

Case Study Berry Brothers & Rudd



Paper Round
BPR Group

Who are Berry Brothers & Rudd?

Berry Brothers & Rudd (BB&R) is Britain's oldest wine and spirit merchant, trading from the same shop in London since 1698.

BB&R is committed to reducing its impact on the environment, whilst maintaining high quality services. Maximising recycling and reducing waste to landfill are both central tenets of their environmental policy.

Their challenge

In line with BB&R's environmental policy, they seek to work with suppliers who can themselves demonstrate commitment to reducing environmental impacts, so a waste management company with a focus on best practice recycling was essential.

Our solution

- We provide collections 5 days a week, collecting food, general waste, mixed recycling, card and glass at time convenient for the store. This demonstrates their commitment to best practice
- By choosing Paper Round, BB&R have become a zero-to-landfill business

The results

Carbon saved
750 tCO₂e

Waste savings
112 tonnes

139
meals donated to FareShare

Recycling rate
71%



“We have been using Paper Round for about 9 years. I was attracted by the fact that it was formed by Friends of the Earth to start with, but also by the fact that nothing goes to landfill and everything will be re-used or recycled back to use. Having worked for 37 years in an industry that is in itself known to be eco-friendly in lots of ways, I find that Paper Round is a kind of soul mate ecologically speaking.”

Allan Perry - Cellar Manager at BB&R

