



Over the years we've seen a steady increase in demand for trade wine tastings at **One Great George Street**. Trade tastings are becoming more varied, with hosting now commonplace by importers, delegates from specific wine regions and countries, and even representatives from the brands themselves.

For the wine trade, the **International Wine and Spirits Fair** is a must-attend 3 day event in May, with both domestic and

international attendance increasing to the extent that 2 years ago it relocated from Excel to the larger and more accessible Olympia.

While Olympia serves this international event well, the rest of the year is dotted with various release dates of new vintages, including the always hotly anticipated *En Primeur* releases from France, for which both small and large spaces are required for tastings and launches.



While we can accommodate tastings of varied sizes due to having over 21 function spaces, we are currently seeing an increased demand for large-scale and premium wine tastings for which a grand setting which can accommodate larger numbers is required. Our elaborate **Great Hall**, with its ornate painted ceiling and natural light, can accommodate up to 400 people, and has been booked extensively throughout 2015 for trade tastings. We've been

able to accommodate larger bookings too, by extending its capacity through the use of our State Rooms such as our **Smeaton Room** located on the Ground Floor.



We tend to attract established wine merchants such as **Berry Bros & Rudd**, Britain's oldest wine and spirit merchant, established in the 17th century. Their flagship store located at No. 3 St James's Street, London is just a stone's throw from **One Great George Street**, and was founded in 1698 by the Widow Bourne. A supplier to the royal family since the reign of King George III, historic customers have included

Lord Byron, William Pitt the Younger and the Aga Khan!



Today members of the Berry and Rudd families continue to own and manage the family-run wine merchant.

One Great George Street is often chosen for their larger-scale tastings as explained by Berry Bros. & Rudd's Tom Cave:

*"We like the elegance and fine proportions of the Great Hall, in fact the whole building has a very positive impact on our customers which counts for a lot in making our wine tastings a success." Tom Cave, Berry Bros. & Rudd*