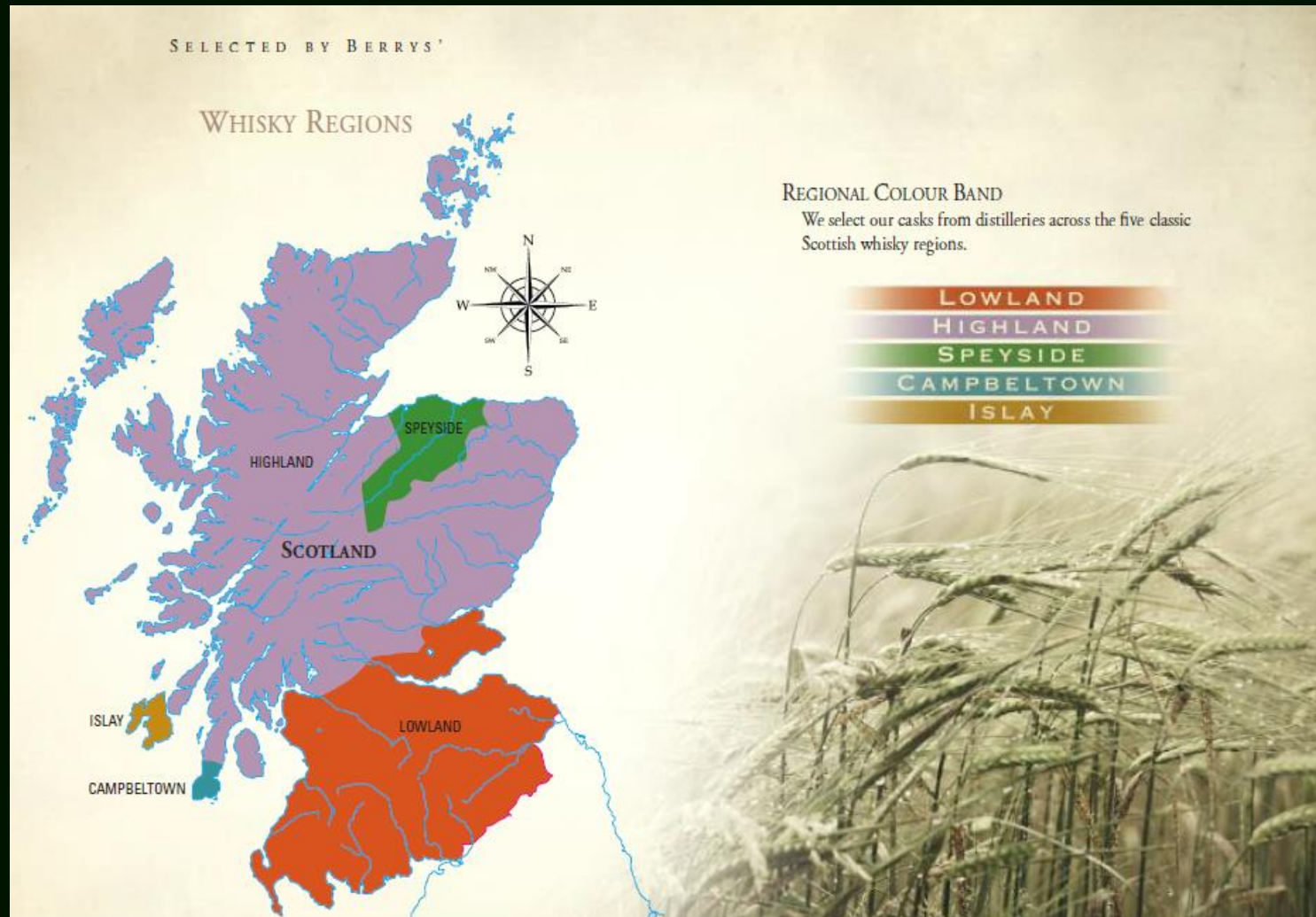
Region – Speyside, Lossie

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Whisky regions of Scotland



WINE & SPIRIT MERCHANTS

Linkwood Distillery



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WINE & SPIRIT MERCHANTS

Berrys' Own Linkwood 1992 Single Malt Scotch Whisky

Nose: Uplifting, aromas of apples, tea leaves and rose water with a hint of camphor oil

Palate: Subtle, elegantly fruity with verification of the aromas

Finish: Complex with a spicy edge

Strength 56.6%

BERRY BROS & RUDD
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WINE & SPIRIT MERCHANTS

Berrys' Own Caperdonich 1994 Single Malt Scotch Whisky

Age – 20 years

Strength – 46%

Cask type – Refill Hogshead

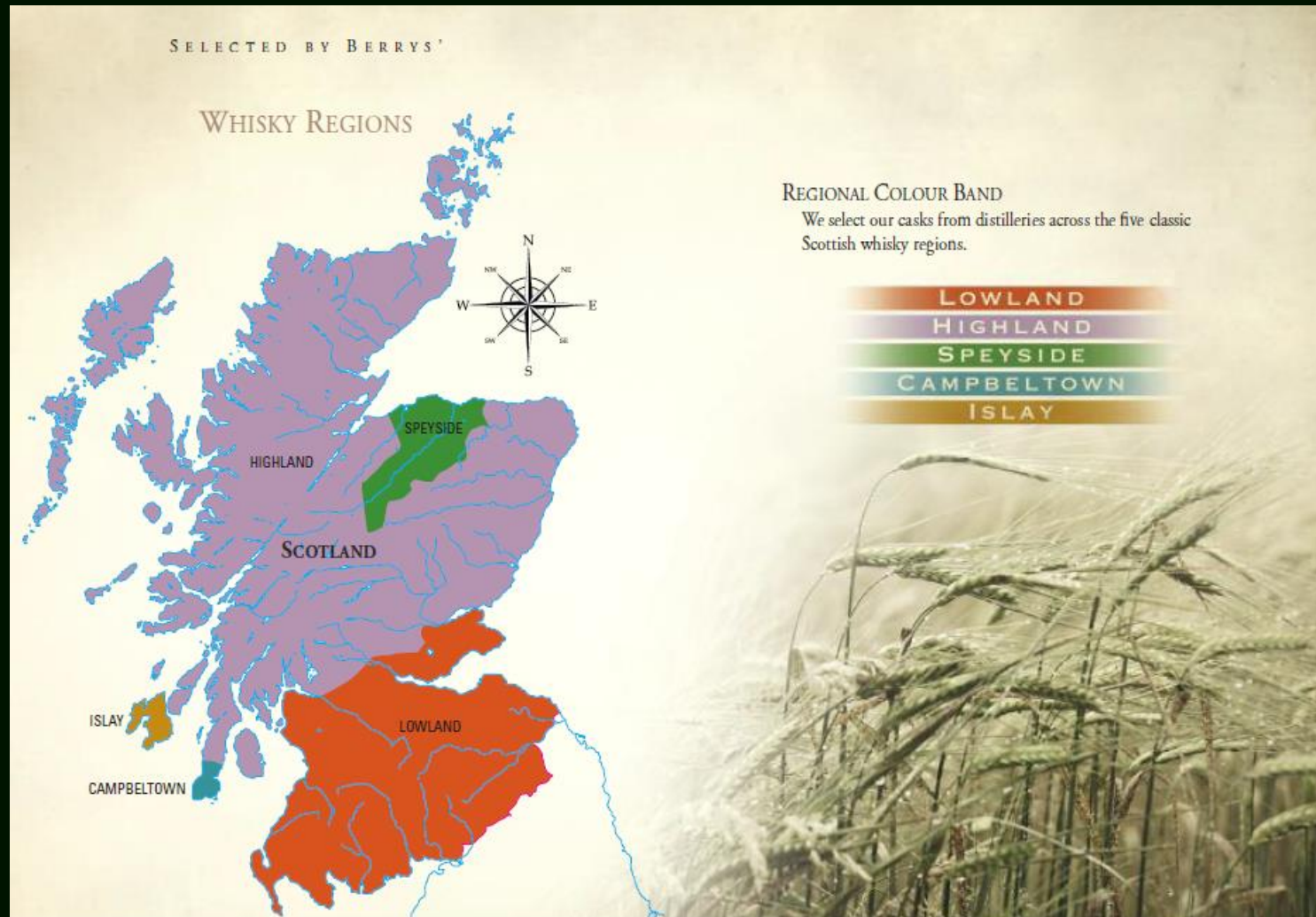
Region – Speyside, Rothes

BERRY BROS & RUDD

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WINE & SPIRIT MERCHANTS

Whisky regions of Scotland



WINE & SPIRIT MERCHANTS

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 Glencadam 1991 Single Malt Scotch Whisky

Age – 22 years

Strength – 55.3%

Cask type – Refill Hogshead

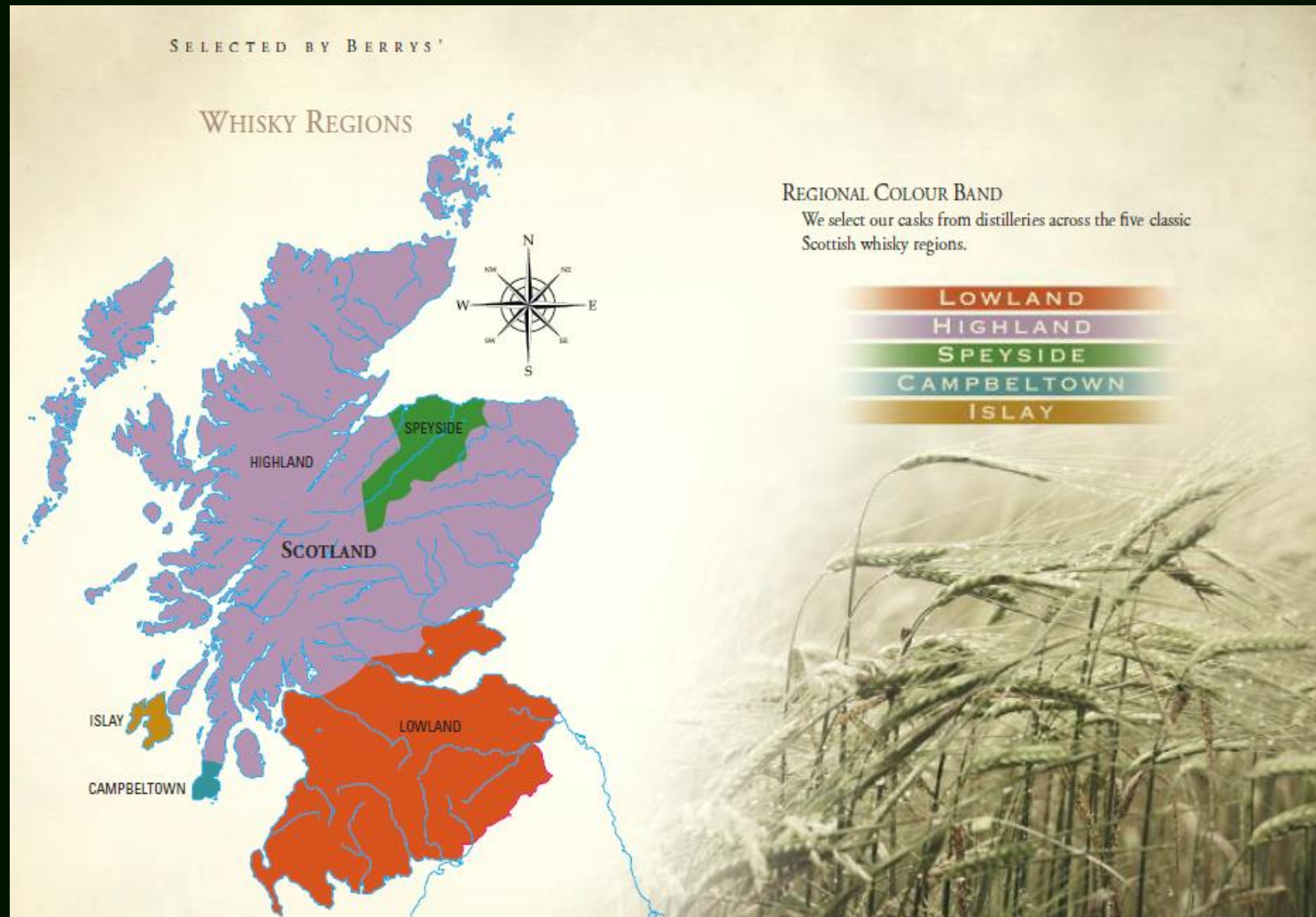
Region – Highland, Brechin

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WINE & SPIRIT MERCHANTS

Whisky regions of Scotland



WINE & SPIRIT MERCHANTS

Glencadam Distillery



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Berrys' Glencadam 1991

Nose: This expression exudes soft ripe fresh fruitiness with buttery notes. A mixture of banana skin, ripe pears and tangerine peel make up the fruit cocktail.

Palate: The fruity theme continues augmented by sweet creamy barley and warm toasty notes.

Finish: Becoming drier with a hint of licorice.

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Please enjoy responsibly



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Slainthe!

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