

THE BERLIN TASTING

CANADA 2006
Toronto, October 5



Viñedo
CHADWICK



DON MAXIMIANO
Founder's Reserve

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Berlin Tasting - Toronto

Berlin Tasting Toronto Press Release

On October 5th, 2006, the prestigious Rosewater Room in downtown Toronto was the perfect setting for the reenactment in Canada of the Berlin Tasting which originally took place in Berlin in 2004. This tasting became a milestone for the Chilean wine industry when Viñedo Chadwick 2000 and Sena 2000 were ranked atop French classics Château Margaux, Château Lafite and Château Latour and Italian Super Tuscans Sassicaia and Tignanello vintages 2000 and 2001.

This time, organized by Vintages, sixty specially invited guests were among the tasting panel which included wine journalists from all over Canada, sommeliers, buyers from selected restaurants and clubs together with LCBO product consultants.

At the Tasting, Don Maximiano Founder's Reserve 2003 was ranked as a world class wine above French Classic Château Latour and Italian Sassicaia, by the most reputed Canadian wine journalists, sommeliers and wine connoisseurs.

The tasting was moderated by Steven Spurrier, one of the United Kingdom's most prestigious wine journalist and critic and Shari Mogk-Edwards, LCBO's Vintages Sales Director.

Here are the final rankings of the Toronto Tasting with total points from over 50 judges:

Chateau Margaux 2000, Bordeaux	(58)
Chateau Latour 2000, Bordeaux	(52)
Errazuriz 2003 Don Maximiano, Chile	(37)
Antinori 2000 Tignanello, Tuscany	(32)
Sena 2003, Chile (tie)	(31)
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Viñedo Chadwick 2003, Chile	(16)
Sassicaia 2000 Tuscany	(9)
Chateau Lafite-Rothschild 2000, Bordeaux	(8)



PRESS COVERAGE TORONTO



A Wine Lover's Diary, part 107

Canada, Toronto
www.tonyaspler.com
October 11, 2006

www.tonyaspler.com

Thursday, October 5: Today is the Canadian sequel to the Berlin Tasting that Eduardo Chadwick put on in 2004, matching his wines blind against First Growth Bordeaux and top Super Tuscans. The event was repeated in Santiago, São Paulo, Tokyo and now here at the Rosewater Supper Club under the aegis of Vintages. They had structured it so that 60 sommeliers, wine writers and wine professionals each tasted the following wines blind (in this order though we didn't know it) and then chose their top three in order.

- Sassicaia 2000
- Château Lafite 2000
- Vinedo Chadwick 2003
- Tignanello 2000
- Don Maximiano 2003
- Château Latour 2000
- Sena 2003
- Vinedo Chadwick 2000
- Château Margaux 2000
- Sena 2000



Eduardo Chadwick (left) and Stephen Spurrier.

Stephen Spurrier, who initiated this kind of competition with the Paris Tasting of 1976 when he pitted top California wines against white Burgundy and red Bordeaux, had flown over from London to chair the tasting. When the scores were tabulated Margaux was the participant's first choice, followed in order by Latour, Don Maximiano, Tignanello, and Sena. (I put Tignanello top, Vinedo Chadwick 2000 second and Latour third). In previous tastings the Chadwick/Errazuriz wines fared better. In Berlin they were first and second. But it showed that the quality of these wines can stand against the top wines of France and Italy – and at prices that are one-third of First Growth Bordeaux.

For dinner, the end of the pork roast with a bottle of Burrowing Owl Pinot Noir 2005 – a rich, cherry-flavoured wine, full-bodied and chunky on the palate.



Me and photographer Steve Elphick flogging the Atlas at Taste.



Canada, Toronto
Gismondi Wine
October 14, 2006

Chile A New Direction



Anthony Gismondi

Last week, I attended a tasting in Toronto that pitted the top labels of esteemed Chilean producer Eduardo Chadwick (Vina Errazuriz, Sena and Vinedos Chadwick) against the best of France and Italy. The same tasting has been held in Berlin, Tokyo, Sao Paulo, Rio de Janeiro and Santiago and to say that the Chilean wines performed well is an understatement.

Chadwick says his aim is “to present Chile’s ‘terroir’ in comparison with those of Bordeaux and Tuscany and then to show our best wines against the best from those regions. In competing against the best there is always a risk, but a valuable learning experience as well.”

In Berlin, Chadwick’s wines placed first, second and fifth. In Brazil it was second, third, fifth and sixth, while in Tokyo, they placed second, third, fourth, fifth and 10th.

In Toronto, the Bordeaux icons, the 2000 Margaux and the 2000 Latour, finished first and second, but the Errazuriz Don Maximiano 2003 placed third and Sena 2003 placed fifth.



Sena Vineyard, Aconcagua Valley

Canada, Toronto
Calgary Sun
October 22, 2006



New and Improved

Rick VanSickle, Sun Media

It can be the toughest test in the world. Standing before your peers and being judged even though those peers are a stodgy bunch and don't want you to stand anywhere near them.

They want you to fail and take your rightful place at the back of the class.

In the wine world, there is a pecking order. It starts in France and works its way down from there, or, at least that's what they would have you believe.

That pecking order makes it very difficult for New World wine producers to be taken seriously when in the company of self-anointed royalty.

The Old World — with all those fancy wines from Bordeaux, Burgundy and Champagne, as well as the Italian Super Tuscans, German rieslings and Vintage Ports — are a selfish lot and any who try to join the clique face fierce resistance.

Oh, there have been successful campaigns from the New World.

Australia got pushy with its Penfolds Grange, Napa Valley has gained acceptance with a raft of big, red cabernets and blends.

And now Chile, that little sliver of a country, bordered by the Pacific Ocean to the west and the Andes to the east and about as far from France as you can get, wants a piece of the action.

And it's more than willing to be judged against the best there is.

And so it was, for the first time in North America, 60 wine journalists and sommeliers from across Canada were summoned to Toronto to judge top cabernet-based wines from Chile's Vina Errazuriz estates against the best from Bordeaux and Italy.

It seemed like a David vs. Goliath battle.

First-growth Bordeaux from the 2000 vintage against Chile?

The French must be laughing!

Well, not anymore. When Vina Errazuriz proprietor, Eduardo Chadwick, conducted the first such tasting with similar wines in Berlin in 2004, the results were shocking. The top two wines were from Chile with Bordeaux placing third and fourth.

Some might say it's unfair to judge 2000 Bordeaux, which needs decades to come around, against similar Chilean wines that show well right from the start.

But, from the beginning at the Toronto tasting, sponsored by Vintages and presided over by Decanter magazine's Steven Spurrier, tasters were told to judge the wines based on consistent notes.

Judge them all looking into the future, or judge them for what they are now. All tasting was performed blind.

In the Toronto event, when the votes were tallied, the magnificent Chateau Margaux 2000, a monumental wine and perhaps the greatest wine I have ever tried, was a clear-cut favourite with Chateau Latour 2000 a close second.

Then a Chilean cabernet-based wine, the Errazuriz Don Maximiano Founder's Reserve 2003, placed third with Antinori's icon Italian wine, Tignanello, squeezing in just ahead of another pair of Chilean wines — the Sena 2003 and the Vinedo Chadwick 2000.

Rounding out the group of 10 in order was Sena 2000, Vinedo Chadwick 2003, Chateau Lafite Rothschild 2000 and, in last place, another iconic Italian, Sassicaia 2000.

In my own notes, I had chosen the Margaux first with the Chadwick 2000 second and Tignanello third.

I was able to identify all of the Chilean wines by the tell-tale bead of mint that runs through most all cabernets from that country. It can be off-putting when made poorly, but elegant in a balanced wine like the Chadwick 2000.

The experiment is a success for Errazuriz when you consider his wines fare very well against top Bordeaux and Italian wines and cost a fraction of the price.

The Chilean wines are all under \$100 with the Bordeaux wines, if you could get them, \$800 and up.

Note: I will review the above wines in a future column.

Enjoy!





Lawrason On Wine

Chile Showdown in Toronto

Canada, Toronto
Toronto Life
October 25, 2006

First they took Berlin, then Tokyo, then São Paulo. But Toronto proved no pushover.

Earlier this month Eduardo Chadwick, the owner of prominent Chilean properties like Errazuriz, Sena and Vinedo Chadwick, brought his top cabernet sauvignons to town for a blind tasting showdown against top-ranked cabernets from Bordeaux and Italy. Sommeliers, wine writers and Vintages consultants from the GTA, plus journalists flown in from Montreal, Vancouver and Calgary, sat down at the Rosewater Supper Club for the first North American running of the Berlin Challenge, first held in Germany in January 2004.

It was co-moderated by Vintages' Shari Mogk-Edwards and renowned British wine writer Steven Spurrier—who has made something of a career of putting together high-profile blind taste challenges. These include the Paris tasting of 1976 wherein a handful of California wines knocked the spots off top Bordeaux—such a marketing coup for California that the recipe has been oft repeated by New World challengers. Mr. Spurrier has been contracted to help organize the previous Chilean taste-offs as well, including the original Berlin Tasting when Chilean wines were awarded first, second and fifth places by European judges.

Eduardo Chadwick is as affable, genuine and knowledgeable about wine as they come. He has done more for Chile than anyone to raise that country's wine image to the point where most wine folk are completely convinced—especially if they have been there—that Chile is a fabulous

place to grow grapes and perfectly capable of making great products. So why persist in pitting his wines against Bordeaux, at least in front of people already convinced, and able to tell them apart in a blind tasting? Chilean cabernet has gorgeous ripeness and lushness of texture, and distinctive cassis and mint that Bordeaux will never have. It would have been more challenging and germane to pit his wines against cabernets from California's Napa Valley or Australia's Margaret River. But that wouldn't have had the giant-killer effect earned in the previous challenges (where I'd bet less-familiar palates fell prey to Chile's seduction).

In Toronto, only one Chilean wine finished in the top four, the poorest result for Chile since the Berlin tasting tour began. Chateau Margaux 2000 finished first, Chateau Latour 2000 finished second, Errazuriz 2003 Don Maximiano Cabernet Sauvignon third, and Antinori's 2000 Tignanello from Tuscany fourth. These were my four top picks as well, although I placed Don Max second and Latour third. In my tasting I tried to focus on more measurable elements like balance, complexity and length. And to me, the one element that the Chileans lacked in general in comparison to the Europeans was complexity, fewer aromatic and flavour nuances. They were just not quite as intriguing. The Chateau Margaux 2000, for example, has incredible fragrance—a concert hall of flavours—with amazing structure, presence and incredible length. The Chileans, although lush, elegant, deep and were largely three note wines—cassis, mint and oak.



The fall back conclusions for these blind challenges is that the challengers at least prove they “belong on the same table” and are “much better value” than \$500+ Bordeaux. Again, we don’t need blind tastings to tell us that first-growth Bordeaux are overpriced. These wines are produced and sold and traded as investments, not to be drunk. Intrinsic value long ago left the building. If I were buying on a \$100 per bottle budget to drink delicious, high quality cabernet I would be looking first to Sena, Eduardo Chadwick and Don Max. Maybe the real exercise should have been to take all these talented palates out to dinner.

Here are the final rankings of the Toronto Tasting with total points from over 50 judges:

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Canada, Toronto
Toronto Star
1st November, 2006



MICHAEL STUPARYK/TORONTO STAR

Eduardo Chadwick bravely put his best Chilean reds up against legendary wines from Bordeaux and Tuscany.

Chile fires challenge at the big wine guns

Canada, Toronto
Toronto Star
1st November, 2006

Gord On Grapes

GORDON STIMMELL

It was war of the wine worlds.

Orson Welles was not present, but 55 top wine journalists, buyers and sommeliers in Toronto had invaded the upper chambers of the Rosewater Supper Club for a much touted tasting.

Pitted against one another blindly were renowned reds from three regions: Bordeaux, Tuscany and Chile.

The organizer was Eduardo Chadwick, president of Vina Errázuriz, a prominent Chilean winery, who bravely put his best reds against legendary Château Latour, Château Margaux, Château Lafite (all from a great 2000 vintage), as well as top "Super Tuscans" Sassicaia and Tignanello.

This was to be the Toronto replay of "The Berlin Tasting" of January 2004, when two of Chadwick's New World wines, Viñedo Chadwick and Seña, bested Château Lafite and Margaux in a blind tasting. This has come to be regarded as "a milestone in the history of the Chilean wine industry."

Helping comment was Steven Spurrier, a long-time British wine critic who organized a Paris tasting in 1976 that blindly put California's best whites and reds against France's most amazing Bordeaux and Burgundies. The Californians beat some great names that day, and once results were announced, the French wine judges cried foul and wanted a rematch. It was the global coming out for Californian wines.

So Chadwick has been touring the globe, trying to do the same for Chilean wines, with tastings after Berlin in Tokyo, Santiago and São Paulo. Would his

Chilean upstarts prove themselves proud in Toronto?

First, let me say none of these wines is cheap. The Errázuriz entries include Seña (launched in 1997 as a joint venture with Robert Mondavi), Viñedo Chadwick and Don Maximiano Founder's Reserve. All run \$79. Italian stallion Sassicaia is \$159 and Tignanello over \$100. The Château Latour is \$895. The Margaux and Lafite are in the same lofty price pantheon.

My wine friends who used to buy an occasional Latour or Lafite back in the 1980s all stopped purchasing these great First Growths in the late 1990s when the prices spiralled out of control. Wine critic Robert Parker gave all three of these 2000 Bordeaux a 100 rating, which propelled prices even higher after he tasted them *en primeur* (from barrel before bottling). Today, they are ridiculously overpriced.

A hush descended on the room as the assembled experts swirled and ogled, sniffed and spat for nearly an hour of intensely concentrated tasting. To my palate, there were three on a plateau high above the rest. Number 9, a gorgeous fusion of finesse and power, I rated 96. It turned out to be Château Margaux. On its heels, rating 95 with lifted minty, smoky prowess and complexity was Château Lafite. My third winner was an elegant, complex red with sustained power, rating 94. It was Château Latour. My notes rated the Chileans at a range of 89 to 92, and the Italians between the Chilean and French victors.

However, when the results of the room of 55 guests were tabulated, the finish was Margaux, then the Latour, then the Don Maximiano 2003. The room rated the Lafite extremely low,

behind all the Chileans. All I can say is, always double back to the first wines tasted in such a contest because your palate does not calibrate properly until the third wine is tasted. Fourth spot went to Tignanello, fifth to Seña 2003, sixth to Chadwick 2000.

Why did the French win so handily in Toronto but not in Berlin? Spurrier, I think, nailed it. When tasted in 2004, the 2000 Bordeaux were still far too young, he said. Time has worked wonders on the Margaux and Latour. They are evolving as powerhouses now, with the Margaux taking first in São Paulo (in 2005), and the Latour winning in Tokyo (this year). In other words, they taste better today than they did in 2004. Great wines often go through numb or mute phases, but when they awaken, watch out.

Still, Chadwick deserves a medal of honour for having the bravery to go against some of the best. And he has certainly emerged as the leading global ambassador for Chilean wines. His premium reds are offered in the current holiday Vintages Classics Catalogue.

★ ★ ★ ★ ★

The 12th annual Gourmet Food & Wine Expo runs Nov. 23 to 26 at the Metro Toronto Convention Centre. Hundreds of wines will be sampled alongside gourmet foods. Wine seminars abound. Info is at foodandwineshow.ca.

Email Gordon Stimmell at gstimmell@thestar.ca

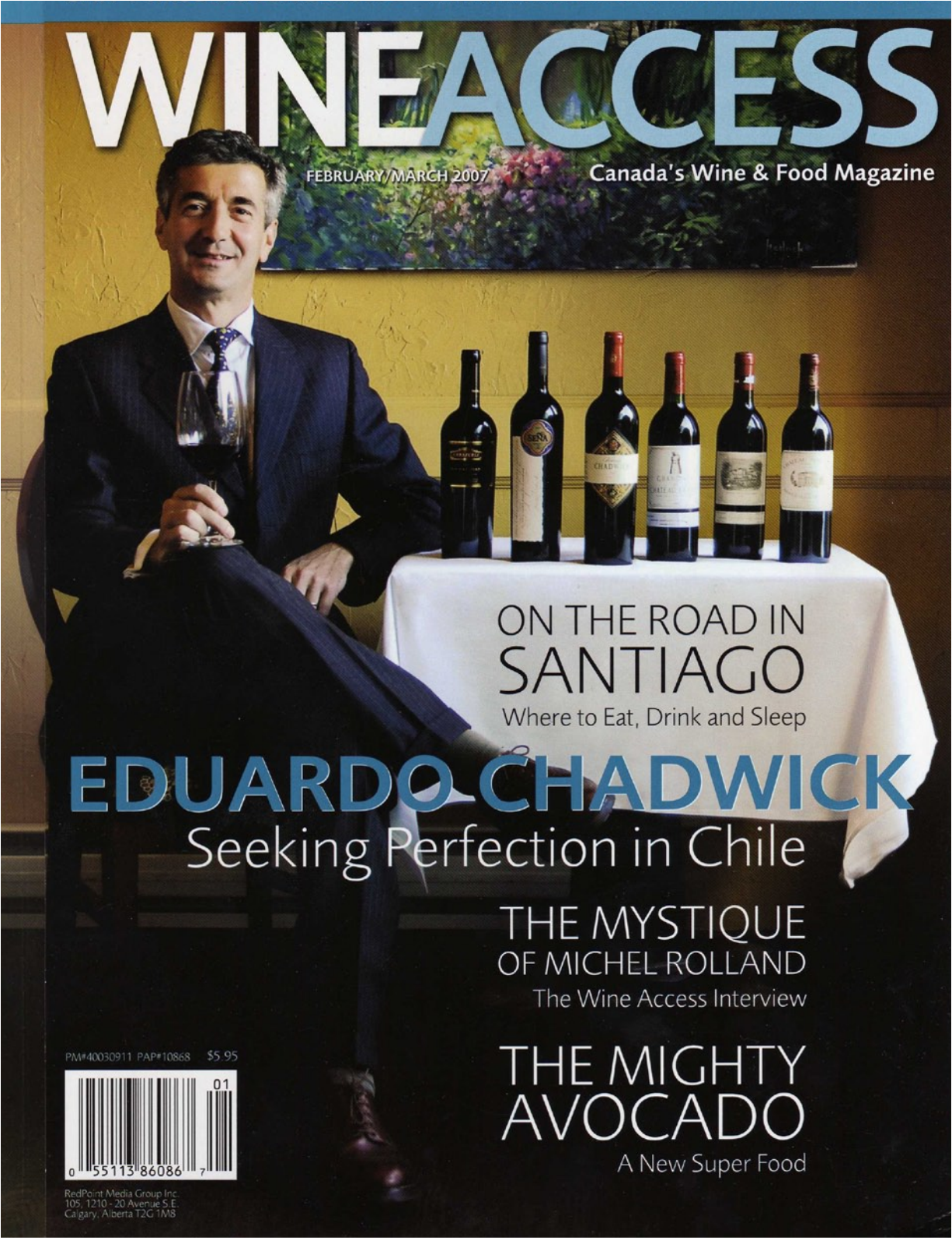




Canada, Toronto
Wine Access
february/march, 2007

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FEBRUARY/MARCH 2007 Canada's Wine & Food Magazine



ON THE ROAD IN
SANTIAGO
Where to Eat, Drink and Sleep

EDUARDO CHADWICK
Seeking Perfection in Chile

THE MYSTIQUE
OF MICHEL ROLLAND
The Wine Access Interview

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Eduardo Chadwick

BRINGING CHILEAN WINE TO THE WORLD

BY JIM TOBLER • PHOTOGRAPHY BY EVAAN KHERAJ

Not yet 50 years of age, Eduardo Chadwick is nonetheless an august figure, not only in his home country of Chile, but in the wine world generally. He is the sixth generation of his family to hold tenure as owners and true custodians of Errazuriz, the winery founded in the mid-1800s by Don Maximiano Errazuriz. His father, Don Alfonso Chadwick Errazuriz, champion polo player and entrepreneur with considerable foresight, brought the company resolutely forward, into an era of increasing quality, including new vineyards, and progressive techniques. Eduardo, however, has been not only an international brand ambassador, but from his first visit to Vinexpo, in the mid-80s, he has overseen his company's rise into an elite class, of great quality and value wines all the way to what we might call the iconic super-reds of today's Chile.

These include the Don Maximiano Founder's Reserve, the Chadwick/Mondavi project (now firmly in Chadwick's control) called Sena, and the Vinedo Chadwick. During a recent visit through Canada, Mr. Chadwick sat through a great variety of lunches and dinners, tirelessly speaking to various groups, including media, collectors, and aficionados great and small, about his wines, and by mostly unspoken extension, his country's wines. A lunch tutorial successfully concluded, he relaxes a bit while waiting for a photographer to set up for a portrait. "I want the world to come to recognize Errazuriz as making the finest cabernet for under 20 dollars, period", he says, as someone pours him a glass of Max Reserva. While the goal is to bring forward great value while insisting on quality, today the buzz is about the Berlin Tasting, and Mr. Chadwick's cross-country reprise of it. "With these wines, we hope people will notice the great quality that is now being achieved in Chile. These wines", he says as he waves at his three icons, set up on a nearby table, "belong at any tasting of high qual-

ity wines, no matter the country of origin. This is perhaps not something that would have been possible, 20 years ago. But we are proud of how far we have come."

Mr. Chadwick has some erstwhile company, too. (See this issue's Icons of Chile article, for a detailed look at an array of very fine wines.) When Robert Mondavi, and, a bit later, the Rothschild family, owners of Chateau Mouton Rothschild, came to Chile, it seemed as if the world pretty much had to sit up and take note. But a lot of the hard work, of planting in new areas, of modernizing vineyard management and winemaking, had already begun. Don Alfonso Larraian, President of Concha Y Toro for many years, including the transitions that came with serious political upheaval, considered wine to have major export market potential for a then very-much struggling country, and with that would come a kind of marketing, a public relations upside.

Eduardo Chadwick is now at the forefront of that impetus, travelling the world to speak passionately and of course knowledgably about his wines. He looks at the table, and suggests the order of the wines for the photograph might be altered slightly. He is a person who pays attention to detail, and he smiles when the changes are made: "That will send the message the correct way, don't you think?" Nods all around. The wines stand as mute testament to what Mr. Chadwick is achieving. Mute, that is, until you pour, sniff, swirl, and taste. Photos done, he descends a staircase, heads out the door, an hour of rest before the evening's events, at which he will do this, or something similar, all over again. Does he tire of it? "The travel, of course. Meeting people and talking about these wines, never." ♦



"These wines belong at any tasting of high quality wines"

Chile's Cabernet Showdown

FIRST THEY TOOK BERLIN, THEN TOKYO, THEN SAO PAULO. TORONTO PROVED NO PUSHOVER.

BY DAVID LAWRASON

Last fall Eduardo Chadwick, the owner of prominent Chilean properties like Errazuriz, Sena and Vinedo Chadwick, brought his top cabernet sauvignons to Toronto for a blind tasting showdown against top-ranked cabernets from Bordeaux and Italy. Over 50 LCBO product consultants, top sommeliers, plus journalists from Montreal, Toronto, Vancouver and Calgary, sat down at the Rosewater Supper Club for the third re-run of the Berlin Challenge, first held in 2004.

The Toronto tasting was co-moderated by the LCBO's Shari Mogk-Edwards and renowned British wine writer Steven Spurrier, who has made a career of putting together high profile blind taste challenges, including the Paris tasting of 1976 wherein a handful

of California wines knocked the spots off top Bordeaux. Mr. Spurrier helped organize the previous Chilean taste-offs in Japan, Brazil and the original Berlin Tasting, in which Chilean wines were placed first, second and fifth by European judges.

In Toronto, only one Chilean wine finished in the top four, the poorest result for Chile since the Berlin tasting tour began. Chateau Margaux 2000 finished first, Chateau Latour 2000 finished second, Errazuriz 2003 Don Maximiano Cabernet Sauvignon third, and Antinori's 2000 Tignanello from Tuscany, fourth. These were my four top picks as well, although I placed Don Max second and Latour third.

It was not difficult to pick out the Chilean cabernets. They have gorgeous ripeness and lushness of texture, and distinctive cassis and mint that Bordeaux will never have. So I tried to focus on quality factors like balance, complexity and length. The one element that the Chileans lacked in general in comparison to the Europeans was complexity; fewer aromatic and flavour nuances.

They were just not quite as intriguing. The Chateau Margaux 2000, for example, has incredible

fragrance, a concert hall of flavours, with amazing structure, presence and length. The Chileans, although lush, elegant, deep and richer than the Europeans, were largely three note wines: cassis, mint and oak.

Steven Spurrier later credited the age and vintage of the Bordeaux for the showing this time. "When we began these tastings in January 2004, the Medoc 2000s were still pretty raw. Eighteen months later they are blossoming out, with predictable results," he said.

The fall-back conclusion for such blind challenges is that the challengers at least prove they "belong on the same table" and are "much better value" than \$500+ Bordeaux. But we don't need this kind of exercise to know that the top Bordeaux – which have become commodities as opposed to dinner wines – are overpriced.

To really make the point perhaps Eduardo Chadwick should have taken all these judges out to dinner instead, but made them pay for their choice of wine. I know what country I would have purchased. ●



Images supplied by Michel Courtolenc



TORONTO TASTING FINAL RANKINGS

RANK	NAME
1	CHATEAU MARGAUX 2000 BORDEAUX
2	CHATEAU LATOUR 2000 BORDEAUX
3	ERRAZURIZ 2003 DON MAXIMIANO, ACONCAGUA
4	ANTINORI 2000 TIGNANELLO, TUSCANY
5	SENA 2003 ACONCAGUA
6	VINEDO CHADWICK 2000 MAIPO
7	VINEDO CHADWICK 2003 MAIPO
8	SASSICAIA 2000 TUSCANY
9	CHATEAU LAFITE-ROTHSCHILD 2000 BORDEAUX



PRESS COVERAGE CHILE



Chile, Santiago
La Cav
Octubre, 2006



“Ahora se sabe
que Chile produce
vinos premium”

Steven Spurrier
Revista La Cav - Chile, noviembre 2006



Chile, Santiago
La Cav
Octubre, 2006



En su juventud era lo que los franceses llaman un *agent provocateur*. Ya a comienzos de los 70 había conseguido llamar la atención con su tienda de vinos y con su escuela en Francia, donde las clases eran en inglés. Pero fue en 1976 cuando su suerte cambió definitivamente. Ese año organizó una cata de vinos californianos y franceses en la cual salieron victoriosos los californianos. Este evento, que se conoce hoy como la Cata de París, cambiaría el destino de los vinos del Nuevo Mundo. Tanto así que hace dos años Viña Errázuriz se atrevió a repetir el evento con sus propios vinos: en Berlín reunió a un panel de expertos, incluido Spurrier, que puso en los primeros lugares a los vinos chilenos. La Cata de Berlín ha tenido versiones en Brasil (2005) y Tokio (2006) y los resultados han sido similares. La última fue en Toronto hace un par de semanas y el provocador inglés estuvo presente. Una vez más.

Esa mañana Steven Spurrier anda como siempre, apurado, y llega varios minutos tarde a la entrevista. Se ve cansado y se le notan los estragos del jetlag. Pero aún así se comporta como un verdadero lord inglés y se deshace en disculpas. Estamos tomando desayuno en un hotel de Toronto donde se alojan quienes participarán en una nueva versión de la Cata de Berlín, convocada por viña Errázuriz esta vez en Toronto. La degustación será al mediodía, así es que aún hay tiempo para conversar a pesar del retraso. Además está de cumpleaños. Imposible no perdonarle todo. Spurrier escribe hoy para Decanter, es consultor para Singapore Airlines y dirige los cursos de vino de Christie's. En 1998 vendió la tienda de vinos Caves de la Madeleine y la escuela Académie du Vin, sus anclajes en tierra gala. Es que quería volver definitivamente a su natal Inglaterra.

Hace un par de meses lo contactaron unos productores de Hollywood -quienes compraron los derechos del libro de George Taber "Judgment of Paris" (que cuenta toda la historia del pre y post Cata de París)- para hacer un filme sobre lo que pasó verdaderamente en 1976. En un comienzo el guionista leyó el libro y pensó que la historia no daba para película. Pero lo llamó para que le hablara del contexto y entonces dijo ¡esto es muy entretenido! obviamente habrá un Spurrier caracterizado.

¿Qué se siente tener película propia? ¿Quién prefieres que te interprete?... se ha hablado de Hugh Grant o Jude Law.

Se siente genial, me encanta ser una estrella. Yo creo que Hugh Grant no puede ser, es muy viejo, ja ja ja. Y Jude Law es muy bonito. Cuando reescribieron la historia pregunté si la enfocarían en California o si respetarían lo que se contaba en el libro; los productores dijeron que seguirían el libro y que por lo tanto yo sería la estrella. Dije que en ese caso quería que me interpretara un actor inglés, no uno americano imitando el acento británico. Y ellos dijeron "sí, ya pensamos

en Hugh Grant". Ahí fue cuando les dije que lo encuentro muy viejo (de nuevo carcajadas).

Por el libro la gente conoce casi todos los detalles de la mítica cata, pero poco se sabe de lo que pasó después ¿Es cierto que te declararon persona non grata en Francia? (en vista de los juicios a los vinos californianos por sobre los franceses).

En realidad fueron sólo unas pocas personas en Burdeos y Borgoña. Los que la vieron difícil fueron los jueces franceses en el panel. Les escribieron cartas con mensajes ofensivos y algunos casi pierden su trabajo. Fue como si hubieran traicionado a su patria.

¿Se molestaron contigo?

No, porque sabían que mis razones eran válidas. Además, todos opinaron que fue un llamado de atención para Francia. Obviamente a nadie le gusta recibir mensajes ofensivos, pero estaban convencidos de la validez de los resultados, de que los vinos californianos eran buenos y de que fue importante que algo así pasara.

No fue tan terrible para ti entonces...

Que un inglés traicionara a Francia era de lo más normal, era obvio. Para mí no fue tan terrible porque luego de tres meses todo había pasado, la gente se había olvidado. Lo que pasó después fue que todos los viñateros que se habían quejado fueron a California a ver qué era lo que estaba pasando. Descubrieron que las viñas habían invertido mucho en investigación. Y comenzaron a hacer lo mismo. Así es que la verdadera revolución fue que los franceses hubieran ido a California y hubieran traído ideas con ellos.

"No quería que ganaran los californianos"

Si hubieras imaginado el impacto que la Cata de París iba a tener ¿habrías hecho algo diferente?

La verdad, no. Yo no esperaba que ganaran los vinos californianos. De hecho, no quería que ganaran. Al comienzo mi idea era simplemente que el panel los probara y, de hecho, no pensaba poner vinos franceses. Pero como una semana antes me di cuenta de que con la excepción de uno de los catadores -casado con una californiana-, ninguno había probado antes un vino de California: no habría puntos de referencia y la cata no tendría ningún valor. Entonces dije "debo poner vinos franceses para que tengan algún parámetro". Y puse los mejores que pude encontrar.

¿Y de verdad no imaginaste que los californianos saldrían primeros?

No lo esperaba ni lo quería. Lo que deseaba era llamar la atención, y hubiera sido igualmente feliz si los vinos californianos hubieran alcanzado alguno de los cuatro primeros lugares. Me hubiera quedado satisfecho simplemente con atraer la opinión de los jueces franceses sobre los vinos californianos. Pero ganaron. Y lo que pasó, pasó.

¿Cuál es la importancia de París?

Sin duda fue un evento histórico, de otra forma yo no estaría aquí y Eduardo Chadwick no habría hecho la Cata de Berlín. Sin la Cata de París, la idea de comparar vinos extranjeros con vinos franceses no existiría... eventualmente habría prendido, pero fue allí donde comenzó.

¿Qué opinas de las versiones que se han hecho en estos 30 años?

Hicimos una cata con los vinos tintos en 1986 en Nueva York. En esa ocasión Stag's Leap salió segundo. Luego de 10 años los resultados prácticamente se repetían. Los críticos me habían dicho el 76 que esperara 10 años y que entonces los vinos franceses estarían listos. Lo hice, pero los californianos ganaron de nuevo. En 20 años no volví a hacer una cata igual y cuando en mayo pasado se cumplían 30 años pensé hacer algo pequeño en París, para celebrar. Pero como

Chile, Santiago
La Cav
Octubre, 2006



Los expertos saben qué vinos catarán, pero desconocen el orden en que estos serán servidos. Sólo una vez finalizada la cata descubren la identidad de cada botella y el lugar en que salieron rankeadas.

se había publicado el libro, se organizó un gran evento y me preguntaron si quería participar. Por supuesto dije sí. Lo hicimos el 24 de mayo, el mismo día del evento original, simultáneamente en California y Napa Valley. Yo estaba una vez más convencido de que los vinos franceses iban a ganar, pero no ganaron y los californianos se llevaron los primeros cinco lugares.

¿A qué se debe este resultado?

Cuando lo piensas un poco, te das cuenta de que en 1976 en Burdeos se estaba produciendo mucho vino. Sin duda hacían los mejores vinos de la época, pero en grandes cantidades y sin seleccionar demasiado. El tema es que podían vender sus vinos sin esforzarse mucho. En cambio en California embotellaban sólo lo mejor, pues aún no tenían un mercado para sus vinos e intentaban hacerlo lo más perfecto posible. La verdadera validez de París se probó con la cata de mayo, porque dos paneles independientes de expertos llegaron al mismo resultado. Eso es mucho más importante. París fue el evento histórico, pero la nueva versión fue la prueba.

¿Peras con manzanas?

¿Es cierto que en Berlín tu votación favoreció a Francia y no a Chile?

En las tres catas en que he participado he puesto en los primeros lugares vinos franceses, porque pienso que son mejores. Es que mi paladar los prefiere y siempre les doy los más altos puntajes.

¿Y cómo es que sigues participando?

Porque mis notas no cuentan y el público- cerca de 60 personas en cada cata- prefiere los vinos chilenos y eso es lo importante. Eso las hace válidas. He estado en el mercado del vino por 30 años y he bebido principalmente vino francés, así que es lógico que los escoja. Pero el público votó por Chile y eso es lo que cuenta.

A dos años, ¿cómo evalúas la Cata de Berlín?

Ahí se dieron los resultados más asombrosos, porque de las 50 personas que componían el panel sólo tres eran americanas. Entonces había 47 personas con paladar europeo que sabían que

habría vinos como Lafite, Margaux, Sassicaia y Tignanello. Todos los habían probado cientos de veces en su vida. En cambio etiquetas chilenas, sólo una o dos veces. La lógica decía que los vinos franceses o los italianos iban a ganar, pero lo que pasó fue que los vinos chilenos salieron en los primeros lugares. Los catadores prefirieron los vinos chilenos, algo extraordinario.

¿Se esperaban algo así?

Estaba sentado junto a Eduardo Chadwick cuando los resultados fueron anunciados. Cuando dijeron que uno de sus vinos había salido cuarto, su alivio fue notorio. Cuando anunciaron que otro había salido tercero, definitivamente se relajó. Ni siquiera estaba prestando atención cuando dieron los dos primeros lugares, y cuando el primero fue anunciado y era suyo, no lo podía creer.

¿Crees que Berlín ha tenido el mismo reconocimiento que tuvo París en su momento?

Es que en 1976 los vinos californianos eran desconocidos y era impensable que los ganaran a un vino francés. En ese entonces era más probable que Estados Unidos tuviera una presidenta mujer que un vino californiano le ganara a uno francés. Entonces lo impensado pasó. La Cata de Berlín fue una gran sorpresa, pero no cambió el mundo.

¿Son válidas este tipo de catas comparativas?

Algunos críticos dicen que es como comparar peras con manzanas. Son muy válidas si están correctamente dirigidas. Si haces 10 veces una cata comparando un merlot de cinco dólares con un Petrus, es probable que una de esas 10 veces gane. Si luego dices "merlot de 5 dólares vence a Petrus" simplemente no es válido. Pero si comparas los vinos de Eduardo Chadwick, que son básicamente cabernet sauvignon, con vinos bordeleses que en su mayoría son también cabernet sauvignon, te encontrarás con que la viticultura es casi la misma, con que la forma en que se hacen los vinos es la misma. Lo único diferente es que unos se cultivan en Chile y otros en Burdeos. Así que es una cata válida. Y lo que las hace más válidas es el sistema de votación. Se pide que los jueces pongan en la ficha los tres

vinos que evaluaron mejor, por lo tanto no están tratando de juzgar qué vino es qué vino, lo que probablemente es lo que han hecho los jueces en su mente. Lo que Chadwick les pide es que hagan un juicio con sus preferencias y el resultado es que la mayoría prefiere los vinos chilenos.

¿Cuál es el propósito principal de hacer un evento así?

Llamar la atención sobre los vinos de calidad que están saliendo de Chile y particularmente los de Errázuriz. De los países del Nuevo Mundo creo que Chile es uno de los más interesantes. Es cierto que es un método que se ha repetido bastante, pero Chadwick lo hace con un increíble nivel de calidad. Él elige los mejores vinos del mundo, los mejores de su viña, los mejores catadores y los deja decidir. Sus catas son perfectamente válidas. Quiso hacer algo distinto, pensó en Berlín cuando nadie pensaba en Berlín y dijo "hagamos de nuevo esto y veamos cómo funciona".

¿Crees que luego de Berlín ha habido un incremento en el consumo de vinos premium chilenos?

Diría que sí, en el sentido de que hace 10 años no había conocimiento de ellos. Creo que en todo el mundo ahora se sabe que Chile produce vinos premium y se habla de ellos, aunque probablemente no se vendan mucho. Los conocedores están mucho más abiertos que hace 30 años, cuando sólo bebían vino francés. Hoy en día, si eres un amante del vino bebes botellas de todos lados. El mundo del vino es mucho más fascinante hoy que hace 30 años.

Los críticos dicen que no es correcto comparar vinos franceses que aún están muy jóvenes con vinos del Nuevo Mundo que están listos para beberse ¿qué opinas?

Es una crítica errónea porque al decirlo están señalando que los catadores no saben catar. Pero que no se atrevan a decir eso porque no es verdad. Los vinos cosecha 2002 de Errázuriz están en el mismo estado de evolución que los vinos 2000 de Burdeos, así que esa crítica es basura. Si fuera un 2002 chileno contra un 1990 bordelés entonces podría creerlo.

Chile, Santiago
La Cav
Octubre, 2006



De Berlín a Toronto

La historia de la Cata de Berlín dice más o menos así. Eduardo Chadwick y Viña Errázuriz, acompañados de viñas como Montes y Concha y Toro, venían haciendo eventos en distintas ciudades del mundo para promocionar el vino chileno. Un día Chadwick quiso hacer algo distinto y pensó en replicar la Cata de París, escogiendo Berlín como sede. En la ocasión se cataron 16 vinos -seis chilenos, seis franceses y cuatro italianos- de las cosechas 2000 y 2001. Ese primer resultado fue asombroso e inesperado, ya que los vinos chilenos rankearon a la par de los más reputados vinos franceses e italianos. La viña ha continuado haciendo este tipo de degustaciones comparativas en Brasil, Japón y Canadá. Siempre reuniendo a expertos catadores y obteniendo excelentes resultados.

BERLÍN (Enero 2004)

- 1 Viñedo Chadwick 2000
- 2 Seña Viña Errázuriz & Robert Mondavi 2001
- 3 Château Lafite Premier Grand Cru Classé 2000
- 4 Château Margaux Premier Grand Cru Classé 2001
- 5 Seña Viña Errázuriz & Robert Mondavi 2000
- 6 Château Margaux Premier Grand Cru Classé 2000
- 6 Château Latour Premier Grand Cru Classé 2000
- 6 Viñedo Chadwick 2001
- 9 Don Maximiano Founder's Reserve 2001
- 10 Château Latour Premier Grand Cru Classé 2001
- 10 Solaia Marchesi Antinori 2000

BRASIL (Noviembre 2005)

- 1 Château Margaux Premier Grand Cru Classé 2001
- 2 Viñedo Chadwick 2000
- 3 Seña Viña Errázuriz & Robert Mondavi 2001
- 4 Château Latour Premier Grand Cru Classé 2001
- 5 Seña Viña Errázuriz & Robert Mondavi 2000
- 6 Viñedo Chadwick 2001
- 7 Don Maximiano Founder's Reserve 2001
- 8 Guado Al Tasso Bolgheri D.O.C. Superiore 2000
- 9 Château Lafite-Rothschild Premier Grand Cru Classé 2000
- 10 Sassicaia Bolgheri D.O.C. 2000

TOKIO (Junio 2006)

- 1 Châteaux Latour Premier Grand Cru Classé 2000
- 2 Seña Viña Errázuriz & Robert Mondavi 2000
- 3 Viñedo Chadwick 2000
- 4 Seña Viña Errázuriz & Robert Mondavi 2001
- 5 Don Maximiano Founder's Reserve 2003
- 6 Château Margaux Premier Grand Cru Classé 2000
- 7 Château Lafite Premier Grand Cru Classé 2000
- 8 Tignanello 2000
- 9 Sassicaia Bolgheri D.O.C. 2000
- 10 Viñedo Chadwick 2001

TORONTO (Octubre 2006)

- 1 Château Margaux Premier Grand Cru Classé 2000
- 2 Château Latour Premier Grand Cru Classé 2000
- 3 Don Maximiano Founder's Reserve 2003
- 4 Tignanello 2000
- 5 Seña Viña Errázuriz & Robert Mondavi 2003
- 5 Viñedo Chadwick 2000
- 7 Seña Viña Errázuriz & Robert Mondavi 2000
- 8 Viñedo Chadwick 2003
- 9 Château Lafite Premier Grand Cru Classé 2000
- 10 Sassicaia Bolgheri D.O.C. 2000



Chile, Santiago
La Cav
October, 2006
(Translation)



“Now the World
Knows that Chile
Produces Premium Wines”

Steven Spurrier
La Cav Magazine - Chile, November 2006



Chile, Santiago
La Cav
October, 2006
(Translation)



In his youth Steven Spurrier was what the French call an agent provocateur. By the early 1970s he had already attracted attention with his wine shop and school in France, where the classes were taught in English. But it was in 1976 when his luck changed permanently for the better. That year he organized a tasting of Californian and French wines in which the former were victorious. This event, now known as the Paris Tasting, was to change the destiny of New World wines. So much so that two years ago Viña Errázuriz dared to repeat the event with its own wines. In Berlin it brought together a panel of experts –including Spurrier– that ranked the Chilean wines first. The Berlin Tasting has been repeated in Brazil (2005) and Tokyo (2006) with similar results. The last version was in Toronto a couple of weeks ago, and the English provocateur was there. Again.

That morning Steven Spurrier was in a hurry, as always, arriving a few minutes late for the interview. He looked tired and was showing signs of jetlag. Even so he behaves like a true English Lord, offering profuse apologies. We are having breakfast in a Toronto hotel that is lodging the participants of a new version of the “Berlin Tasting,” an event organized by Viña Errázuriz, this time in Toronto. The tasting will start at noon, so there is still time to talk in spite of the delay. It is also Steven Spurrier’s birthday. Impossible not to forgive him.

Today, Spurrier writes for Decanter magazine, is a consultant to Singapore Airlines, and teaches wine courses at Christie’s. In 1998 he sold his wine shop Caves de la Madeleine and the Académie du Vin wine school –which anchored him to French soil– wishing to return permanently to his native England.

A couple of months ago he was contacted by some Hollywood producers who had bought the rights to the George Taber book “Judgment of Paris,” which recounts the story leading up to and following the Paris Tasting. They wanted to make a film about what really happened in 1976. The screenwriter originally thought that the book could not be made into a movie, but after he called Spurrier to talk about the context, he exclaimed, “This is quite entertaining!” Obviously there will be a character based on Spurrier.

How does it feel to have your own movie? Who do you want to play yourself? ...there has been talk of Hugh Grant or Jude Law.

It feels great, I love being a star. I don’t think it could be Hugh Grant, he’s too old (laughs). And Jude Law is too good looking. When they rewrote the story, I asked if they would change the setting to California or if they would follow the story in the book; the producers said they would follow the book and so I would be the star. I said that in that case, I want an English actor to play me, not an American imitating a British accent.

And they said “Yes, we were thinking of Hugh Grant.” That was when I told them that I thought he was too old (another outburst of laughter).

People know almost all of the details about the mythical tasting from the book, but little is known about what happened afterwards. Is it true that they declared you persona non grata in France? (given your selection of the Californian wines over the French ones).

Actually, it was only a few people in Bordeaux and Burgundy. It was especially difficult for the French judges on the panel. They wrote offensive letters to them and some of them almost lost their jobs. It was as though they had betrayed their country.

Were they mad at you?

No, because they knew that my reasons were valid. Also, everyone saw it as a wake up call for France.

Obviously, no one likes to receive offensive messages, but they were convinced that the results were valid, that the Californian wines were good and it was important that something like that happened.

It was not so terrible for you, then...

That an Englishman would betray France was completely normal; it was obvious. It wasn’t so terrible for me because three months later the whole thing had blown over, and people had forgotten.

What happened then was that all of the vintners who had complained went to California to see what was going on there. They discovered that some vineyards had invested a lot in research, and they began to do the same. And so the real revolution was that the French went to California and brought back some ideas with them.

If you had been able to imagine the impact that the Paris Tasting was going to have, would you have done anything differently?

In truth, no. I didn’t expect the Californian wines to win. In fact, I didn’t want them to win. In the beginning my idea was simply for the panel to taste them and, really, I wasn’t going to include any French wines. But about a week before [the tasting] I realized that, except for one taster who was married to a Californian, none of them had tasted a California wine before: there were no points of reference, and therefore the tasting would have no value. And so I said “I must include some French wines so they have a parameter.” And I put in the best ones I could find.

And you really didn’t imagine that the Californian wines would come in first?

I didn’t expect it and I didn’t want it. What I wanted was to capture peoples’ attention, and I would have been just as happy if the Californian wines had placed in the top four. I would have been satisfied simply to attract the opinion of French judges about Californian wines. But they won. And what happened, happened.

Why is the Paris Judgment so important?

Without a doubt it was an historical event. Otherwise I wouldn’t be here and Eduardo Chadwick would not have organized the Berlin Tasting. Without the Paris Tasting, the idea of comparing foreign wines with French wines would not exist... It would have caught on eventually, but that was where it started.

What do you think about the versions that have occurred over these last 30 years?

We had a tasting with red wines in 1986 in New York. At that time, Stag’s Leap came in second. After ten years the results virtually repeated themselves. The critics had told me in ‘76 just to wait 10 years and the French wines would be ready. I waited, but the Californians won again. I hadn’t done another tasting like that in 20 years, but then last May, on the 30th anniversary, I thought of holding a small event in Paris to celebrate. But because the book had been published, a big event



Chile, Santiago
La Cav
October, 2006
(Translation)



The experts know the wines that they are going to taste, but they don't know the order. Once the tasting is finished they discover the identity of each bottle and their ranking.

was organized and they asked me if I wanted to participate. Of course I said yes. We held it on May 24th, the same day as the original event, simultaneously in Napa Valley, California. Once again, I was convinced that the French wines were going to win, but they didn't win, and the Californians took the first five places.

And what was that result due to?

When you think about it a bit, you will realize that in 1976 they were producing a lot of wine in Bordeaux. Without a doubt, they produced the best wines of that time, but in large quantities and without much selection. The truth is that they could sell their wines without trying too hard. In contrast, in California they bottled only the best, because they didn't yet have a market for their wines and they tried to make them as perfect as possible. The real validity of Paris was confirmed in the tasting in May, when two independent panels of experts came to the same conclusion. That is much more important. Paris was a historical milestone, but the new version was the real test.

Is it true that in Berlin your vote favored France and not Chile?

In the three tastings in which I have participated, I have placed French wines in the top places, because I think they are the best. The thing is, my palate prefers them, and I always give them the highest ratings.

And how is it that you continue to participate?

Because my scores do not count and the public – close to 60 people in each tasting – prefers Chilean wines, and that is the important thing. That makes them valid. I have been in the wine business for 30 years and I have drunk mainly French wine, and so it is logical that I choose it. But the public votes for Chile, and that is what counts.

Now, two years later, how do you evaluate the Berlin Tasting?

That was where the most amazing results occurred, because of the 50 people who made up the panel, only three were American. And so there were 47 people with a European palate who knew that there going to be wines like

Lafite, Margaux, Sassicaia and Tignanello. All of them had drunk them hundreds of times in their lives. In comparison, they had tried Chilean labels only once or twice. Logic dictated that the French or Italian wines were going to win, but what happened was that the Chilean wines took the top places. The tasters preferred the Chilean wines, which was quite extraordinary.

Did you expect anything like that to happen?

I was sitting next to Eduardo Chadwick when the results were announced. When they said that one of his wines had placed fourth, his relief was obvious. When they announced that another had taken third, he relaxed visibly. He wasn't even paying attention when they gave out the first and second places, and when the first was announced and it was his, he could not believe it.

Do you think that Berlin has received the same amount of recognition that Paris got at the time?

In 1976, Californian wines were unknown, and it was unthinkable that they would beat a French wine. At that time it was more likely that the United States would elect a female president than that a Californian wine would beat a French one. And so the unthinkable happened. The Berlin Tasting was a great surprise, but it didn't change the world.

Are these kinds of comparative tastings valid? Some critics say that it is like comparing apples and oranges.

They are quite valid, if they are properly directed. If you compare a five dollar Merlot ten times with a Petrus, the odds are that one of those times the Merlot will win. If you then say "A \$5 Merlot beat Petrus," it is simply not valid. But if you compare Eduardo Chadwick wines, which are basically Cabernet Sauvignon, with Bordeaux wines, most of which are also Cabernet Sauvignon, then you will find that the winegrowing is almost the same, that the way they make the wine is the same. The only difference is that some are grown in Chile and the others in Bordeaux. So that is a valid tasting. And what makes it even more valid is the voting system. The judges are asked to write down the wines they rated the best, and so they

are not trying to judge which wine is which – which is probably what the judges have done in their own minds. What Chadwick asks them to do is to choose the wines they prefer, and the result is that most of them prefer Chilean wines.

What is the main purpose of holding an event like this one?

To call attention to the high quality wines that are coming out of Chile, especially from Errázuriz. Of all the New World countries, I think that Chile is one of the most interesting. It is true that the method has been repeated quite often, but Chadwick does it with such incredibly high quality. He chooses the best wines in the world, the best from his vineyard and the best tasters, and he let's them decide. His tastings are perfectly valid. He wanted to do something different, and he thought of Berlin when no one was thinking of Berlin and he said "Let's do this again and see how it works."

Do you believe that consumption of Chilean premium wines has increased since Berlin?

I would say so, in the sense that 10 years ago no one knew about them. I think that now everyone knows that Chile produces premium wines and they talk about them, although they are probably not big sellers. Wine experts are much more open than they were 30 years ago, when they only drank French wine. Today, if you are a wine lover, you drink bottles from many different places. The world of wine is much more fascinating today than it was 30 years ago.

Critics say that it is not right to compare French wines that are still young, with New World wines that are ready to drink. What do you think?

It is an erroneous critique because by saying it you are indicating that tasters do not know how to taste. But no one dares to say that, because it is not true. Errázuriz 2002 vintage wines are at the same evolutionary stage as the 2000 Bordeaux wines, and so that critique is garbage. If it was a Chilean 2002 against a Bordeaux 1990 then I might believe it.

Chile, Santiago
La Cav
October, 2006
(Translation)



From Berlin to Toronto

The history of the Berlin Tasting goes more or less like this. Eduardo Chadwick and Viña Errázuriz, accompanied by other wineries such as Montes and Concha y Toro had been organizing events in different cities of the world to promote Chilean wines. One day Chadwick wanted to do something different and decided to replicate the Paris Tasting, choosing Berlin as the host city. They tasted 16 wines –six Chilean, six French and four Italian– from the 2000 and 2001 harvests. Those first results were amazing and unexpected, as the Chilean wines were ranked on a par with the most reputable French and Italian wines.

The winery has continued to organize these kinds of comparative tastings in Brazil, Japan, and Canada, always with expert tasters and excellent results.

BERLIN (January 2004)

- 1 Viñedo Chadwick 2000
- 2 Seña Viña Errázuriz & Robert Mondavi 2001
- 3 Château Lafite Premier Grand Cru Classé 2000
- 4 Château Margaux Premier Grand Cru Classé 2001
- 4 Seña Viña Errázuriz & Robert Mondavi 2000
- 6 Château Margaux Premier Grand Cru Classé 2000
- 6 Château Latour Premier Grand Cru Classé 2000
- 6 Viñedo Chadwick 2001
- 9 Don Maximiano Founder's Reserve 2001
- 10 Château Latour Premier Grand Cru Classé 2001
- 10 Solaia Marchesi Antinori 2000

TOKYO (June 2006)

- 1 Châteaux Latour Premier Grand Cru Classé 2000
- 2 Seña Viña Errázuriz & Robert Mondavi 2000
- 3 Viñedo Chadwick 2000
- 4 Seña Viña Errázuriz & Robert Mondavi 2001
- 5 Don Maximiano Founder's Reserve 2003
- 6 Château Margaux Premier Grand Cru Classé 2000
- 7 Château Lafite Premier Grand Cru Classé 2000
- 8 Tignanello 2000
- 9 Sassicaia Bolgheri D.O.C. 2000
- 10 Viñedo Chadwick 2001

BRAZIL (November 2005)

- 1 Château Margaux Premier Grand Cru Classé 2001
- 2 Viñedo Chadwick 2000
- 3 Seña Viña Errázuriz & Robert Mondavi 2001
- 4 Château Latour Premier Grand Cru Classé 2001
- 5 Seña Viña Errázuriz & Robert Mondavi 2000
- 6 Viñedo Chadwick 2001
- 7 Don Maximiano Founder's Reserve 2001
- 8 Guado Al Tasso Bolgheri D.O.C. Superiore 2000
- 9 Château Lafite-Rothschild Premier Grand Cru Classé 2000
- 10 Sassicaia Bolgheri D.O.C. 2000

TORONTO (October 2006)

- 1 Château Margaux Premier Grand Cru Classé 2000
- 2 Château Latour Premier Grand Cru Classé 2000
- 3 Don Maximiano Founder's Reserve 2003
- 4 Tignanello 2000
- 5 Seña Viña Errázuriz & Robert Mondavi 2003
- 5 Viñedo Chadwick 2000
- 7 Seña Viña Errázuriz & Robert Mondavi 2000
- 8 Viñedo Chadwick 2003
- 9 Château Lafite Premier Grand Cru Classé 2000
- 10 Sassicaia Bolgheri D.O.C. 2000



Distinción

Reconocen a Don Maximiano como vino de clase mundial

Chile, Santiago
El Mercurio
Noviembre, 2006

En una cata a ciegas realizada en Toronto, los más reconocidos periodistas, sommeliers y expertos en vino canadienses catalogaron a Don Maximiano Founders Reserve 2003 como vino de clase mundial, situándolo por sobre los clásicos de Francia e Italia Chateau Lafite y Sassicaia.

En este certamen, conocido como la Cata de Berlín, participaron las principales viñas del mundo, presentando sus mejores cosechas en aras de obtener el reconocimiento a la variedad y calidad de sus vinos. Las últimas versiones de los chilenos Don Maximiano, Señá y Chadwick compitieron con cosechas tan prestigiosas como Château Margaux y Château Latour, ambos provenientes de Francia.

Don Maximiano Founders Reserve 2003 fue altamente valorado por el prestigioso jurado, que lo hizo acreedor del tercer lugar del certamen, dejando atrás a los afamados Chateau Lafite y Sassicaia.

Esta última versión de la Cata de Berlín fue organizada por la Liquid Control Board of Ontario, LCBO, organismo gubernamental encargado



Steven Spurrier, periodista y crítico especializado del Reino Unido; Eduardo Chadwick, presidente de Viña Errázuriz, y Tom Wilson, vicepresidente de Vintages.

de regular la venta de todas las bebidas alcohólicas de la provincia de Ontario, Canadá. El panel de cata estaba conformado por sesenta invitados especialistas en vinos, entre los que se encontraban periodistas especializados provenientes de todo el país, sommeliers, compradores, dueños de restaurantes y clubes, además de asesores pertenecientes a al LCBO.

Los moderadores del encuentro

fueron Steven Spurrier, uno de los periodistas y críticos especializados en vino más prestigiosos del Reino Unido y Shari Mogk, director de ventas del LCBO.

Los cinco mejores vinos de la Cata de Berlín en Canadá 2006 fueron Château Margaux 2000, Château Latour 2000, Don Maximiano Founders Reserve 2003, Tignanello 2000 y Señá 2003 y Viñedo Chadwick 2000, ambos en el quinto lugar.



Chile, Santiago
El Mercurio
November, 2006
(Translation)

Don Maximiano is acknowledged as a world class wine

The most recognized Canadian wine journalists, sommeliers and experts acknowledged Don Maximiano Founder's Reserve 2003 as a world class wine experts in a blind tasting conducted in Toronto and ranked it higher than the classic Château Lafite and Sassicaia from France and Italy.

The main worldwide wineries took part of this event known as The Berlin Tasting and sent their best vintages in order to reach the recognition for the variety and quality of their wines. The last versions of the Chilean Don Maximiano, Señá and Chadwick competed with vintages as renowned as Château Margaux and Château Latour from France.

Don Maximiano Founder's Reserve 2003 was highly evaluated by the prestigious jury and was awarded third place in the contest, leaving behind the famous Château Lafite and Sassicaia.

The last Berlin Wine Tasting was organized by the Liquid Control Board of Ontario (LCBC) that is a government institution in charge of regulating sales for all kind of alcoholic drinks in the province of Ontario, Canada. The jury was conformed by seventy wine specialists including



Steven Spurrier, wine journalist and critic from the United Kingdom; Eduardo Chadwick, president of Viña Errázuriz, and Tom Wilson, vice-president of Vintages.

journalists coming from different parts of the country, sommeliers, buyers, restaurant and club owners, and also LCBO's consultants.

The wine tasting was hosted by Steven Spurrier, one of the most prestigious wine journalists and critics of the United Kingdom, and Shari Mogk, LCBO's sales director.

The five best wines at The Berlin Tasting 2006 in Canada were Château Margaux 2000, Château Latour 2000, Don Maximiano Founder's Reserve 2003, Tignanello 2000 and Señá 2003 and Viñedo Chadwick 2000. The last two wines were ranked in a fifth place.

Chile, Santiago
Revista El Sábado,
Noviembre 6, 2006

EDUARDO CHADWICK, PRESIDENTE DE VIÑA ERRÁZURIZ

El embajador del vino chileno

MEZCLA DE
DIPLOMÁTICO, VENDEDOR
VIAJERO Y MAGO DEL
MARKETING, HA PUESTO
EL NOMBRE DEL VINO
CHILENO EN BOCA DE LA
CRÍTICA MUNDIAL, SIN
ESTAR AJENO A LA
POLÉMICA. PERO SU ALTO
PERFIL DE VIÑATERO
CONTRASTA CON SU VIDA
PRIVADA. CHADWICK, UN
HOMBRE QUE
TRANSFORMÓ SUS
DOLORES EN EMPUJE,
TIENE VARIAS CAPAS.
COMO EL BUEN VINO.

POR PAULA CODDOU, DESDE CANADÁ
FOTOS: JUAN EDUARDO LÓPEZ

EN UNA SALA CON FRISOS y lámparas de lágrimas de un señorial edificio de Toronto, en Canadá, casi sesenta personas se disponen a catar vinos. A ciegas. Hay periodistas, compradores, expertos, sommeliers de Vancouver, Québec y Ontario. Son diez vinos, entre ellos tres de los más caros de Francia: Chateaux Lafite Rothschild, Chateaux Margaux y Chateaux Latour, todos de 2000, la cosecha más extraordinaria del último tiempo, según Robert Parker, el crítico de vinos más importante del mundo.

Cada botella de los Chateaux costó 700 euros. Y son 24, que pagó Eduardo Chadwick, presidente de Viña Errázuriz, para hacerlas competir con sus vinos más insignes: Viñedo Chadwick 2000 y 2004, dos cosechas de Seña, y una de Don Maximiano. También hay dos vinos toscanos, Sassicaia y Tgnanello.

Detrás de una pesada cortina, ya están dispuestas las mesas de mantel blanco donde se sentarán los jueces. Frente a cada silla hay diez copas, un par de hojas para los puntajes, una copa de agua, un recipiente de acero para escupir el vino y algunos pedazos de pan. Esta puesta en escena, más los vinos y el traslado de los expertos, le cuesta a Chadwick 50 mil dólares: "Es un placer, pero también un riesgo", dice a modo de bienvenida. Es la quinta cata a ciegas que organiza. La primera la hizo en el Ritz Carlton de Berlín, en 2004, y sus vinos superaron a los franceses. Un mes después de esa degustación, se agotó el stock de Viñedo Chadwick, elegido el número uno. Arrasaron con él no sólo consumidores, sino los coleccionistas y brokers.

Vinieron también las críticas. Lo acusaron de comparar peras con manzanas, y que los vinos franceses necesitaban reposo. Chadwick respondió: "¿Para qué la gente quiere un vino para ser catado 15 años después?". Se ganó fama de agresivo, pero dejó preguntas flotando. Las mismas que espera dejar ahora.

Chadwick se sienta en una testera, enfrentado a los catadores. A su lado está Steven Spurrier, el inglés que cambió la historia del vino californiano con una cata a ciegas en París, en 1976, y que inspira hoy al viñatero chileno. Se hizo tan famosa, que levantó al valle de Napa, se convirtió en historia y probablemente en una película donde Hugh Grant interpretará a Spurrier.

Horas antes, Spurrier comenta que esta vez el riesgo para los vinos de Chadwick es mayor que en 2004, porque los franceses





desplazados han tenido tiempo de madurar.

Chadwick nunca deja de sonreír. Es lo que los ingleses llaman "charming". Está vestido con un traje azul de los buenos. A sus 47 años, es dueño de un extraordinario concepto de marketing que contrasta con su reservada vida personal, que no ha sido fácil. "Él sólo es de alto perfil para vender vino. Nadie va a comentar nunca que anda en helicóptero, que se hizo una casa enorme. Es demasiado fino para eso", comenta en Santiago un crítico de vinos. Chadwick se mueve como pez en el agua de los egos del mundo del vino —él también tiene el suyo—, pero se guarda lo demás. Sin embargo, debe ser, lejos, el dueño de viña con mayor protagonismo de Chile. Es una de las caras del éxito del vino chileno. La revista británica *Decanter* lo eligió el año pasado entre los 50 hombres más poderosos del vino. Eduardo Guisastis, de Concha y Toro, apareció en el 24 y Chadwick en el 39.

Desde que tomó la Viña Errázuriz, en 1983, su carrera ha sido sólo ascendente. Hoy controla el 100 por ciento de Viña Errázuriz, Caliterra y Señal, además de poseer el 54 por ciento de Coca Cola Polar, el 50 por ciento de Cerveza Austral —la otra mitad es de CCU— y la totalidad de Malterías Unidas. Pero es el vino lo que lo apasiona, "es su vida", dicen.

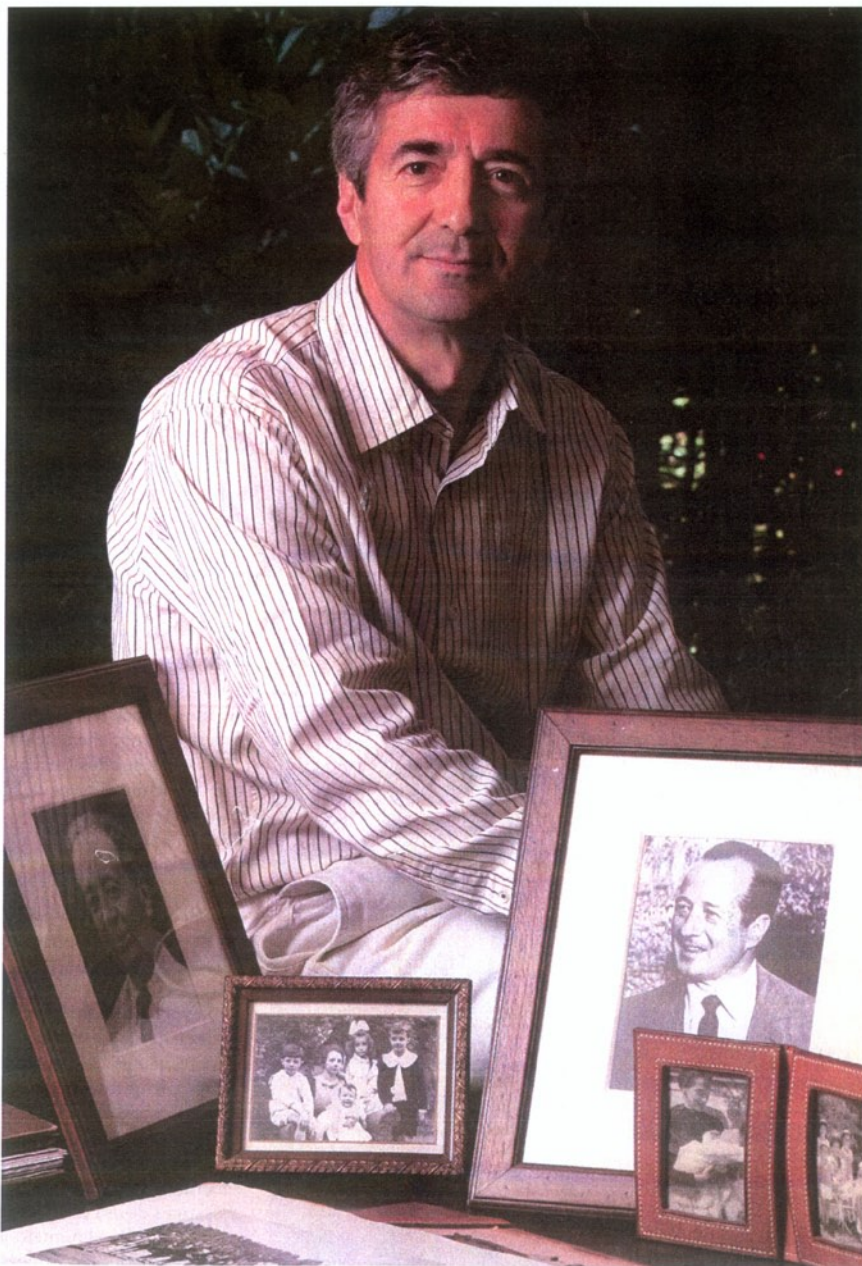
Fue de los pioneros en plantar Syrah en Chile. En 1993 trajo las primeras plantas de Francia, las injertó sobre parras de cabernet sauvignon y tres años después sacó su primer vino de esa cepa, La Cumbre.

Su sentido del marketing lo llevó a comprar la mitad de la revista *La Cav*. "Para que la industria vaya sofisticándose hay que sofisticar el medio. Hace 15 años no había crítica de vinos en Chile", explica él.

ACIERTOS Y DOLORES

La mañana de la cata, Chadwick está algo nervioso. Pero no tanto como en Berlín. "La historia está tan sólida, que aunque hoy saliéramos últimos —que lo dudo— ya pasó lo de Berlín. Es como el que llegó primero a la Luna, todo el mundo se acuerda que fue Armstrong. Pero vamos a ver qué pasa aquí...".

Se lanza a hablar de las catas a ciegas. "Fue un toque de campana fuerte a los críticos internacionales, de darse cuenta que



Chile produce vinos a la altura de los mejores. Y todos los medios relevantes de la industria comentaron al respecto", dice. *Decanter* y *Financial Times* la criticaron bien. Pero el poderoso Robert Parker no lo consideró. "Estoy peleando contra él. No hemos logrado permearlo. No ha mirado a Chile. A la cata de Berlín invité a *Wine Spectator*, a Parker y a *Wine Spirit*. Ninguno fue. Si la hiciera en Nueva York, tampoco irían".

El día antes de la cata de Toronto, estuvo en Vancouver. En la mañana, en una degustación con la asociación de sommeliers. De ahí, a una entrevista en televisión. Fotos después para la revista *Wine Acces*, donde será portada "porque estas catas son un tema interesante tanto del punto de vista técnico como markete-



ro. Esto es David frente a Goliat, Chile desafiando a los franceses”, agrega. “Porque el mundo del vino vive de historias”.

Lo tiene tan claro, que antes de comenzar la cata, hace una exposición donde cuenta su vida y la de las viñas. Premunido de power point y en un inglés medio británico habla de Chile –vende tanto al país que lo deberían condecorar–, muestra el desierto, la Patagonia y luego cuenta la historia de su familia, de la viña que fundó don Maximiano Errázuriz, de cómo su padre, Alfonso Chadwick, retoma el negocio de los antepasados. Habla también de su alianza con Mondavi, y muestra una foto llegando a la cumbre del Aconcagua con una botella de Don Maximiano. Hay tecnología, glamour, leyenda. El tipo sabe vender: “El primer Chadwick llegó a Chile buscando oro y en cambio encontró a una chilena”, dice, sacando sonrisas de su público.

En 1983, su padre le pidió hacerse cargo de la viña. Para el recién recibido ingeniero industrial de la UC, el vino no estaba entre sus planes y la Viña Errázuriz llevaba varios años en manos de los bancos. Hubo literalmente que sacarle el candado.

Y así partió. “Vendíamos barato, no nos recibían”. En 1985, Viña Errázuriz participó por primera vez en la Vinexpo de Burdeos. Chadwick constató que Chile no era nada. Decidió estudiar en el Instituto de Enología de Burdeos. Ahí se fue enamorando de su actual profesión. Y reencontrándose con su padre.

Eduardo, Soledad, Carolina y Juan Alfonso son hijos del segundo matrimonio de Alfonso Chadwick, con Patricia Claro. Alfonso era hijo de Leonor Errázuriz (por ahí viene la ligazón con Viña Errázuriz). Parte del mito dice que pocas personas vivieron tan bien en Chile como él. Era muy refinado, y el polo era su gran pasión. “Era una relación de admiración y cariño, a la antigua. Teníamos más de 40 años de diferencia”.

Vivían en San José y de ahí Eduardo partía todos los días al Grange. Durante la UP lo mandaron dos años interno a España, a un colegio del Opus. A la vuelta, entró al Verbo Divino. Salió con promedio 6,8. Esa educación, más un padre exigente, explican al hombre de hoy. Chadwick también espera mucho de los demás, dicen que es imposible dejarlo 100 por ciento conforme. Pero jamás se le verá perder el control o levantar la voz.

Las tensiones las descarga en el deporte. No sólo juega muy bien tenis, sino que sube cerros y esquía. Polo, no practica. “El papá tampoco nos incentivó. Había sido tan bueno que pensaba que si jugábamos, teníamos que ser muy buenos. Y en este tiempo si quieres ser un buen polero, tienes que ser profesional”.

Hoy, Viñedo Chadwick está en la cancha de polo de don Alfonso. “Con su bendición planté la cancha, que para él era pasarme el bastón, algo sentimentalmente fuerte. Yo ya había tenido unos buenos años con él, éramos más compinches. En 1993 viajamos juntos otra vez. Nos despedimos en Suiza, yo me volví a Chile y el papá se fue a Francia. Ahí murió. Estaba nadando en Niza y le vino un infarto. Imagina lo que significó para mí después que la segunda cosecha de este vino, de su cancha, le ganara en Berlín a los mejores de Francia. Lo que es el destino”.

Su padre no alcanzó a ver otro de los aciertos: el join venture con Robert Mondavi, una leyenda de los vinos californianos. En 1996 formaron una sociedad para elaborar Caliterra y crear un vino a la altura de los grandes, Señal, lanzado en 1998. A la inversa de Chadwick, que levantó la viña de su familia, en 2002, Mondavi declaró que sus hijos “estaban más interesados en hacer dinero que en promocionar vinos”. En 2004 la gigante americana Constellation le compró su compañía. Cuando eso

pasó, Chadwick prefirió adquirir su parte. “Las corporaciones hacen vinos comerciales para los supermercados, es distinto cuando es un negocio de familia”.

–Con cuatro hijas, ¿espera que alguna se haga cargo algún día?

–Espero... Veinte años atrás, las mujeres eran dueñas de casa en Chile. Yo espero que (mis hijas) sean ejecutivas y que participen activamente del mundo.

Su único hijo hombre, Juan Eduardo, murió a los 12 años después de una larga enfermedad que acarreó desde su nacimiento. “La parte familiar –carraspea un poco y dice que se va a quedar sin voz para la cata– ha sido dura y la pena siempre está. Pero hay dos actitudes. Una es desarrollar proyectos que te vayan llenando. Tengo cuatro hijas maravillosas (de 8, 14, 15 y 16 años), y soy feliz con ellas”.

La muerte de su hijo marcó su partida a vivir a Londres, en 2002. “Sobre todo para mi señora, (Maria Eugenia Braun) fue dar vuelta una página difícil. Fueron muchos años de enfermedad de Juan Eduardo, de cuidados”.

–¿Usted se evadía a través del trabajo en esos años?

–No siento para nada que haya evadido la realidad que nos tocó. Pero eso tampoco te debe quitar energía para hacer otras cosas. Yo le echo para adelante Londres fue una buena oportunidad para tener otras perspectivas.

CHADWICK SE MUEVE COMO PEZ EN EL AGUA DE LOS EGOS DEL VINO –ÉL TAMBIÉN TIENE EL SUYO–, PERO SE RESERVA LO DEMÁS. SIN EMBARGO, DEBE SER POR LEJOS EL DUEÑO DE VIÑA MÁS PROTAGONISTA DE CHILE.

Vivieron dos años en Oxford. “Yo estaba contento, aprendiendo. Pude conocer al club de gente de la industria del vino, formar relaciones, como con Steven Spurrier. Cuando estás allá ya no eres el que viene de visita y rápido. Al final te haces amigo y desarrollas otro nivel de confianza”.

Así lo hizo. “Viña Errázuriz no existía en Londres, él fue a golpear puertas y armó una red de contactos alucinante”, cuenta un crítico de vinos. “Y si pasas Londres, entras a todos lados, porque Inglaterra sólo recibe lo mejor”.

En marzo de 2003 su hermano Alfonso, que tuvo una ascendente y luego accidentada carrera empresarial, se quitó la vida. Estaban distanciados. “Fue difícil la relación en los últimos años, pero bueno... No es grato hablar de esto...”, dice complicado.

En Londres aprovechó de estudiar para ser un Master of Wine. Hay sólo 220 en el mundo. No ha tenido tiempo de terminar el exigente curso.

Ya son casi las cuatro de la tarde en Toronto. Han pasado 45 minutos desde que comenzó la cata. Los jueces entregan sus calificaciones. Chadwick sigue sonriente, aunque se adivina cierta tensión cuando la moderadora empieza a dar los puntajes. Finalmente sale primero Chateau Margaux, luego Latour. Tercero don Maximiano. En el quinto lugar, Viñedo Chadwick, que ganó en 2004. Los franceses, los heridos de Berlín, cobraron su venganza. Aunque Lafite quedó muy por debajo de los vinos chilenos.

En la tarde, Chadwick se va a tomar una cerveza. Limpian el cuerpo después de una cata. Dice que quedó contento con el resultado de hoy. Y si no es así, difícil saberlo. Eduardo Chadwick es definitivamente un gran reserva. S



Eduardo Chadwick, President of Viña Errázuriz

The Ambassador of Chilean wine

Chile, Santiago
Revista El Sabado,
November 6, 2006
(Translation)

He is part diplomat, part traveling salesman and part magician, and is the reason wine critics across the globe are talking about Chilean wines. No stranger to controversy, his high profile as a vintner stands in contrast to his very private personal life. Chadwick is a man who transforms his troubles into drive and, like a fine wine, he is multilayered.

Inside a regal old building in Toronto, Canada, in a room decorated with friezes and crystal chandeliers, close to 60 people have come for a wine tasting. A blind tasting. There are writers, buyers, experts and sommeliers from Vancouver, Quebec and Ontario. There are also ten wines, including three of the most costly wines of France: Chateaux Lafite Rosthchild, Chateaux Margaux and Chateau Latour. All are

vintage 2000, which was the most exceptional harvest in recent times according to Robert Parker, the world's foremost wine critic.

Each bottle of Chateaux costs 700 Euros, and there are 24 of them, all paid for by Eduardo Chadwick, President of Viña Errázuriz. He has brought them to compete against his own most emblematic wines: Viñedo Chadwick 2000 and 2004, two Señal, and one Don Maximiano. Also competing are two Tuscan wines –Sassicaia and Tignanello.

Behind a heavy curtain the white clothed tables await the judges. In front of each seat there are ten wine glasses, a couple of papers for scoring, a goblet of water, a stainless steel spittoon and some bread. This scene, the wines and the presence of the experts cost Chadwick some US\$50,000. "It's a pleasure, but also a risk," says the host in his welcome. This is the fifth blind tasting he has organized. In the first, held at the Ritz Carleton in Berlin in 2004, his wines beat the French ones. One month after that tasting all stock of winner Viñedo Chadwick sold out, snapped up not only by consumers but by collectors and brokers as well.

But along with victory came criticism. They said he was comparing apples and oranges, that the French wines needed more aging. Chadwick responded: "Why do people want to buy a wine that can only be opened 15 years later?" and was labeled aggressive; but he did raise some questions. The same ones he hopes to raise today.

Chadwick sits on a chair, facing the tasters. Beside him is Steven Spurrier, the Englishman who changed the course of California wine history with a blind tasting in Paris in 1976, and who today is an inspiration to the Chilean winemaker. Indeed, the story became so famous that it put Napa Valley on the





map, making history at the same time. There is even a film in the works, in which Hugh Grant will play Spurrier.

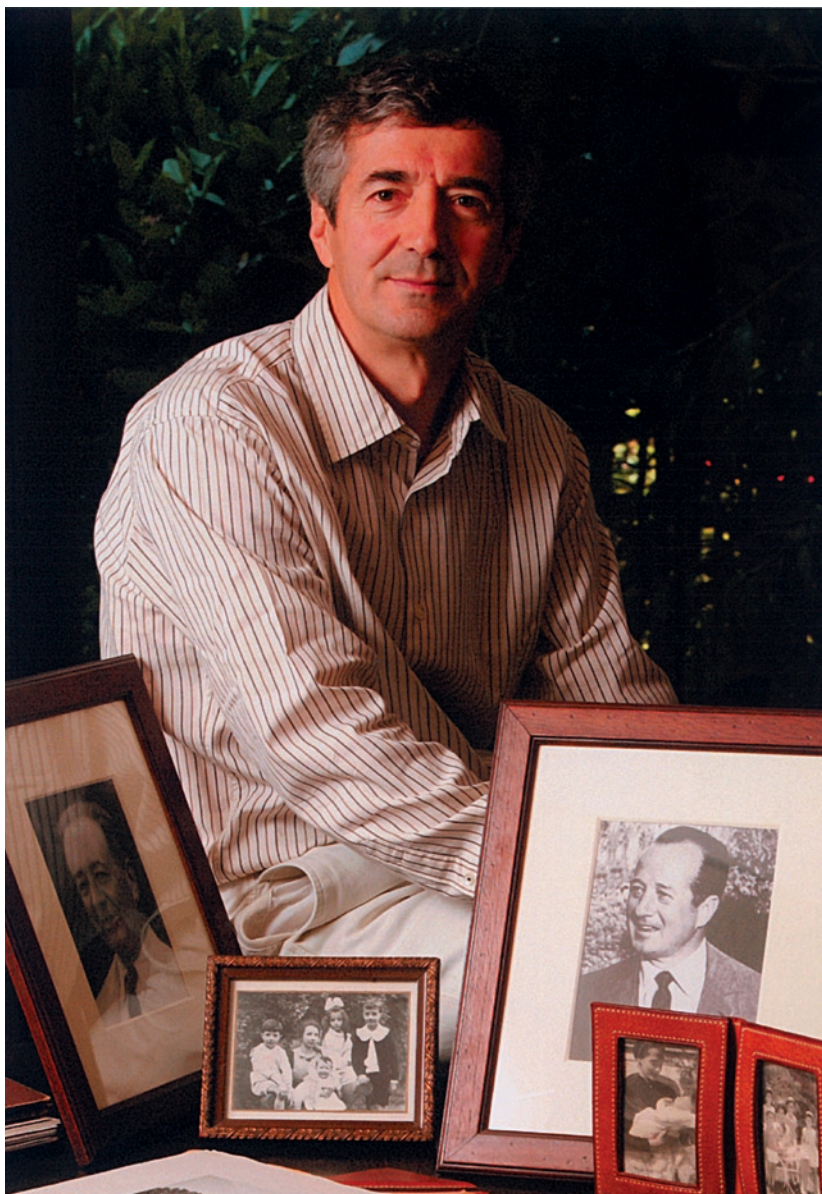
A few hours before, Spurrier had commented that the risk for Chadwick's wines this time was greater than in 2004 because the deposed French wines had had time to age.

Chadwick, for his part, never stops smiling. He is what the English call charming, in his elegant blue suit. At 47, he is the owner of an extraordinary marketing concept that contrasts with his very private personal life, a life that has not been easy. "He only uses his high profile to promote wine. No one can say that he flies around in a helicopter, or that he built a huge house. He is too refined for that," comments one Santiago wine critic. Chadwick is like a fish in water among the egos of the wine world—which includes his own— but he keeps the rest to himself. Nevertheless, he is by far Chile's leading vintner, one of the faces of success in Chile's wine industry. The British journal *Decanter* named him one of the 50 most powerful men in wine today, ranking him 39th, after Concha y Toro's Eduardo Guisasti at number 24.

Since he took over Viña Errazuriz in 1983, his star has risen steadily. Today he controls 100% of Viña Errazuriz, Caliterra and Sena, as well as 54% of Coca Cola Polar, 50% of Cerveza Austral – the other half is owned by CCU- and all of Malterias Unidas. But his passion is wine; "it's his life," they say.

He was one of the first to plant Syrah in Chile: In 1993 he brought the first plants from France and grafted them onto Cabernet Sauvignon vines. Three years later he produced the first wine of this variety— La Cumbre.

His marketing savvy led him to acquire a 50% interest in the Chilean wine magazine *Le Cav*. "If the industry is to become more sophisticated, we have to sophisticate the media. Fifteen years ago there were no wine critics in Chile," he explains.



Wise moves and Pain

The morning of the Toronto tasting, Chadwick is somewhat nervous. But not as nervous as he was in Berlin. "The story is so well known that even if we come in last today— which I doubt – Berlin has already happened. It's like the man who first walks on the moon: Everyone remembers it was Armstrong. But, let's see what happens here..."

He starts to talk about blind tastings. "It was a loud wake up call for international critics, to realize that Chile was producing wines that were at the same level of the best. And all of the major wine media had something to say about it," he says. *Decanter*



and the Financial Times were on board, but the powerful Robert Parker did not even consider it. “I am fighting an uphill battle. We haven’t been able to reach him. He hasn’t even looked at Chile. I invited Wine Spectator, Parker, and Wine Spirit to the Berlin tasting. None of them showed up. If I had held it in New York they wouldn’t come either.”

The day before the Toronto tasting he was in Vancouver. After a tasting in the morning with the sommeliers association, there was a television interview, then a photo shot for the cover of Wine Access magazine, “because these tastings are interesting from both a technical and marketing perspective. This is David facing Goliath, Chile challenging the French... the wine world revolves around these stories.”

Chadwick knows this so well that before beginning the tasting he makes a presentation, during which he tells the story of his life and that of the winery. Speaking with a slight British accent and prepared with Power Point slides, he speaks first about Chile, showing the desert, Patagonia – he sells the country so well he should be decorated. Then he moves on to the story of his family and the winery that was founded by Don Maximiano Errazuriz. He relates how his father, Alfonso Chadwick, breathed new life into the family business. He also speaks of his partnership with Mondavi, and shows a photo of himself at the summit of Mount Aconcagua with a bottle of Don Maximiano. There is technology, glamour, legend. The chap knows how to sell: “The first Chadwick came to Chile looking for gold, but instead found a Chilean woman,” he says, drawing smiles from his audience.

In 1983 his father asked him to take charge of the wine business. But wine was not part of the plan for this Industrial Engineer, newly graduated from the Universidad Católica de Chile. Viña Errazuriz had already been the bank’s responsibility for a number of years; they literally had to cut off the lock and chain.

And so it began. “We sold our wine cheap, and we were not well received.” In 1985, Viña Errazuriz participated for the first time in Vinexpo in Burgundy. There, Chadwick learned that Chile did not even

exist. He decided to study at the enological institute in Burgundy, and that was where he truly became enamored with his present profession. And began a new relationship with his father.

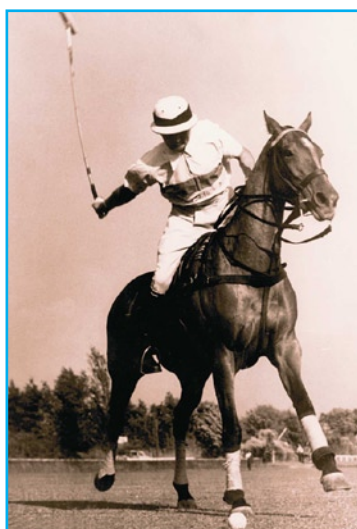
Eduardo, Soledad, Carolina and Juan Alfonso were the children of the second marriage of Alfonso Chadwick and Patricia Claro. Chadwick Jr. was the son of Leonor Errazuriz, hence the Viña Errazuriz link. As legend has it, few in Chile lived as well as Don Alfonso. He was a very refined gentleman, and polo was his driving passion. “It was an old style relationship of admiration and affection. There were more than 40 years between us.”

They lived in San Jose and from there Eduardo commuted every day to the Grange. During the time of the UP (Unidad Popular) he was sent to Spain for two years to a school run by Opus Dei. When he returned, he was enrolled in Verbo Divino private school, graduating with a GPA of 3.9. That education, and a very demanding father, made the man what he is today. Chadwick also expects a lot from those around him; they say it is impossible to leave him 100% satisfied. But they have never seen him lose control or raise his voice.

He releases stress by playing sports. Not only is he a good tennis player, but he also climbs mountains and skis. He does not play polo. “My father didn’t encourage us, either. He had been so good that he thought that if we played, we would also have to be very good. And at that time if you wanted to be a good polo player, you had to be a professional.”

Today, Viñedo Chadwick lays on Don Alfonso’s polo field. “I planted the field with his blessing, which to my father was like passing on the torch; it was that emotionally significant. I had already had many good years with him, we were best mates. In 1993 we traveled together again. We said goodbye in Switzerland; I returned to Chile and he went to France. He died there. He had a heart attack while swimming in Nice. Imagine what it meant to me when the second harvest of this wine from his polo field beat out the best of France in Berlin. That’s destiny.”

His father did not live to see another of Chadwick’s





wise moves: the joint venture with California wine legend Robert Mondavi. In 1996 the two formed a partnership to produce Caliterra and to create another wine that could stand alongside the best—Seña, which was launched in 1998. Unlike Chadwick, who steered his family winery to success, in 2002 Mondavi declared that his children “were more interested in making money than in promoting wine.” In 2004 America giant Constellation acquired Mondavi’s company, but Chadwick wanted to maintain control of their joint venture. “Corporations make commercial wines for supermarkets; family businesses are different.”

-With four daughters, do you expect one of them to take over one day?

- I hope so. Twenty years ago in Chile, women were still housewives. I hope that [my daughters] are executives and participate actively in the world.

Chadwick’s only son, Juan Eduardo, died at twelve years of age, after a prolonged illness he had suffered from since birth. “The family part” – he clears his throat slightly, joking that he will lose his voice before the tasting – “has been hard, and the pain is always there. But there are two ways you can go. One is to develop projects that bring you satisfaction. I have four wonderful daughters (8, 14, 15, and 16 years old), and I am happy to have them.”

The passing of his son prompted the family’s move to London in 2002, “most of all for my wife (Maria Eugenia Braun), to turn the page after a difficult time. There were many years of Juan Eduardo’s illness, many years of caring for him.”

- Did you use work as an escape in those years?

- I don’t feel as though I avoided the reality we were faced with at all. But it should also not take away your energy to do other things. I have moved on. London was a good opportunity to refresh my outlook.

They lived in Oxford for two years. “I was content, learning. I was able to join the club of people working in the wine business, to build relationships, with Steven Spurrier for instance. When you are there, you are not just the person who comes for a quick visit. In the end you make friends and build another level of trust.”

And that is what he did. “In London, Viña Errazuriz did not exist; he went knocking on doors and built an amazing network of contacts,” confides one wine critic. “And if you make it in London, you can make it anywhere, because England only welcomes the best.”

In March 2003, Chadwick’s brother Alfonso, who had had a very successful and then troubled business career, took his own life. They had already grown apart. “We had a difficult relationship in those final years, but a good one ...it is not pleasant to speak about this ...,” he says uncomfortably.

While in London, Chadwick took the opportunity to study to be a Master of Wine. There are only 220 in the world. But he has not had time to complete that demanding program.

Now it is almost 4 p.m. in Toronto. The tasting started 45 minutes ago and the judges are handing in their scores. Chadwick maintains a smile, although he seems a little tense when the moderator begins to read the scores. In the end, Chateaux Margaux takes first place, followed by Latour. Third place goes to Don Maximiano. In fifth place is the 2004 winner, Viñedo Chadwick. Defeated in Berlin, the French have won their revenge. All but Lafite, which scored well below the Chilean wines.

In the evening, Chadwick goes out for a beer. It cleans the body after a tasting. He says that he is happy with today’s results. And if he is not, we will never know. Eduardo Chadwick is definitely a grand reserve.



Repiten en Toronto la "Cata de Berlín"

Chile, Santiago
Lobby.cl
Noviembre 16, 2006

En una cata a ciegas realizada en Toronto, los más reconocidos periodistas, sommeliers y expertos en vino canadienses catalogaron a Don Maximiano Founder's Reserve 2003 como vino de clase mundial al hacerlo acreedor del tercer lugar del certamen, superando a los clásicos de Francia e Italia Château Lafite y Sassicaia.

En este certamen, conocido como la Cata de Berlín, participaron las principales viñas del mundo, presentando sus mejores cosechas en aras de obtener el reconocimiento a la variedad y calidad de sus vinos. Además de Don Maximiano, compitieron en el certamen las últimas versiones de los vinos Señá y Viñedo Chadwick, alcanzando ambos un importante quinto lugar, al obtener el mismo puntaje.

Esta última versión de la Cata de Berlín fue organizada por la Liquid Control Board of Ontario, LCBO, organismo gubernamental encargado de regular la venta de todas las bebidas alcohólicas de la provincia de Ontario, Canadá. El panel de cata estaba conformado por sesenta invitados especialistas

en vinos, entre los que se encontraban periodistas especializados provenientes de todo el país, sommeliers, compradores, dueños de restaurantes y clubes, además de asesores pertenecientes al LCBO.

Los cinco mejores vinos de la Cata de Berlín en Canadá 2006 fueron Château Margaux 2000, Château Latour 2000, Don Maximiano Founder's Reserve 2003, Tignanello 2000 y Señá 2003 y Viñedo Chadwick 2000.





“The Berlin Wine Tasting” is repeated in Toronto

Chile, Santiago
Lobby.cl
November 16, 2006
(Translation)

The most recognized Canadian wine journalists, sommeliers and wine experts acknowledged Don Maximiano Founder's Reserve 2003 as a world class wine in a blind tasting conducted in Toronto. The wine was awarded third place in the event, overshadowing the classic Château Lafite and Sassicaia from France and Italy.

The main worldwide wineries participated in this event known as The Berlin Tasting and sent their best vintages in order to reach the recognition for the variety and quality of their wines. Along with Don Maximiano, the last versions of Señal and Viñedo Chadwick also competed in the event. Both of them were ranked fifth place by obtaining the same score.

The last Berlin Tasting was organized by the Liquid Control Board of Ontario (LCBC), a government institution in charge of regulating sales

for all kinds of alcoholic drinks in the province of Ontario, Canada. The jury was conformed by seventy wine specialists including journalists coming from different parts of the country, sommeliers, buyers, restaurant and club owners, and also LCBO's consultants.

The five best wines at The Berlin Tasting 2006 in Canada were Château Margaux 2000, Château Latour 2000, Don Maximiano Founder's Reserve 2003, Tignanello 2000 and Señal 2003 and Viñedo Chadwick 2000.





Chile, Santiago
Placeres
Noviembre, 2006

nuevosplaceres/catapremium

En cata realizada en Canadá

Reconocen a Don Maximiano como Vino de Clase Mundial



En una cata a ciegas efectuada en Toronto, los más importantes periodistas especializados, sommeliers y expertos en vino canadienses catalogaron a Don Maximiano Founder's Reserve 2003 de Viña Errázuriz como Vino de Clase Mundial, situándolo por sobre los clásicos Château Lafite 2000 de Francia y Sassicaia 2000 y Tignanello 2000 de Italia. Señá 2003 y Viñedo Chadwick 2000 obtuvieron, al igual que Maximiano Founder's Reserve 2003, el reconocimiento internacional al ser elegidos entre los cinco mejores vinos de este evento.

catapremium/nuevosplaceres



BERLIN 2004, EL PRIMER HITO

Enero de 2004 marcó un hito en la historia de la industria del vino Chilena cuando Viñedo Chadwick 2000 y Seña 2001 fueron seleccionados primero y segundo respectivamente, en una cata a ciegas por sobre Chateau Lafite 2000, Chateau Margaux 2001, Chateau Latour 2000 y los mejores vinos de la Toscana por periodistas y compradores especializados de Europa, en lo que hoy se conoce como la mítica “Cata de Berlín”.

AHORA EN CANADA

El prestigioso Rosewater Room, en el centro de Toronto, fue el lugar escogido para la realización de la versión canadiense de la Cata de Berlín. Organizada por el Liquor Control Board de Ontario, LCBO, organismo gubernamental encargado de regular la venta de bebidas alcohólicas en la provincia de Ontario. Steven Spurrier, uno de los periodistas y críticos especializados en vino más prestigiosos del Reino Unido y Shari Mogk-Edwards, Directora de Ventas del LCBO fueron los encargados de moderar el evento al cual asistieron setenta invitados especialistas en vino. •

CATA DE BERLIN (ENERO 2004)

Ranking/Vino	
1	Viñedo Chadwick 2000
2	Seña 2001 Chateau Latour 2000
3	Chateau Lafite 2000
4	Chateau Margaux 2001
4	Seña 2000
6	Chateau Margaux 2000
6	Chateau Latour 2000
6	Viñedo Chadwick 2001
9	Don Maximiano Founder's Reserve 2001
10	Chateau Latour 2001
10	Solaia 2000

CATA DE BERLIN-TORONTO (OCTUBRE 2006)

Ranking/Vino	
1	Chateau Margaux 2000
2	Chateau Latour 2000
3	Don Maximiano Founder's Reserve 2003
4	Tignanello 2000
5	Seña 2003
5	Viñedo Chadwick 2000
7	Seña 2000
8	Viñedo Chadwick 2003
9	Chateau Lafite 2000
10	Sassicaia 2000

Eduardo Chadwick



Steven Spurrier





Chile, Santiago
Placeres
November, 2006
(Translation)



At a recent tasting in Canada:

Don Maximiano honored as a World Class Wine

In a blind tasting held recently in Toronto, the most distinguished Canadian wine writers, sommeliers and wine experts classified Don Maximiano Founder's Reserve 2003 from Viña Errázuriz as a World Class Wine, ranking it above such classics as France's Chateau Lafite 2000 and Italy's Sassicaia 2000 and Tignanello 2000. Along with Maximiano Founder's Reserve, Señal 2003 and Viña Chadwick 2000 also obtained international recognition when they were chosen among the top five wines at this event.

Berlin 2004, the first milestone

January 2004 marked a milestone in the history of Chile's wine industry, with Viñedo Chadwick 2000 and Señal 2001 winning first and second place, respectively, in a blind tasting held in Berlin. At the tasting—which is known today as the mythical "Berlin Tasting"—European wine writers and buyers chose the Chilean wines over Chateau Lafite 2000, Chateau Margaux 2001, Chateau Latour 2000 and some of the best wines of Tuscany.



Now In Canada

The prestigious Rosewater Room in downtown Toronto was the chosen setting for the Canadian version of the Berlin Tasting. The event was organized by the LCBO (Liquor Control Board of Ontario), the government agency responsible for the sale of all alcoholic beverages in the province of Ontario. The event was moderated by Steven Spurrier, one of the United Kingdom's most distinguished wine writers and critics, and Shari Mogk-Edwards, Director of Sales and Purchasing for the LCBO's Vintages Division. Seventy wine specialists from across the country were invited.

BERLIN TASTING (January 2004)	
Ranking / Wine	
1.	Vinedo Chadwick 2000
2.	Sena 2001 Chateau Latour 2000
3.	Chateau Lafite 2000
4.	Chateau Margaux 2001
4.	Sena 2000
6.	Chateau Margaux 2000
6.	Chateau Latour 2000
6.	Vinedo Chadwick 2001
9.	Don Maximiano Founder's Reserve 2001
10.	Chateau Latour 2001
10.	Solaia 2000

BERLIN TASTING TORONTO (October 2006)	
Ranking / Wine	
1.	Chateau Margaux 2000
2.	Chateau Latour 2000
3.	Don Maximiano Founder's Reserve 2003
4.	Tignanello 2000
5.	Sena 2003
6.	Vinedo Chadwick 2000
7.	Sena 2000
8.	Vinedo Chadwick 2003
9.	Chateau Lafite 2000
10.	Sassicaia 2000

Chile, Santiago
Rev. Capital
Enero/Febrero, 2006

The magazine cover features a photograph of Eduardo Chadwick, a man in a dark suit and white shirt, holding a glass of wine. He is standing in a vineyard with green leaves and a clear sky in the background. The magazine title 'CAPITAL' is at the top in large white letters, with a blue triangle in the letter 'A'. Below the title, the date '26 DE ENERO AL 22 DE FEBRERO 2006 \$3.500' and a barcode are visible. The main headline 'As de copas' is written in large white and blue letters. Several article teasers are listed on the right side, and a contact box for Ask Comunicaciones is at the bottom right.

CAPITAL

26 DE ENERO AL 22 DE FEBRERO 2006 \$3.500

Plus
AUTOS: LA RUTA DEL LUJO

**TURISTEL
Y LA FAMILIA SANCHEZ**
Fueron, vieron y contaron

**EL CHISS,
LA ULTIMA CARTA
DE SCHWAGER**
Entrevista a Jaime Perry

LOS NUEVOS CRONISTAS
De Fuguet a Gumucio,
singulares e insolentes,
observadores y prosudos

**As
de
copas**

La cruzada de Eduardo Chadwick para hacer del vino chileno un producto super premium.

Señores
Ask Comunicaciones
Puerta Del Sol 55 Of.101
Las Condes



REVISTA CAPITAL

As de copas

Su experiencia de años y los triunfos internacionales de sus viñas Errazuriz, Arboleda, Caliterra y Sena le permiten a Eduardo Chadwick tener muy claro qué necesitamos en Chile para seguir calificando en el ranking mundial de vinos. Según él, más que la cantidad importa la calidad, y es ineludible acuñar una marca país que represente a toda la industria.



Eduardo Chadwick, el empresario que encabeza Viña Errazuriz y otras tres que califican como viñas boutiques, cree que con los actuales niveles del tipo de cambio, el vino chileno debe apostar a la calidad en los segmentos Premium. A su juicio, más allá de los esfuerzos que pueda hacer la viña,

este es un desafío que debe afrontar todo el sector, con miras a constituir una marca-país que termine por prestigiar todos los vinos de Chile. Así se lo planteó el empresario a la subeditora Angélica Zegers, con ocasión de la entrevista que concedió a Capital y que ocupa el tema de portada.



EDUARDO CHADWICK CLARO

¿Por qué no lo mejor?

Desde las viñas Errázuriz, Arboleda, Caliterra y Señá, Eduardo Chadwick considera que el futuro del vino chileno pasa por un asunto de calidad más que de cantidad. Y pasa sobre todo por el desafío de acuñar una marca país bajo la cual se cobije toda la industria local. En esta dirección, él ya anota importantes triunfos en los mercados internacionales. Por M. Angélica Zegers V.; fotos, Enrique Stindt.

El museo Smithsonian de Washington D.C. tiene en su colección dos botellas de vino. Una corresponde a un cabernet sauvignon Stag's Leap Wine Cellars de 1973 y la otra a un chardonnay Chateau Montelena también de la cosecha de ese año. ¿Por qué tanto honor? Muy simple. Porque marcaron un antes y un después en la industria vitivinícola norteamericana. En una cata a ciegas realizada en París en 1976 ambos vinos del valle de Napa se situaron por encima de algunos de los mejores vinos franceses de la época, inaugurando con ello el despegue de la hoy laureada industria vitivinícola californiana. El triunfo fue en su momento portada de la revista Time.

En enero del año 2004, en Berlín, Eduardo Chadwick replicó la arriesgada cata y convocó a una degustación de sus mejores vinos en conjunto con varios de los más reconocidos exponentes de Francia e Italia. El resultado dejó a los expertos casi tan atónitos como había ocurrido casi 30 años antes, ya que tres de los vinos chilenos se ubicaron entre los mejores cinco y dos de ellos, Viñedo Chadwick

2000 y Sena 2001, ganaron el primer y segundo lugar.

Lo que puede parecer una anécdota para los no entendidos en la materia, constituye un verdadero hito para quienes se dedican al negocio del vino. Para Eduardo Chadwick, presidente de Viña Errázuriz, significó un triunfo personal y la prueba fehaciente de que su filosofía de trabajo en este sector no solo rendía frutos, sino además constituía el camino indicado para toda la industria vitivinícola chilena. Porque Eduardo Chadwick no está improvisando en esta industria. Su plan es claro y simple: Chile debe olvidarse del volumen y apostar resueltamente a la calidad.

En julio de 2005 la revista inglesa Decanter, una de las más reconocidas del rubro, eligió a Eduardo Chadwick (47 años) entre las 50 figuras más influyentes del mundo en la industria del vino.

Los inicios

A diferencia del resto de los negocios de la familia Chadwick (ver recuadro), en los vinos Eduardo partió literalmente de cero. Con apenas 25 años y un título de ingeniero civil de la Universidad Católica, su



El sueño de Eduardo Chadwick no es privativo de sus viñas, ya que involucra a toda la industria vitivinícola chilena. El desafío es posicionar a Chile como un productor de vinos premium, acuñar la marca país y elevar los precios.



Mapa empresarial

El grupo Chadwick es un holding familiar dirigido por Eduardo Chadwick, donde participan Patricia Claro y los cuatro hermanos Chadwick en porcentajes igualitarios (M. de la Luz, Soledad, Carolina y Eduardo). Alfonso, el hermano mayor, murió hace algunos años. El año 2006 registraron una facturación de 360 millones de dólares y para el año 2007 proyectan subir a 440 millones de dólares.

Actualmente, el grupo controla 54% de Embotelladoras Coca-Cola Polar, 100% del holding de viñas Errázuriz (Errázuriz, Arboleda, Señá y Caliterra), la totalidad de Malterías Unidas y la mitad de Cervecería Austral, además de Distribuidora Errázuriz y Hatch Mansfield, que tiene sede en Londres.

Coca-Cola Polar es la empresa más grande del grupo, la única que cotiza en bolsa y donde los Chadwick tienen el 54% de la propiedad y The Coca-Cola Co. el 30%. Polar tiene la franquicia de distribución en las regiones II, III, IV, XI, XII, además de la zona sur de Argentina, país al que entraron en 1997 en un negocio que les significó invertir 80 millones de dólares. También tienen la franquicia de Coca-Cola para todo Paraguay, donde entraron el año 2003 con 40 millones de dólares. Chile genera más del 70% de las utilidades de Polar, con ventas que el año 2006 se empinaron por sobre los 240 millones de dólares y que para este año se proyectan en 290 millones de dólares.

Distribuidora Errázuriz, en la cual el grupo tiene una participación de 50% a través de la viña del mismo nombre, está en un proceso de expansión desde el año 2004, con una inversión de diez millones de dólares con el objeto de aumentar su participación de mercado en el negocio de la distribución de licores, que es actualmente de 21%, para alcanzar entre 25% y 30%. Entre otros, la distribuidora comercializa Corona, Ballantines, Stolichnaya, Jack Daniels, Beefeater, Red Bull y Sauza.

Cervecería Austral, donde comparten la propiedad con CCU, opera una planta en Punta Arenas, con una capacidad de producción de 50.000 hectolitros de cerveza.

Malterías Unidas, principal proveedor de malta en el país, con 65% del mercado nacional, pertenece en un 100% a la familia Chadwick, que la fundó en 1916. Exporta 60% de su producción a diversas compañías cerveceras de América latina, como Quilmes y AmBav, e invirtió 4 millones de dólares en la construcción de una nueva planta para la producción de extracto de malta en Temuco, la más grande de Sudamérica y que destinará 70% de su producción al Lejano Oriente, Europa y Centroamérica. Se invirtieron además otros tres millones de dólares en la ampliación y modernización de la planta que la firma tiene en Talagante, para aumentar la producción de malta con la que se abastece a las compañías cerveceras y un millón de dólares para la producción de maltas especiales para cervezas premium. Las ventas de Malterías Unidas el año 2006 alcanzaron los 20 millones de dólares.

padre, Alfonso Chadwick Errázuriz, lo invitó a hacerse cargo en 1983 de la Viña Errázuriz, fundada en 1870 por su antepasado Maximiano Errázuriz. La viña en ese momento y a raíz de sucesivos cambios de propiedad, no era en verdad gran cosa. El sector en general pasaba por un mal momento, prácticamente no se exportaba y la calidad promedio dejaba mucho que desear. En Errázuriz hubo que hacer todo de nuevo. Se botaron las viejas parras y se plantaron nuevas, se reconstruyeron las bodegas, se contrató un completo equipo profesional y se empezó a construir la marca con el firme propósito, presente desde el comienzo, de posicionar sus vinos en el exterior dentro del segmento de primera categoría.

En 1985 don Alfonso Chadwick viajó a Francia con Eduardo y juntos visitaron a Emile Peynaud, "uno de los enólogos más famosos en ese momento, porque cuando mi padre se metía en algo quería ser el mejor", dice Eduardo, quien luego visitó la feria Vinexpo y se quedó tres meses estudiando en el Instituto de Enología de Burdeos, logrando su primer barniz de instrucción en las logias viñateras. Ese sería el comienzo de su apasionada relación con el vino y de un camino que, a través de las cuatro viñas de su propiedad, lo sitúa entre los empresarios chilenos más distinguidos del sector.

Mirándolo hoy, tan compuesto y británico en su manera de vestir y de ser, cuesta imaginar que Eduardo comenzó la tarea no solo

aprendiendo a podar las parras, sino además ofreciendo los vinos en su lugar de origen, el valle de Aconcagua, donde con Domingo Álvarez, un antiguo vendedor de la viña, recomieron prácticamente todas las ciudades y pueblos. Eduardo habló con cuanto dueño de botillería, restaurant y club social de Los Andes, San Felipe, Calera o Llay Llay lo quiso recibir, para luego pasar a Valparaíso y Viña y así dar el salto a Santiago, donde el primer cliente importante fue el Jumbo y donde el propio Eduardo negoció la entrada con Claudio Haase, el entonces gerente de la cadena de supermercados de Paulmann.

Tanto han cambiado los tiempos, que en esa primera feria internacional Vinexpo donde participaron viñas chilenas—además de Errázuriz, estaban Santa Rita, San Pedro y Los Vascos—los vinos nacionales se vendían en términos genéricos, sin cepaje ni año de cosecha. Esa fue la puerta de entrada a Europa, al menos para Chadwick, que comenzó de inmediato a desarrollar sus redes de contacto. En 1989 conoció en California a Agustín Huneeus, un chileno muy bien contactado en la industria del vino en el exterior, con quien trabajó un par de años—juntos desarrollaron la marca Caliterra—y quien le presentó a mucha gente del rubro y personajes claves en el mercado norteamericano.

Un papel parecido, pero a otra escala, puesto que permitió luego la consolidación del prestigio de las viñas del grupo Chadwick, fue el que jugó Robert Mondavi, el famoso viticultor norteamericano y verdadero padre de la industria californiana. Mondavi vino por primera vez a Chile el año 90 y, aun cuando tenía ya más de 80 años y Eduardo apenas 30, se produjo entre ambos una conexión inmediata. En 1995 Chadwick formó una sociedad con la viña de Mondavi con el sueño de producir un vino que compitiera entre los mejores del mundo. El resultado fue Señá, lanzado al mercado en enero de 1997 y que se convertiría en el primero de los vinos "ícono" del grupo y uno de los más premiados en el exterior. Señá—en abril del 2003 los Chadwick compraron el otro 50% a Mondavi—se unió al grupo de vinos ultra premium, el que había debutado con Don Maximiano Founder's reserve, el primero de su tipo de la Viña Errázuriz. Luego se incorporaron los vinos super premium Arboleda y la línea Caliterra, que actual-



EL PADRINO. La asociación entre Eduardo Chadwick y Robert Mondavi produjo el primer vino ícono del grupo chileno. Señá salió al mercado en 1997 y de inmediato se convirtió en un éxito. 20 años antes, Mondavi se había jugado a fondo por los vinos californianos.



mente se comercializan en todo el mundo.

Cuando en 1993 murió don Alfonso Chadwick, Eduardo se convirtió en presidente de Viña Errázuriz y a diez años de haberla relanzado los logros eran evidentes. Los viñedos se habían expandido por el valle de Aconcagua, se compraron terrenos en Casablanca y ya manejaban prácticamente todas las cepas. En 1994 formó la agencia Hatch Mansfield en Inglaterra, con el fin de distribuir vinos de Viña Errázuriz y también otros vinos finos de Francia, Nueva Zelanda, Australia y Sudáfrica, convirtiéndose en la única viña chilena con una distribuidora propia en el Reino Unido.

El año 2002 Chadwick introdujo un nuevo y arriesgado proyecto, el Viñedo Chadwick, que debutó con la cosecha de 1999 proveniente de plantaciones ubicadas en la residencia original de los Chadwick en la comuna de La Pintana, en

el valle del Maipo, lo cual supuso acabar con la querida cancha de polo de don Alfonso, porque hasta eso se plantó. El resultado, como se vería más tarde, aunque no fue probado por el padre, habría sido aprobado por él.

El hito

En enero del año 2004 Eduardo Chadwick organizó una cata a ciegas en Berlín de vinos premier cru, de origen francés e italiano y de los mejores vinos de la viña Errázuriz, con sus íconos Viñedo Chadwick 2000 y 2001, Señá y don Maximiano Founder's Reserve. Dirigida por Steven Spurrier, el reputado crítico inglés, y con la participación de algunos de los más respetados periodistas y críticos especializados del mundo, además de agentes y consumidores, lo que luego se conocería como "la cata de Berlín" –igual que la de París del año 1976

entre California y Francia— estos tres vinos superaron en la competencia a los famosos Chateau Lafite, Chateau Margaux, Chateau Latour y a vinos de culto italianos como los Tignanello, Sassicaia, Solaia y Guado al Tasso.

Con la degustación de Berlín, rompieron el esquema, fue un golpe a la cátedra y el triunfo de David sobre Goliat. Todos los medios especializados escribieron sobre el tema, porque básicamente habían triunfado sobre vinos que cuestan arriba de 700 euros la botella. Hasta antes de la cata de París del año 1976, cuando los vinos californianos les ganaron a los franceses, los de Napa se vendían a 2,99 dólares la botella y no había ninguna inversión internacional en ese valle. Dos años después uno de los vinos premier gran cru franceses, Mouton Rothschild, hizo una asociación con Robert Mondavi y crearon el Opus One, que fue considerado el gran vino de California y el que le dio la imagen de excelencia al valle de Napa. Hoy la industria vitivinícola californiana congrega a más de cien inversionistas extranjeros, incluyendo las principales viñas francesas e italianas. Es decir, en los 70 la realidad de Napa era la misma de Chile en los años 80, con precios parejos de dos o tres dólares la botella. Sin embargo, gracias a hitos como el de París y a la asociación de Mondavi con Rothschild –la primera vez en la historia de esta industria que un premier grand Cru (de acuerdo a una clasificación rígida que rige desde 1855 y que posiciona a los vinos en distintos niveles de acuerdo a imagen y calidad) se asociaba con otra viña— lograron elevar su ima-

Vino en cifras

La industria nacional del vino genera exportaciones por más de 800 millones de dólares al año, con envíos equivalentes a unos 400 millones de litros. Los mercados más importantes para Chile son Estados Unidos y Reino Unido y, más abajo, Alemania, Canadá, Holanda y Brasil. La viña que lidera el ranking de facturación es Concha y Toro, seguida por San Pedro, Santa Rita, Cono Sur y luego las viñas del holding de Viña Errázuriz. Este último exporta el 92% de su producción y envía un promedio de más de un millón cien mil cajas al exterior, con una facturación que el año 2006 alcanzó los 44 millones de dólares, proyectando ventas para este año de 51 millones de dólares. Con más de mil hectáreas plantadas y distribuidas en los valles de Curicó, Colchagua, Maipo y Aconcagua, sus precios varían de una viña en otra, pero todos están enfocados en el mercado de vinos premium, con valores que se empujan por sobre diez dólares la botella y que, en el caso de Señá, superan los 80 dólares.



PRUEBA DE FUEGO. La cata de Berlín del año 2004 fue un hito para la familia Chadwick. Enfrentados con algunos de los mejores vinos franceses e italianos, los suyos demostraron no solo estar a la altura, sino que también podían superarlos.

gen y hoy sus vinos se venden entre los mejores del mundo.

Cuando Chadwick habla de la cata de Berlín y la asocia con la de París, establece una analogía que pone a los vinos californianos como un antecedente concreto de lo que puede ocurrir con los chilenos. Aquí el tema lo marca el posicionamiento no solo de una marca en particular, sino del país en general, como productor de vino de excelencia. Cuando eso ocurre, más allá de la calidad objetiva de los vinos, es ob-

vio que los críticos parten sus ponderaciones en los 90 puntos (en una escala de uno a cien) y si se trata de una buena cosecha, no hay vino premier cru que no reciba puntajes de distinción. Nunca un vino chileno, en tanto, ha recibido cien puntos (un máximo de 96 puntos lo recibió un vino don Melchor) porque todavía la industria no tiene un reconocimiento que permita a los críticos atreverse a esa osadía, aun cuando la cata a ciegas de Berlín comprobó que existen vinos chilenos –y los de Errázuriz

no son los únicos– que tienen méritos suficientes.

–Cuando uno cuenta esta historia te creen, pero no pasa a mayores y me di cuenta de que la única manera de generar un impacto que permaneciera en el tiempo y que se capitalizara en elevar la imagen y valor de los vinos chilenos en general era seguir desarrollando vinos ícono y repetir estas catas en otras partes del mundo y de manera constante.

En los últimos dos años Chadwick hizo catas a ciegas en Brasil, Tokio y Toronto, siempre con buenos resultados. Así, ha ido logrando abrir la mente de los consumidores extranjeros al concepto de que Chile no es solo “value for money” (vinos buenos de bajo precio), sino además puede competir con los mejores. En el caso de Japón, que es el mercado más importante de Asia y que está dominado por Francia, el hecho de que cuatro vinos chilenos estuvieran en los top cinco de esa degustación es bastante notable y, como escribieron los críticos, abrió una importante puerta para los vinos chilenos en esos mercados.

–En esta industria hay que sorprender. No se puede esperar ganar mercados sentado en una oficina. El próximo año vamos a repetir la cata en Dinamarca, Corea y en Estados Unidos. De hecho, con nuestra estrategia de posicionamiento en los vinos premium subimos mucho las utilidades y tenemos nuestra producción comprometida por bastante tiempo.

El gran desafío

Los chilenos prácticamente hemos crecido con la idea de que nuestros vinos son excepcionales, pero en los mercados relevantes –Estados Unidos, Inglaterra o Asia– el concepto que prima es que se trata de vinos que se toman bien pero cuya gran ventaja es de precio. Son buenos en función de lo que valen. El problema para Eduardo

El momento económico

–¿Por qué no damos el salto?

–Hay que creer en nuestro potencial y ser consecuentes con el modelo que nos ha permitido tener los éxitos económicos del pasado. Pero no podemos dejar todo como está y conformarnos con las transformaciones estructurales de hace dos décadas, porque el modelo requiere de gente atrevida e innovadora. Siento que hemos estado vegetando y no solucionamos los problemas que nos impiden pasar a la próxima etapa del desarrollo. Tenemos que perfeccionar el sistema financiero. Hay que liberalizar el mercado laboral. Tenemos que conectarnos al mundo y entender lo que significa competir con Asia. No podemos seguir comparándonos con nuestros vecinos latinoamericanos. El mundo de hoy está marcado por economías como la coreana, que después de la guerra mundial lo único que tenía era arroz y hoy es una potencia en desarrollo en las más diversas áreas, que dejó hace rato el commodity para concentrarse en productos de segunda generación.

–¿Cuán cerca estamos de esa realidad?

–Va a depender del tema político. Yo le tengo fe al actual equipo económico, pero creo que tiene que tomar un liderazgo mucho más claro para terminar con las trabas que bloquean el desarrollo de los mercados. Hay muchos en el gobierno que no creen en el modelo y son los mismos que piden subir los impuestos, cuando lo que habría que hacer es terminar con los desvíos de fondos y ser más eficientes con los recursos del Estado, que ya son bastantes.

–¿Estamos a la altura en capital humano?

–Tenemos buena preparación profesional, seriedad y somos cumplidores, pero creo que nos falta pensar de manera más globalizada y moderna. No hay que competir solo con el concepto de eficiencia en producción, porque eso estaba bien para el tiempo de los primeros Ford. Hoy el mundo cambió, hay que ser más ágiles, agresivos en marketing y operar fuera del pequeño mundo de la empresa chilena. Nosotros tenemos ocho ejecutivos viviendo en distintas partes del mundo y en ellos se ve el cambio que viene en la gente joven, de mentalidad mucho más amplia, y abierta a los desafíos del futuro.



Chadwick es que con esta percepción va a ser muy difícil que la industria chilena pueda dar un salto al círculo de los grandes *players*. Entre otras cosas, porque el mundo ha ido cambiando y son muchos los países con ingresos per cápita de 30 mil dólares o más, donde la gente no está buscando vinos baratos que pueden ser producidos en cualquier parte del mundo, sino vinos premium.

-En el mundo del vino hay actualmente dos desafíos: lograr un producto de gran calidad y que el mundo lo reconozca, lo que implica un trabajo de marketing y comercialización que no depende de una sola marca, sino del conjunto de la industria, porque aquí lo que se posiciona bien o mal es la marca vino chileno. Hasta hoy Chile ha tenido éxito vendiendo vinos por debajo de diez dólares la botella, segmento que representa casi el 90% de la industria, pero la idea es que en diez años más tengamos el 90% de la producción en precios superiores a diez dólares y un grupo de super premium -con valores por encima de cien dólares- que le aporten el certificado de calidad a toda la industria.

La estrategia hace sentido. Si se logra que el vino chileno en su conjunto sea reconocido internacionalmente entre los mejores del mundo, el aumento de valor sería inmediato y a todo nivel. La idea es no tratar el producto como un commodity, sino apelar al origen -al llamado *terroir*- eligiendo con pinzas los vinos, cepas y valles que van a marcar esa diferencia en términos de calidad.

En esa tarea es clave que cada viña se comprometa con un cambio en la manera de enfrentar el negocio. Pero eso no basta. La industria tiene que actuar unida. En ese afán se creó Wines of Chile, una asociación privada de promoción de las viñas chilenas en el exterior, que el año 2000 abrió su primera oficina en Inglaterra y el año 2005 abrió otra en Estados Unidos.

-Chile ya pasó la primera etapa de apertura de los mercados en su estrategia exportadora. Ahora el desafío es comenzar a operar con productos de selección. El año 95 Chile tenía 50 mil hectáreas plantadas de viñas y hoy ya vamos en 120 mil (California tiene 300 mil); las bodegas ya invirtieron en activos fijos y ahora viene

necesariamente la etapa más comercial. Nosotros lo hicimos un poco al revés, porque llevamos 20 años desarrollando canales de distribución y tratando de entender al consumidor extranjero, realizando actividades de marketing para generar marcas con valor en los mercados internacionales. Creemos que esta es la clave de consolidación de la industria.

Un tema no menor es la fuerte competencia de países que también son relativamente nuevos en esta industria y que buscan mejorar su posicionamiento en el exterior. Australia, por cierto, ha hecho un muy buen trabajo y tiene mejor imagen que Chile en ciertos mercados, y Argentina también está jugada en este negocio, al igual que países como Sudáfrica y para qué hablar de Estados Unidos, cuya competencia es casi despiadada.

-En la industria del salmón Chile tiene ventajas geográficas difíciles de encontrar en otros lados. Pero en la industria del vino no podemos darnos por satisfechos creyendo que este es un paraíso. Es cierto que tenemos un clima privilegiado, pocas enfermedades y diversidad de valles. Sin embargo, no somos el único país del mundo con estas ventajas. Además, esta es solo una parte del negocio, porque otra muy importante es la imagen. Chile representa el 2% de la superficie de viñedos del mundo y creo que pretender competir con ese volumen en el nicho de la producción masiva a precios bajos es estar loco. Chile debe transformar ese 2% en un producto de valor agregado y operar como industria boutique.

¿Cuán acompañado se siente él en este intento?

-Creo que de a poco se ha ido entendiendo esta nueva manera de mirar el negocio. Hasta el año pasado la gran mayoría solo quería crecer en volumen, pero hay que pensar que el valor promedio de los vinos chilenos está en 25 dólares la caja y la rentabilidad prácticamente desaparece con un dólar bajo. Los vinos que más están creciendo en el mundo son los premium de 10 ó 15 dólares para arriba, pero la mayoría de las exportaciones chilenas están situadas justamente en el segmento que se estanca o decrece, de 10 dólares hacia abajo. Hay que subir la vara en calidad e invertir fuerte en construcción de marca, que es la única manera de subir el precio y lograr rentabilidades de largo plazo. ☐

Familia cosmopolita

Thomas Chadwick llegó a Chile en 1820 atraído por las riquezas mineras del norte, como uno de tantos ingleses que recorrían el mundo en busca de nuevas oportunidades. Aquí se casó con una chilena y se estableció en La Serena, fundando la familia



Chadwick de Chile. Su bisnieto, Alfonso Chadwick Errázuriz, padre de Eduardo Chadwick Claro y más conocido como "el Pollo", fue todo un personaje de la sociedad. Además de sus múltiples negocios, fue un excepcional jugador de polo y campeón nacional por muchos años. Vivió un tiempo en Europa y siempre mantuvo conexiones con el viejo continente, que también fue su lugar de despedida, ya que murió en el mar de Cannes en 1993. Su hijo Eduardo heredó su mirada global del mundo -habla perfecto inglés y francés-, la pasión por los deportes -juega tenis y practica andinismo, deporte en el que su máximo hito fue lograr la cumbre del Aconcagua- y, como la sangre tira, también por Inglaterra, país en el que vivió dos años junto a su familia -formada por su señora M. Eugenia Braun y cuatro hijas- entre los años 2002 y 2004, poco después de sufrir la muerte de su hijo mayor, Juan Eduardo, luego de una larga enfermedad.

Eduardo estudió en los colegios Grange y Verbo Divino y es ingeniero civil de la Universidad Católica. Siendo un personaje acostumbrado a conseguir lo que quiere, se distingue por su tenacidad y dedicación al trabajo. No obstante moverse en un mundo donde prima el glamour, aborrece la sobreexposición.



REVISTA CAPITAL

Improving with Age

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(Translation)

Eduardo Chadwick's crusade to make Chilean wine a super premium product.
(indice)

Years of experience and the international triumphs for his Errázuriz, Arboleda, Caliterra, and Sena wineries have given Eduardo Chadwick a very clear understanding of what Chile needs to confirm its position as a producer of world class wines. Quality is more important than quantity, Chadwick insists, and it is essential that Chile construct a national brand image that represents the industry as a whole.

Eduardo Chadwick, the businessman at the helm of Viña Errázuriz and the three other boutique wineries mentioned above, believes that given the current exchange rate Chile should be aiming for higher quality in the premium segments. In Chadwick's opinion, this challenge goes beyond the efforts of any single winery. He believes that the entire industry should work together to create



a national brand image that would lend prestige to all Chilean wine. This is the stance Chadwick took during his interview with assistant editor Angélica Zegers for the cover story of this issue of Capital magazine.

Eduardo Chadwick (I don't use 2° apellidos in English because it confuses the readers)



“Why not the best?”

Drawing on his experience with his Errázuriz, Arboleda, Caliterra and Señá wineries, Eduardo Chadwick believes that the future of Chilean wine depends more on quality than quantity and will depend most of all on whether the country can rise to the challenge of forging a national brand image that embraces the local industry as a whole. Major triumphs in international markets back him up.

By Angelica Zegers

Photos by Enrique Stindt

The Smithsonian Museum in Washington D.C. has two bottles of wine in its collection. One is a 1973 Stag’s Leap Wine Cellars Cabernet Sauvignon, and the other is a Chateau Montelena Chardonnay from the same year. Why are they so honored? The reason is simple: because they marked a turning point in the U.S. wine industry. In a blind tasting held in Paris in 1976, both of these Napa Valley wines outranked some of the finest French wines of the time, and the event launched the now highly acclaimed California wine industry.

The triumph was so big it even made the cover of Time magazine.

In January 2004, Eduardo Chadwick boldly replicated the tasting in Berlin and matched his best wines against some of France and Italy’s most renowned examples. The results left the experts almost as speechless as they had been 30 years before: Not only did three Chilean wines rank in the top five, but two—Viñedo Chadwick 2000 and Señá 2001—came in first and second.

Although this might seem like an amusing anecdote for those not well versed in matters of wine, the event was a true landmark for the industry. For Eduardo Chadwick, President of Viña Errázuriz, it represented a personal triumph and offered the irrefutable proof that his business philosophy was not only bearing fruit, but was also the right path for the entire Chilean wine industry. Eduardo Chadwick is not improvising—his plan is clear and simple—Chile should forget about

volume and decisively aim for quality.

In July 2005 the English magazine *Decanter*, one of the world’s most distinguished wine publications, chose Eduardo Chadwick (47) as one of the 50 most influential figures in the world’s wine industry today.

Beginnings

Unlike the Chadwick family’s other businesses (see inset), Chadwick began in the wine business literally from scratch. Just 25 years old and with a degree in civil engineering from the Universidad Católica, in 1983 he was invited by his father, Alfonso Chadwick Errázuriz, to take the reins of Viña Errázuriz, which was founded in 1870 by his forbear Maximiano Errázuriz. A series of property changes had left the winery in an unfavorable situation. The sector in general was experiencing hard times: virtually no wine was exported and the average quality left much to be desired. Viña Errázuriz needed a fresh start. The old vines were ripped out and new ones planted, the winery buildings were rebuilt, an entire professional team was hired, and Chadwick began to build the brand with the firm resolve. He was present from the start, in the process of positioning the wines in the premium category in foreign markets.

In 1985 Alfonso Chadwick and Eduardo traveled to France, where they visited Emile Peynaud, “one of the most famous enologists of the time, because when my father became involved in something, he



Eduardo Chadwick's dream is not limited to his wineries alone but envelops the entire Chilean wine industry. The challenge is to position Chile as a producer of premium wines and to establish a country brand and raise prices.



wanted to be the best,” says Eduardo, who visited VinExpo shortly thereafter and then stayed on for three months to study in the Enological Institute of Bordeaux, where he received his first formal education in the world of wine. This was the beginning of his passionate relationship with wine, and, by means of his four wineries, the first step on a path that would lead him to a place among the most distinguished Chilean businessmen in the sector. Seeing him today, so composed and so British in both dress and manner, it is hard to imagine that Eduardo began his task by learning how to prune vines and offering the wines for sale in their place of origin, the Aconcagua Valley. Chadwick and former winery salesman Domingo Alvarez traveled to nearly every city and town in the region, speaking to any of the owners of liquor stores, restaurants and social clubs in Los Andes, San Felipe, Calera and Llay Llay who would see him. He then moved on to Viña del Mar and Valparaiso, and from there to Santiago, where he obtained his first major client—Jumbo, to which Eduardo himself negotiated the entry of his wines with Claudio Haas, then-manager of Paulmann’s famous supermarket chain.

So much has changed since those early days Vinexpo, when Errázuriz, Santa Rita, San Pedro, and Los Vascos were the only wineries present—and Chilean wines were sold as generic products, without specifying the year or variety. This was the company’s port of entry to Europe, at least for Chadwick, who immediately began to develop his network of contacts. In 1989 in California he met Agustin Huneus, a Chilean who was well connected in the international wine industry and who worked with him for a couple of years—together they developed the Caliterra brand—while Huneus introduced Chadwick to many people in the business, including key players in the US wine market.

Robert Mondavi played a similar role on a different scale; he helped consolidate the prestige of the Chadwick group of wineries. A famous US winegrower and veritable founding father of the California wine industry, Mondavi came to Chile for the first time in the 1990s. Even though he was more than 80 years old and Eduardo barely 30, the two formed an immediate bond. In 1995 Chadwick went into partnership with Mondavi’s

winery with the dream of producing a wine that could compete with the world’s best. The result was Señá, which was first released in January 1997 and would later become known as the group’s first “icon wine.” It is also the brand that has won the most awards abroad. In April 2003 the Chadwick’s bought out Mondavi’s half of the company, and Señá joined the ranks of ultra premium wines, in which the group had debuted with Don Maximiano’s Founder’s Reserve, the first wine of its kind from Viña Errázuriz. The super premium Arboleda wines were added soon after, along with the Caliterra line, which today is sold worldwide. When Alfonso Chadwick died in 1993, Eduardo became president of Viña Errázuriz; ten years after its relaunch, the winery’s advances were evident. The vineyards stretched out along the Aconcagua Valley, land had been purchased in Casablanca, and the company was producing virtually every wine variety. In 1994 Chadwick formed the Hatch Mansfield agency in England to distribute Viña Errázuriz wines along with other fine wines of France, New Zealand, Australia and South Africa, becoming the only Chilean wine company with its own distributorship in the United Kingdom.

In 2002 Chadwick unveiled a bold new project, Viñedo Chadwick, which debuted with the 1999 harvest of vineyards located on the family’s ancestral estate in the Maipo Valley community of La Pintana. The vineyard brought to an end to Don Alfonso’s beloved polo field, as even it was planted. And though Don Alfonso never tasted the result, Chadwick is certain he would have approved.

The turning point

In January 2004 Eduardo Chadwick organized a blind tasting in Berlin of Premier Cru wines from France and Italy alongside Viña Errázuriz’s best, including the icons Viñedo Chadwick 2000 and 2001, Señá and Don Maximiano Founder’s Reserve. The event was moderated by renowned English critic Steven Spurrier and included the participation of some of the world’s most respected wine writers and critics, along with wine agents and consumers. In what would soon be called “the Berlin tasting”—evoking the Paris tasting of 1976 between California and France—three of Chadwick’s wines won over their famous competitors, which included Chateau Lafite, Chateau Margaux, Chateaux Latour, and



Italian wines such as Tignanello, Sassicaia, Solaia and Guado al Taso.

The Berlin tasting shattered preconceptions; it was a blow against the establishment, a triumph of David over Goliath. All of the wine media wrote about it, in large part because the Chilean wines had won against those that cost around 700 Euros per bottle. Until the Paris Tasting in 1976, when Californian wines beat the French, Napa Valley wines had cost around US\$2.99 a bottle, and the valley had no foreign investment. Two years later Mouton Rothschild, one of the French premier grand cru wines, entered into partnership with Robert Mondavi to create Opus One, which was considered the great California wine and built Napa Valley's reputation for excellence. Today, the Napa Valley wine industry has attracted more than 100 foreign investors, including some of the largest French and Italian wineries. Indeed, Chile's situation in the 1980s mirrors Napa's in the 1970s, with prices hovering around two or three dollars per bottle. However, thanks to milestones such as the Paris Tasting and the Mondavi-Rothschild venture, where for the first time in the history of the industry a primer Grand Cru—which follows a classification system that has ruled since 1855, positioning wines at different levels according to their image and quality—was associated with another winery. The image of the latter was heightened and today its wines are sold alongside the world's finest.

And so when Chadwick speaks about the Berlin Tasting, linking it with the tasting in Paris, he is drawing an analogy that makes Californian wines a direct precedent for what could occur with Chilean wines. Here the issue is to position the country itself as a producer of wines of excellence, not only a particular brand. When this occurs, beyond the objective quality of the wines themselves, it is obvious that critics will begin rating the wines at 90 points (on a scale of 100), and there is no Premier Cru that does not receive high honors. To date, no Chilean wine has ever received 100 points (Don Melchor received the highest score to date, 96 points) because the Chilean wine industry has not yet reached a level of recognition that enables wine critics to dare to be so bold, even when the Berlin blind tasting proved that there are Chilean wines—and those by Errázuriz are not the only ones that merit such a rating.

“When one tells this story, people believe you, but they are not impressed. And I realize that the only way to create a lasting impact, and one that will be capitalized upon by raising the image and value of Chilean wines overall, is to continue making icon wines and regularly repeating these tastings in other parts of the world.”

Thus, in the last two years Chadwick has held tastings in Brazil, Tokyo, and Toronto, always with favorable results. This has allowed him to open the minds of international wine consumers to the idea that Chile is not only a “good value for the money,” it can also compete with the best. In the tasting in Japan, which is the largest Asian wine market and is presently dominated by France, the fact that four Chilean wines ranked in the top five is quite impressive, and, as the critics wrote, it opened an important door for Chilean wines in those markets.

“In this business you have to surprise. You can't win over markets by sitting in an office. Next year we are going to repeat the tasting in Denmark, Korea, and the United States. In fact, with our positioning strategy for premium wines we increased our profits substantially, and we have our production committed for quite some time.”

The great challenge

We Chileans have practically grown up with the idea that our wines are exceptional, but in the largest markets—the United States, England, and Asia—the governing idea is that our wines are nice to drink, but their real advantage is their price. They offer good quality in relation to price. The problem Eduardo Chadwick has with this perception is that it makes it very difficult for Chilean wines to make the leap up to the high rollers' table. Among other reasons, one factor is that the world has been changing and many countries now have a per capita income of US\$30,000 and above, and in these contexts people are not looking for cheap wines that can be produced anywhere in the world, but for premium wines.

“In the world of wine today there are two challenges: to achieve a high quality product and to obtain global recognition for it, which involves work in marketing and commercialization that does not rely on a single brand but on the industry as a whole, because what is well- or poorly positioned



The Godfather. The partnership between Eduardo Chadwick and Robert Mondavi produced the Chilean group's first icon wine. Sena was launched on the market in 1997 and was immediately successful. Twenty years earlier, Mondavi had played to win for Californian wines.



is the “Chilean wine” brand. To date, Chile has been successful at selling wines for less than ten dollars a bottle, a market segment that represents approximately 90% of the industry. But the idea is that ten years from now we will have 90% of our production in price ranges above ten dollars, and a group of super premium wines—priced at more than 100 dollars—that lend an assurance of quality to the entire industry.”

The strategy makes sense. If Chilean wine as a brand is internationally recognized among the world's best, the value of Chilean wines at all levels will rise immediately. The idea is not to treat the product as a commodity, but to rely upon the origin—the terrior—choosing only the best wines, varieties, and valleys that are going to mark this difference in quality.

In this undertaking, it is crucial that each winery make a commitment to changing the way it approaches the business. But not even this is enough; the industry must act collectively. To this end Wines of Chile was created, a private association whose mission is to promote Chilean wineries abroad. In 2000 the organization opened its first office in England, and in 2005 it opened another in the United States.

“Chile has already passed the first stage of market entry with its export strategy. The challenge now is to begin to operate with top quality products. In 1995, Chile had 50,000 hectares of vineyards; today we have 120,000 (by comparison, California has 300,000). Our wineries have invested in fixed assets and now the more commercial stage is coming. We did things a little backward, because we have been developing distribution channels for 30 years now and attempting to understand foreign

consumers, conducting marketing activities to build brands that are valued in international markets. We believe this is the key to consolidating our industry.”

In this regard, an important issue is the strong competition we face from countries that are also relatively new in the business and are seeking to improve their international standing. Australia has certainly done a very good job and has a better image than Chile in certain markets. Argentina is also a player in this business, as are countries such as South Africa, not to mention the United States, from whom we face merciless competition.

“In the salmon industry, Chile has certain geographical advantages that are difficult to find in other places. But in the wine industry we cannot be satisfied with thinking that this is a paradise. It is true that we have a privileged climate, few diseases, and a wide range of valleys. However, we are not the only country in the world with these advantages. Furthermore, this is only one part of the business, because another very important part is image. Chile has 2% of the world's vineyards in terms of area, and I think that it is crazy to try to compete with that volume in the low-cost, mass market wine segment. Chile must transform its 2% into a product with added value and operate as a boutique industry.”

How much support do you have for this goal?

“I think that little by little people have come to understand this new way of looking at the business. Until last year, the vast majority only wanted to increase their volume, but you have to remember that the average value of Chilean wines is 25 dollars per case, and profitability practically disappears



The 2004 Berlin Tasting was a landmark for the Chadwick family. Competing against some of the best wines from France and Italy, their wines showed that they not only measured up, but could also outdo the old world wines.

when the dollar is low. The wine segment with the highest growth globally is the premium segment, at 10 to 15 dollars a bottle and up; but the majority of Chilean exports are situated precisely in the segment that is stable or even shrinking, the 10 dollar and under wines. We have to raise the bar in terms of quality and invest strongly in building a brand, which is the only way we will raise prices and achieve long term profitability.

Business Map

The Chadwick Group is a family holding company directed by Eduardo Chadwick, with Patricia Claro and the four Chadwick siblings (Maria de la Luz, Soledad, Carolina, and Eduardo) each holding equal shares. Alfonso, the oldest brother, died some years ago. In 2006 the company billed 360 million dollars, and they expect this figure to rise to 400 million in 2007.

Today, the group controls 50% of Embotelladoras Coca Cola Polar, 100% of the Viña Errázuriz holdings (Errázuriz, Arboleda, Señal, y Caliterra), all of Malterías Unidas, and half of Cervezas Austral, as well as Distribuidora Errázuriz and Hatch Mansfield, which is headquartered in London.

Coca Cola Polar, of which the Chadwicks own 54% and the Coca Cola Company 30%, is the largest company in the group and the only one that is traded on the stock market. Polar has distribution rights in Chile's II, III, IV, XI, and XII regions. It also controls distribution in southern Argentina, where it entered the market in 1997 with an \$80 million dollar investment. The group also has rights in all of Paraguay, where it gained entry in 2003 at a cost of 40 million dollars. Chile generates more than 70% of Polar's profits with sales in 2006 surpassing 240 million

The time is ripe

Why don't we take the leap?

"You have to believe in our potential while giving the old model its due for allowing us to be economically successful in the past. But we cannot leave things as they are and be satisfied with the structural transformations of two decades ago because the new model requires daring, innovative people. I feel that we have been vegetating and have not solved the problems that prevent us from moving to the next stage of development. We have to perfect the financial system. We have to liberalize the labor market. We have to connect with the world and understand what it means to compete with Asia. We cannot continue comparing ourselves to our Latin American neighbors. Today the world is marked by such economies as Korea, which had only rice after WWII but which is now an emerging power in many areas by having left commodities behind to concentrate on second generation products.

How close are we to this goal?

It will depend on political matters. I have faith in the current economic team, but I think that there has to be much firmer leadership in removing the barriers that hinder market development. There are many in the government who do not believe in this model; they are the same ones who want to raise taxes, when what they should do is end the diversion of funds and make more efficient use of Chile's substantial public resources.

Do we have the human capital to accomplish this?

We have good professional training, a serious attitude, and we are good at fulfilling our commitments, but I believe we do not have a modern, global perspective. It is not enough to compete in terms of efficient production, although that worked in the past. The world is different today; we must be more flexible and aggressive in our marketing and operate beyond the limited universe of the Chilean company. We have eight executives living in different parts of the world, and they see the change that is coming with today's younger generations who have a much broader perspective and who are more open to the challenges of the future.



dollars and expected sales this year of 290 million.

Distribuidora Errázuriz, of which the group owns 50% through the winery of the same name, has been under expansion since 2004. The 20 million dollar investment involved is aimed at increasing its market share of the liquor distribution business from its current level of 21% to 25 or 30%. The distributor also markets Corona, Ballantines, Stolichnaya, Jack Daniels, Beefeater, Red Bull, Sauza, and other brands.

Cervecería Austral, which the Chadwick group owns jointly with CCU, operates a beer producing plant in Punta Arenas with a production capacity of 50,000 hectoliters.

Malterías Unidas, the main supplier of malt in the country with a 65% domestic market share, is 100% owned by the Chadwick family, who founded it in 1916. The company exports 60% of its production to a number of beer companies in Latin America, including Quilmes and AmBev, and invested 4 million dollars to build a new malt extracting plant in Temuco, Chile. This new plant will be the largest in South America and will export 70% of its production to the Far East, Europe and Central America. The company also invested an additional 3 million dollars to expand and modernize the company's Talagante plant

in order to increase production of malt that it supplies to beer producers. An additional million dollars was invested to produce special malts for premium beers. Malterías Unidas' sales for 2006 reached 20 million dollars.

Wine by numbers

The Chilean wine industry generates annual exports valued at more than 800 million dollars and ships the equivalent of 400 million liters. Chile's largest markets are the United States and the United Kingdom, followed by Germany, Canada, Holland and Brazil. Viña Concha y Toro leads the pack in terms of invoiced sales, followed by San Pedro, Santa Rita, Cono Sur, and then the Errázuriz group of wineries. The Errázuriz group of wineries exports 92% of its production and ships an average of more than 1.1 million cases abroad. In 2006, the wineries billed 44 million dollars, with 52 million in sales projected for 2007. With more than 1,000 hectares of vineyards distributed in the Curicó, Colchagua, Maipo, and Aconcagua Valleys, prices for their wines vary from one winery to another. All of their wines, however, target the premium wine market, with prices that start at 10 dollars per bottle, and in the case of Señal, more than 80 dollars a bottle.

A Cosmopolitan Family

Thomas Chadwick, one of many Englishmen traveling the world in search of new opportunities, was attracted by the riches to be made from mining in the north and came to Chile in 1820. He married a Chilean woman, settled in La Serena, and founded the Chadwick family of Chile. His great-grandson, Alfonso Chadwick, father of Eduardo Chadwick and better known as "el Pollo," was an important figure in Chilean society. In addition to his many businesses, he was an outstanding polo player and was national champion for many years. He lived in Europe for a time and always maintained his continental connections; in fact, it was also the place where he bid farewell to the world when he died in the sea at Cannes in 1993. His son Eduardo inherited his global vision of the world—he speaks perfect English and French—as well as his passion for sports—he is a tennis player and mountain climber, in which his most outstanding achievement was reaching the summit of Mt. Aconcagua. Eduardo also inherited his father's passion for England, where he and his wife María Eugenia Braun and four daughters lived from 2002 to 2004, just after their oldest son, Juan Eduardo, died after a prolonged illness.

Eduardo attended The Grange and Verbo Divino private schools and holds a degree in Civil Engineering from the Universidad Católica. Accustomed to getting what he wants, he is known for this tenacity and dedication to his work. Though he moves in circles where glamour prevails, he detests too much publicity.

