

## Berry Bros & Rudd – Our Brand

### Brand description

#### *What do we do?*

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

We sell wine and spirits from the everyday to the rare, the classics to new discoveries, sourced from the finest producers in the world. Our peerless, thoughtfully curated range of over 4,000 products offers something for every customer to discover and enjoy.

Whether our customers know exactly what they are looking for or would like some help, our expert advisors will guide them through the many options to find the right one for them. They can visit us at our original premises in St James's or our shop in Basingstoke, buy online using our website or speak with one of our trusted team over the phone or in person.

We offer a full range of services and experiences designed to share our passion, knowledge and enthusiasm for wine and spirits with our customers, including:

- Buying wine and spirits for drinking.
- Joining our Wine Club plan.
- Collecting and storing fine wine and spirits.
- Investing in fine wine.
- Learning about wine and spirits.
- Tasting events and dining experiences.
- Gifting.

From what we sell, to how we sell it, we are always led by a genuine desire to delight our customers and ensure that every experience with us is a pleasure.

*Note: This business description relates to private clients of the UK business. It will need to be tailored for the international businesses and for trade customers.*

## **Brand essence**

*What makes us who we are?*

Since we first opened our doors back in 1698, we have been on a journey.

We are incredibly proud of our history, but we are not stuck in the past. Instead our heritage gives us licence to be bold and brave.

We have been at the forefront of change from the very beginning, from what we sell, to how we sell it; always led by a genuine desire to not only satisfy our customers but to bring them real pleasure.

We are a family company. For us, business is as much about the heart as it is the head. It is about values and real, lasting relationships. We are not just focused on the short-term gains; we are in this for the long term.

Don't let that fool you into thinking that we are not dynamic, ambitious or commercial. We are. But we have a soul too.

Many others sell wines and spirits. What makes us different is how we do it – the relationships we build, the experience we create and the impression that we leave.

We love what we do. We are experts in our field. Every member of our team has a part to play and they do it to the best of their ability to make every experience with us a pleasure.

## **Brand purpose**

*Why do we exist?*

We bring the world of wine and spirits to life with genuine passion, knowledge and enthusiasm.

Every day we play our part in upholding our reputation and continuing our remarkable story.

## **Brand values**

*What does our brand stand for?*

***Pleasure*** ~ *warmth, delight, consideration*

We:

- Are the 'perfect host'. We are warm, welcoming and engaging.
- Delight and inspire our customers with memorable products and experiences.
- Are thoughtful in all that we do, making the Berry Bros. & Rudd experience a real pleasure.

**Discovery** ~ *inspire, personalise, guide*

We:

- Use our expert knowledge to develop a peerless and exciting range of products for our customers to explore.
- Listen to our customers and personalise our offer to help them find the perfect product for them.
- 'Wear our knowledge lightly'. We guide and inform, we don't preach.

**Excellence**

~ *quality, expertise, ambition*

We:

- Hold ourselves to the highest standard and deliver products and experiences that are difficult to fault.
- Are experts in our industry.
- Strive for distinction. We are bold. We think differently. We continually try to make things better.

## **Brand expression**

### **The tone**

*How do we describe the way we talk to people (in person, in writing, across all marketing and sales literature etc.)?*

*Warm. Engaging. Informative. Accessible. Charming.*

*Note: Our tone enables us to connect with our customers.*

*The emphasis must be on pitching the tone and experience to suit the customer and their level of engagement and understanding. It is not about us 'showing off' how knowledgeable or great we are. It is about being sensitive to the customer's wants and needs and personalising their experience with Berry Bros. & Rudd accordingly.*

*Our tone is always underpinned by world-class know-how; we just don't want it to be overwhelming or intimidating.*

### **The look**

*How do we describe our visual identity (photography, imagery, font styles, colours, logos)?*

*Confident. Human. Established. Relevant.*

### **The feel**

*How do we describe the physical elements of our business (the business environment, packaging, uniforms, the form of and materials used to create our products etc.)?*

*Warm. Welcoming. Elegant. Considered. Built to Last.*

### **Our customers**

*Who is interested in us?*

Berry Bros. & Rudd appeals to private clients (individuals around the world)

#### ***Private clients***

We have all sorts of customers. However, there are three things that unify them all. They:

- Care about the quality of their wine and spirits.
- Take pleasure in the experience of buying and sharing them.
- Are happy to pay at least £10 for a good quality bottle of wine.

That's it. It really isn't more complicated than that.

## **Brand experience**

*How do we make people feel? Why do they choose us?*

### ***Private clients (individuals around the world)***

It is always a pleasure to go to Berry Bros. & Rudd.

Maybe it is the rich history of the brand that makes me feel like I am part of something special. Or the fact that Berry Bros. & Rudd brings the world of wine and spirits to life for me. Whatever it is, I always get more than I went for.

Their people are passionate and knowledgeable, yet approachable and helpful. They always listen and help me choose the right product or experience for me.

Their products are well worth the money. Their services are hard to fault. I am always delighted by the experience. I trust them implicitly.

I would be proud to recommend Berry Bros. & Rudd to my friends, but part of me wants to keep them all to myself.

### ***Trade customers***

Berry Bros. & Rudd gives me access to an exclusive range of wines and spirits. As well as offering the brands that I know, they also offer and champion unusual and lesser-known producers. They enable me to create an interesting and exciting wines and spirits offer which makes a great impact with my customers.

I am confident that the products and services they provide are always good value for money.

Their people are commercially astute, always looking to get the most for their business and customers, but they are fair. They are always professional – they are responsive, provide me with all the information that I need and keep their promises. I trust them and their service implicitly.

You always get more than just the wine and spirits with Berry Bros. & Rudd. It may be some trusted advice or a story about the product that brings it to life, but it is one of the reasons that I turn to them time and again.

It is a pleasure to work with Berry Bros. & Rudd.

### ***Trade customers (who leverage the Berry Bros. & Rudd brand)***

I am proud to be associated with Berry Bros. & Rudd. They are a prestigious and admired brand.

Partnering with them provides credibility to my drinks portfolio. It demonstrates to my customers that I care about wine and spirits and that I appreciate and seek quality. My customers would expect nothing less.

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### ***Producers***

I am proud to be represented by Berry Bros. & Rudd. I am thrilled that my brand and products sit alongside those from the finest producers in the world.

They have the widest and most relevant distribution network for my products in the UK market, which acts as my shop window to the world. Through them I can access a wider range of customers who can discover, enjoy and appreciate my products.

They are a great ambassador of my business. They understand and care about my brand and products and represent both very well. They take the long view, like we do. They have nurtured my business, realised the potential for my brand and products within the UK and arrange for them to be seen in the right places, by the right people.

All of the buyers at Berry Bros. & Rudd are well respected. They are incredibly knowledgeable and passionate about wine and spirits. They are commercially astute, always looking to get the most for their business and customers, but they are fair. They are always professional.

I trust them implicitly, with my brand and with my business. They are honest, transparent and keep their promises.

Whilst there may be the occasional difficult conversation, it is a pleasure to do business with them. It feels like a real partnership that can stand the test of time and last generations.

## **Colleagues**

I am incredibly proud to work at Berry Bros. & Rudd. It is a business that is seen as the pinnacle of the wine and spirits world, with a wonderful 300-year history. Every day I play my part in the continuing story, upholding the Berry Bros. & Rudd name and reputation. I know what the business is trying to achieve and how I can make a meaningful contribution to our success.

It is a delightful brand with personality, style and warmth. It is a little quirky, but that is one of the things I love about it.

I can be myself here. I am treated with respect and my colleagues value my thoughts, perspectives and ideas.

Berry Bros. & Rudd is a place where I can thoroughly enjoy my work, whilst also learning and growing my career. We work hard to deliver a wonderful experience, but we have a lot of fun along the way. It is a great place to work.