



GRAHAM'S 1952
SINGLE YEAR TAWNY

**TO COMMEMORATE THE DIAMOND JUBILEE OF
HER MAJESTY QUEEN ELIZABETH II**

KEY MESSAGES AND STORY

W. & J. Graham's

W. & J. Graham's has remained an independent family business throughout its 200 year history. It has an unrivaled collection of great estates. The family's commitment to making exceptional wines has earned for Graham's an acclaimed reputation as a leader in the production of consistently outstanding Vintage Ports, as well as fine old cask-matured Ports.

Graham's is a true premium luxury brand and this 1952 Diamond Jubilee Tawny Port is one of the finest old tawny's that Graham's has produced in its 200 year history.

The Symington Family

The Symington Family have been shipping Port since 1652. They are the oldest British Port shipper and leading premium Port producer. Still a family owned and run business after 13 generations, they are the largest vineyard owners in Portugal.

W.& J. Graham's is the Symington family's premium Port brand and this incredibly fine old 1952 Tawny Port has been aging magnificently in oak casks in the Graham's cellars for 60 years.

Berry Bros. & Rudd

The Graham's 1952 Tawny is being exclusively offered by Berry Bros. & Rudd of 3 St. James, London SW1, who are purveyors of fine wines to the Royal Household and are holders of two Royal Warrants.

Berry Bros. & Rudd, also a family business, were established in 1698 and these two family businesses have had a close association and friendship over many generations.

SYMINGTON FAMILY ESTATES, VINHOS, LDA.

Travessa Barão de Forrester, 86 · Apartado 26 · 4431-901 V. N. Gaia · Portugal
Tel: +351 223 776 300 · E-mail: grahams@grahams-port.com · Web: www.grahams-port.com

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Berry Bros. & Rudd has an unparalleled reputation for excellence and innovation within the UK wine trade.

A Unique Wine offered in an Important Year

Together, Berry Bros. & Rudd and W. & J. Graham's will be offering this Port to the UK market to commemorate The Queen's Diamond Jubilee. It is a year to show case Britain with the Diamond Jubilee as well as the London Olympic and Paralympic games. The 2012 London Olympics is the largest sporting event every staged in Britain. In a year when the world's eyes will be on Britain we will be offering a truly unique and rare old wine for the celebrations.

The Palace Approval

We are most fortunate and honored that The Palace has given their approval to include the statement "To commemorate the Diamond Jubilee of Her Majesty Queen Elizabeth II" on the label of this magnificent 1952 tawny Port.

The Wine

The wine is a real treasure and of outstanding quality, and after 60 years aging in oak casks, it is rich and intense (see attached the inspiring tasting note produced by Simon Field, Master of Wine and the Berry Bros. & Rudd Port buyer).

It is not easy to find a wine of this quality and stature to celebrate and commemorate such an outstanding achievement. However, this Graham's 1952 Tawny Port delivers in every respect, a real treasure of a wine.

The wine will keep exceptionally well for many years in bottle and once opened, it will continue to keep for several months in good condition.

There is only a very limited amount of this wine available and it will be supplied in individually numbered bottles. Each bottle is presented in an individual gift box. A special pack of 3 bottles is also available, this 3 bottle pack is presented in a hand crafted oak box specially to commemorate Her Majesties Diamond Jubilee

A Sense of Occasion

For anyone who is celebrating a 60th Birthday, Wedding Anniversary or Diamond Jubilee there could not be a finer wine to mark the occasion. It is the definite wine with which to celebrate.

A unique wine for a very special occasion!

The oldest Alliance between Portugal and Britain

The Oldest Alliance is that between Britain and Portugal. Port wine has played an important and historic part in this alliance and friendship between the two countries and it is most fitting that it should be a 60 year old Port (“The Englishman’s wine”) that should be bottled to commemorate this occasion.

Charity Donation

The Symington Family and Berry Bros. & Rudd are delighted to be making a donation to charity from the proceeds of the sale of this Port. We have chosen a new charity that Her Majesty has set up this year to mark her Diamond Jubilee. We will therefore be making a donation to the Queen Elizabeth Diamond Jubilee Trust. The Chairman of this Charitable Trust is The Right Honorable John Major, and it is interesting to note that John and Norma Major visited the Graham’s cellar where this wine has been aging and they also stayed at the Graham’s propriety Quinta dos Malvedos in the Douro Valley, whilst he was Prime Minister.

A Diamond Opportunity

We believe that on all great occasions during 2012 the Graham’s 1952 Diamond Jubilee Port will be the appropriate wine to celebrate and savor. Anyone who was born or married in 1952 or for whom 1952 holds a special meaning, this is a “diamond opportunity” to acquire an outstanding wine to celebrate not only in 2012, but for future anniversaries.

Media Coverage

We believe that this wine will receive unprecedented media coverage (consumer and trade press as well as Radio and TV) in both the UK and Portugal.

Availability

This Port is exclusively available from Berry Bros. & Rudd (website: www.bbr.com; email: bbr@bbr.com; telephone number: 0125 634 0140.



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TASTING NOTE

“Striking mahogany, with hints of amber at its rim, the wine has an extraordinary aromatic intensity, redolent of old libraries, autumnal bonfires and distant poetry. The palate is profound and majestic, astonishingly intense and powerful, regal in its complexity, a timeless elixir. Notes of molasses, dried apricot, figs and clove, dance across the palate, elegant and symphonic in their structure, dignified and profound. Orange zest freshness and finely-wrought tannins underwrite structural harmony with the long finish indulging a gentle nostalgia and a real sense of worth.”

Simon Field, MW
Berry's Port Buyer

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