

THE BERLIN TASTING

DENMARK 2008
Copenhagen, May 14



Winedo
CHADWICK



DON MAXIMIANO
Founder's Reserve

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Berlin Tasting - Copenhagen

Berlin Tasting Copenhagen
Press Release

Viña Errázuriz conquers the land of vikings

The luxurious Hotel D'Angleterre in beautiful Copenhagen was the setting for the Danish Berlin Tasting (www.theberlintasting.com) that took place on May 14th 2008. Twenty two of the most important wine journalists, sommeliers and wine consultants blind tasted ten wines among them French classics, Italian cult wines and Chilean icons from Viña Errázuriz and Viña Seña.

Don Maximiano Founder's Reserve 2004 was preferred over Château Mouton Rothschild 2005, Solaia 2004, Château Latour 2005 and Sassicaia 2004.

The event was moderated by Søren Frank and Niels Lillelund two of the most important wine writers of Denmark.

The outcome of the tasting in Denmark once again proved the world class status of Viña Errázuriz wines and that of the Chilean wine industry.



Panel of Experts.

The Results

1. Château Lafite 2005
2. **Don Maximiano Founder's Reserve 2004**
3. Château Mouton Rothschild 2005
4. Solaia 2004
5. **Seña 2005**
6. **Don Maximiano Founder's Reserve 2005**
7. Château Latour 2005
8. **Viñedo Chadwick 2005**
9. **Seña 2004**
10. Sassicaia 2004



Eduardo Chadwick, President of Viña Errázuriz, with the moderators of the event, Søren Frank and Niels Lillelund



PRESS COVERAGE COPENHAGEN



Berlin Tasting i København

Af Jan P. Olsen

Denmark, Copenhagen
Af Jan P. Olsen
15. maj 2008

I går, den 14. maj 2008, fandt begivenheden "Berlin Tasting" sted i København. En yderst interessant smagning, som du her får lidt flere detaljer omkring.

Navnet "Berlin Tasting" henfører til en smagning i Berlin, der blev afholdt den 23. januar 2004. Her havde chileneren Eduardo Chadwick fra vinhuset Errazuriz samlet 66 vinjournalister fra hele Europa til at blindsmage sine egne bedste vine fra Chile op imod de allerbedste

vin fra Bordeaux og Toscana. I alt 16 vine var på programmet i årgangene 2000 og 2001, bl.a. Bordeaux 1. Cru'erne Chateau Latour 2000, Chateau Lafite 2000 og Chateau Margaux 2000.

Til alles overraskelse blev en Chile-vin (Vinedo Chadwick 2000) kåret som smagningens bedste af de 66 journalister. Og også 2. pladsen løb Chile med (Sena 2001). Først som nr. 3 og 4 kom Chateau Lafite 2000 og Chateau Margaux 2001.



Dette resultat gav selvfølgelig genlyd i vinverdenen. For hvordan kan såkaldte eksperter bedømme en god topvin fra Chile til 300-500 kr. til at være bedre end toppen af Bordeaux, der har priser på omkring 3.000-5.000 kr.?

Siden er denne smagning blevet gentaget forskellige steder i verden og altid med det

resultat, at en eller flere Chile-vine har blandet sig i toppen og gjort de dyrere Bordeaux'er rangen stridig. Og i onsdags var det så Københavns tur til at gennemføre Berlin Tasting. Smagningen skulle faktisk være foregået sidste år, men Lars-Bo Hansen fra H.J. Hansen Vin, som var medarrangør, mente, at det var bedre at vente på den fremragende europæiske årgang 2005, for så kunne det ikke blive bedre. Den beslutning kan man jo kun være enig i...

Vi var således 22 forventningsfulde vinskribenter og 2 sommelier, der i år skulle afgive dommen. 10 vine skulle bedømmes blindt i et 18-grader koldt airconditioneret lokale på Hotel d'Angleterre - intet var overladt til tilfældighederne. Blandt de 10 vine skulle hver dommer udvælge 3 vine, som man mente var bedst og give dem henholdsvis 3, 2 og 1 point - 3 point til den bedste. Desuden måtte vi naturligvis gerne "gætte" eller kvalificere de enkelte vine.

For mit eget vedkommende havde jeg to vine, som jeg mente var bedre end de øvrige og så to mere, der fulgte lige efter. Vinen som jeg valgte som den bedste, var jeg ret sikker på var fra Chile, men den kunne dog også have været fra Bordeaux. Det var Don Maximiano 2004.

Til gengæld var jeg 100% overbevist om, at min nummer 2 var fra Bordeaux. Det var så mit eneste geografiske fejlskøn denne dag. Der var nemlig tale om Toscanske Solaia 2004. Min nummer 3 skulle jeg vælge mellem to Bordeaux'er. Jeg valgte Chateau Lafite 2005 (den senere vinder) og uden jeg var klar over det smed jeg Chateau Mouton 2005 væk... Til gengæld var min top 4 identisk med smagningens top 4 - bare i en anden rækkefølge. Resultatet blev nemlig:

1. 2005 Château Lafite-Rothschild (3)
2. 2004 Don Maximiano (1)
3. 2005 Château Mouton-Rothschild
3. 2004 Solaia (2)
5. 2005 Señá
6. 2005 Don Maximiano
7. 2005 Château Latour
8. 2005 Viñedo Chadwick
9. 2004 Señá
10. 2004 Sassicaia

Tallene i parentes er mine placeringer.

Chateau Lafite-Rothschild 2005 blev altså smagningens vinder og på en ret suveræn førsteplads. Nu er det jo ikke alle, der har 7.000-8.000 kr. til en flaske Lafite 2005 og derfor er det ekstra interessant, at smagningens billigste vin indtager 2. pladsen. Errazuriz Don Maximiano 2004 til 329,95 kr. overraskede mange, ikke mindst Eduardo Chadwick selv, der naturligvis var både glad og stolt over denne 2. plads. Endnu en gang havde hans forsøg vist, at de bedste Chile-vine godt kan konkurrere med verdens ypperste vine.

Den helt store skuffelse ved smagningen var Sassicaia 2004, der som den eneste vin slet ikke fik nogle point overhovedet. Ved den efterfølgende debat, stod det klart, at de fleste havde Sassicaia som den klart dårligste vin. Det var den også! Desuden skuffede Latour 2005 også.



Mine kommentarer og noter til de enkelte vine ser således ud i smagerækkefølge:

Nr. 1 - 2005 Mouton-Rothschild

Mørk farve med intens duft af blyant, cigar, solbær, ristet træ. Intens og koncentreret, god power men også en vis blødhed. Den er rank og afpudset. Bordeaux. 96 pts.

Nr. 2 - 2004 Sassicaia

Ikke så intens duft - lidt kirsebær. Smag af kirsebær, lidt solbær, streng syre. Ikke speciel indbydende. Toscana. 90 pts.

Nr. 3 - 2004 Sena

Intens med solbær, brombær, ristet fad, vanille. Fyldig vin med dominerende frugt og fin harmoni. Chile. 94 pts.

Nr. 4 - 2005 Don Maximiano

Lidt lukket. Solbær, ristet fad, sødme. Intens, lækker sag med flot frugt, frugtsødme og bløde tanniner, der er bestemte men ikke hårde. Lækker vin. Chile. 94 pts.

Nr. 5 - 2004 Solaia

Intens duft af blyant, tobak, solbær. Intens smag med flot frugt og enorm power, der bare bliver ved og ved. Store tanniner, rank smag - ren powerhouse. Må være Bordeaux. 97 pts.

Nr. 6 - 2005 Latour

Lidt lukket med solbær, ristede noter. Ikke så fyldig men med fin frugt og en meget kraftig fadlagring, der endnu ikke er faldet på plads. Streng tannin og syre. Mangler tid. Bordeaux. 93 pts.



Nr. 7 - 2005 Sena

Intens duft af solbær, jammy frugt - ikke så ristet. Fyldig vin med lækker frugt og en meget intens, frugtdomineret smag med markant fad og lidt søde tanniner. Chile. 94 pts.

Nr. 8 - 2004 Don Maximiano

Meget intens i duften med solbær, mokka, vanille. Fyldig vin med god intens frugt og en ret rank smag, der har flotte tanniner og en imponerende lang smag - smagningens længste. Meget flot, intens, dyb og ekstrem lang. Chile - kunne være Bordeaux. 97 pts.

Nr. 9 - 2005 Lafite-Rothschild

Intens duft af blyant, læder, ristet eg, lidt mokka. Mellemfyldig og ret stringent og rank i det. Bygget til at holde og blive bedre. Endnu hård, intens og meget lang smag. Flot sag! Bordeaux. 96 pts.

Nr. 10 - 2005 Vinedo Chadwick

Lidt solbær og lidt grønne toner i duften - også ristede noter. Fyldig vin med flot frugt, intensitet og en blød, indsmigrende smag. Chile. 94 pts.

Alle Chadwicks vine fås hos H.J. Hansen Vin.



Fra venstre Søren Frank (Berlingske), Eduardo Chadwick, Lars-Bo Hansen (H.J. Hansen Vin) og Niels Lillelund (JP). Søren Frank og Niels Lillelund var moderatorer på smagningen.



Berlin Tasting in Copenhagen

By Jan P. Olsen

Denmark, Copenhagen
By Jan P. Olsen
15 May 2008

Yesterday, May 14, 2008 the event “Berlin Tasting” took place in Copenhagen. It was an extremely interesting tasting, and the details are as follows.

The name “Berlin Tasting” ascribes to a tasting held in Berlin January 23, 2004. At this tasting, Chilean Eduardo Chadwick from the Errazuriz winery had gathered 66 wine journalists from all over Europe to blind taste his own finest wines against the finest Bordeaux and Tuscany wines.



This result struck a responsive chord in the wine world. For how was it possible that so-called experts could judge a good top wine from Chile at a price ranging from DKK 300 – 500 to be better than the top of the top Bordeaux whose prices range from approximately DKK 3.000 – 5.000?

A total of 16 wines were on the programme from 2000 and 2001 vintages, amongst others the Bordeaux 1st Cru, Chateau Latour 2000, Chateau Lafite 2000 and Margaux 2000.

To everyone’s surprise a Chilean wine was elected as the best of the tasting amongst the 66 journalists. Also the second place was for Chile (Sena 2001). It was not until the third and fourth place that Chateau Lafite 2000 and Chateau Margaux 2001 came.

Since then, this tasting has been repeated in different places around the world, and always with the result of one or more Chilean wines at the top disputing the top of the rank with the expensive Bordeaux wines. And last Wednesday the turn came to Copenhagen to reenact the Berlin Tasting. The tasting should actually have taken place last year, but Lars-Bo Hansen from H.J. Hansen Vin, who was also co-organizer, thought that it would be best to wait for the excellent 2005 European vintage, because then it simply could not get better. And one can only agree with that decision...

Hence, we were 22 expectant wine journalists and 2 sommeliers who this year had to cast the verdict. 10 wines were to be evaluated in an 18 degree cold air-conditioned room at Hotel d’Angleterre – nothing was left randomly. Among the 10 wines each judge had to select 3 wines that were thought to be the best and award them with 3, 2 and 1 point respectively. Furthermore, we were of course allowed to “guess” or qualify each wine.

As for myself, I had chosen two wines that I thought were better than the rest, and then two more that came right behind the first ones. I was



quite sure that the wine I had chosen to be the best was from Chile, but it could also have been from Bordeaux. It was Don Maximiano 2004.

On the other hand, I was 100% sure, that my number 2 choice was from Bordeaux. That was to be my only geographic mistake that day, because it turned out to be the Solaia 2004 from Tuscany. My number 3 I had to choose from 2 Bordeaux. I chose Chateau Lafite 2005 (the soon-to-be winner) and without knowing it, I threw the Chateau 2005 away...In return my top 4 was identical with the top 4 from the overall tasting – just in a different order. The result was:



1. 2005 Château Lafite-Rothschild (3)
2. 2004 Don Maximiano (1)
3. 2005 Château Mouton-Rothschild
3. 2004 Solaia (2)
5. 2005 Seña
6. 2005 Don Maximiano
7. 2005 Château Latour
8. 2005 Viñedo Chadwick
9. 2004 Seña
10. 2004 Sassicaia

The numbers in brackets are my ranks.

The tasting's winner was then Chateau Lafite-Rothschild 2005 on an unbeatable first place. But it is not everybody who has DKK 7.000 – 8.000 for a bottle Lafite 2005 and therefore it is quite interesting that the cheapest wine of the tasting holds the second place. The Errazuriz Don Maximiano 2004 at a price of DKK 329.95 surprised many, specially Eduardo Chadwick himself, who was naturally both happy and proud of this second place. Once again his experiment had shown that the best Chilean wines can compete with the worlds finest wines.

The big disappointment at the tasting was the Sassicaia 2004, which was the only wine of them all that did not receive any points at all. At the following debate, it was clear that the majority

clearly had the Sassicaia as the worst wine. Which it was! Moreover, the 2005 Latour was also disappointing.

My comments and notes to each wine are as follows in tasting order:

No. 1 - 2005 Mouton-Rothschild

Dark colour with an intense aroma of pencil, cigar, blackcurrant, toasted wood. Intense and concentrated, good power but also a certain softness. It is straight and polished. Bordeaux. 96 pts.

No. 2 - 2004 Sassicaia

Not an intense aroma – a little cherry. Cherry taste, a little of blackcurrant, strict acidity. Not exactly tempting. Tuscany. 90 pts.

No. 3 - 2004 Seña

Intense with blackcurrant, blackberries, toasted barrels, vanilla. Full bodied wine with dominating fruit and fine harmony. Chile. 94 pts.

No. 4 - 2005 Don Maximiano

A little closed. Blackcurrant, roasted wood, sweetness. Intense, tasty with attractive fruit, fruit sweetness and soft tannins that are firm, but not hard. Delicious wine. Chile. 94 pts.

No. 5 - 2004 Solaia

Intense aroma of pencil, tobacco, blackcurrant. Intense taste with fine fruit and enormous power that just keeps going and going. Big tannins, straight flavour – pure powerhouse. Must be Bordeaux. 97 pts.

**No. 6. - 2005 Latour**

A little closed, toasted notes. Not quite full-bodied, but with fine fruit and a very strong barrel storing that is not quite on its place yet. Harsh tannin and acid. Needs more time. Bordeaux. 93 pts.

No. 7 - 2005 Seña

Intense aroma of blackcurrant, jammy fruit – not quite toasted. Full-bodied wine with tasty fruit and a very intense fruit dominated taste with pronounced wood and a bit of sweet tannins. Chile. 94 pts.

No. 8 - 2004 Don Maximiano

Very intense aroma with blackcurrant, mocha, vanilla. Full-bodied wine with good intense fruit and a quite straight flavour, which contains fine tannins and an impressive long taste – the longest

one of the tasting. Very fine, intense, deep and extremely long. Chile – could be a Bordeaux. 97 pts.

No. 9 - 2005 Lafite-Rothschild

Intense aroma of pencil, leather, roasted oak, a little mocha. Medium bodied and quite tight and straight. Made to last and become better. Still hard, intense and a very long taste. Nice one! Bordeaux. 96 pts.

No. 10 - 2005 Viñedo Chadwick

A bit of blackcurrant and a few green notes in the aroma – also toasted notes. Full-bodied wine with generous fruit, intensity and a soft gaining taste. Chile. 94 pts.

All Chadwick's wines can be purchased at H.J. Hansen Vin.



From left Søren Frank (Berlingske Tidende), Eduardo Chadwick, Lars-Bo Hansen (H.J. Hansen Vin) and Niels Lillelund (Jyllands-Posten). Søren Frank and Niels Lillelund were moderators at the tasting.



The Berlin Tasting, Copenhagen

Af Søren Franks
Lørdag den 24. maj 2008, 22:30

Denmark, Copenhagen
Berlingske.dk
Lørdag den 24. maj 2008



D'Angleterres klassicistiske Empire-sal dannede rammen om Berlin-smagningen i København, hvor 20 vinskribenter skulle udpege deres tre favoritter ud af 10 »blinde« vine i feltet. Foto: Scanpix

Hvis geografien i overskriften forvirrer læseren en kende, så kan jeg godt forstå det. Og for at gøre forvirringen total, så startede det hele faktisk med The Paris Tasting (in Paris) 1976. Det, der skete den gang for 32 år siden, var, at vin-smagningens store dandy, Steven Spurrier, som bl.a. skriver for det engelske vinblad Decanter, afholdt en stor blindsmagning i Paris. Smagningen, som nok er den mest kendte og omtalte nogensinde, var bygget op som et møde mellem de største franske og oversøiske vine. Et showdown, om man vil.

Resultatet blev, at flere oversøiske vine ikke mindst fra Napa Valley overgik nogle af de store 1. cru'er fra Bordeaux. Vinderen af smagningen var således Stags Leap fra Napa. De hovedsageligt franske smagere, som alle var såkaldte eksperter, var ydmyget, og så endda på hjemmebane i byernes by.

Det er klart, at resultatet gav genlyd i hele vinverdenen og ændrede både opfattelsen og prissætningen af de største vine fra den nye verden. Og lige siden har det været en yndlingssport for de nye vinlande at afholde smagninger, hvor man håber, de store franske klassikere vil blive ydmyget, og at éns egne vine således vil vinde frem på bekostning heraf.

I 2004 afholdt Errazuriz, som er et af de førende chilenske vinhuse, således en smagning i Berlin, hvor man smagte husets tre topvine, Don Maximiano, Sena og Vinedo Chadwick, blindt op mod de største cabernetbaserede vine fra Bordeaux og Toscana. Udgangen på smagningen blev, at Chadwick 2000 vandt, mens andenpladsen gik til Sena 01. Man skulle helt ned på tredjepladsen for at finde den bedste vin fra den gamle verden, Château Lafite-Rothchild,



Pauillac i Bordeaux, som er en af de fem 1. cru'er i den velkendte 1855-klassifikation og normalt koster et sted mellem tre og ti gange så meget som Errazuriz-vinene alt efter årgangen.

Eduardo Chadwick, Errazuriz' leder (en af baskiske Errazuriz' døtre giftede sig på et tidspunkt med en efterkommer af englænderen Thomas Chadwick, hvorefter vinfamiliens efternavn skiftede) blev så glad for resultatet, at han siden har gentaget »Berlin-smagningen« i en række lande.

Altid efter samme recept: Fem top Errazuriz-vine smages blindt op mod de bedste fra Bordeaux og Toscana. Men ikke altid med helt samme resultat – det hænder lige så ofte, at det er en bordeaux, som vinder, hvilket Eduardo Chadwick ikke opfatter som noget problem. Forståeligt synes han bare, at det er fint nok, at hans vine er i stand til at klare sig i det fornemme – og kostbare – selskab.

Og måske er Chadwick heller ikke helt blind for, at det er lettere at lokke husarerne til med 1. cru bordeaux end chilener-vin. Det gælder i hvert fald undertegnede: Eftersom 1. cru'erne fra Bordeaux, i en allerede historisk årgang som 2005, ikke ligefrem er noget, man smager ugentligt, er man nødt til at holde sig til, når chancen byder sig. Da Berlin-smagningen forleden blev gentaget i København, havde jeg sågar, i et svagt øjeblik, på forhånd ladet mig indrullere som moderator – altså kommentator og ordstyrer – på smagningen sammen med Jyllands-Pos-tens Niels Lillelund.

Helt uden nerver var det således ikke, at jeg troppede op til smagning i D'Angleterres klassicistiske Empire-sal. Den danske vinpresse var mødt særdeles talstærkt op, endda suppleret med et par skarpe sommelierer, så hvis jeg faldt i vandet, ville det blive med et ordentligt plask. At falde i vandet ville det i min verden være, hvis ikke jeg ville være i stand til blindt at kende forskel på de franske, italienske og ikke mindst de chilenske vine. Frem for alt ville jeg finde det allermest pinligt, hvis jeg kom til at udnævne en af Chile-vinene til 1. cru fra Bordeaux og lade den vinde smagningen. I min verden er Chile-

vin svær at slå på pris/kvalitet i klassen omkring de 40-50 kr., men kommer man op over 100-kroneseddelen, så er der andre lande, ikke mindst de tre gamle – Frankrig, Italien og Spanien, som har mere at byde på.

I det righoldige materiale vi fik udleveret om Errazuriz' meritter, kan man bl.a. læse, at Robert Parker har skrevet om Chadwick, at den nemt kan forveksles med 1. cru fra Bordeaux. For mig viste smagningen derimod, at det kan den på ingen måde. Hidtil er jeg er aldrig gået galt af en Chile-vin i en blindsmagning, allerhøjest har jeg forvekslet den med en vin fra nabolandet Argentina. Og det gjorde jeg heller ikke ved denne lejlighed, det tog mig ikke lang tid at udpege de fem chilenerne. Selv om de fem Errazuriz'er besad nogenlunde den samme koncentration som de andre vine, stod de frem med deres sødmefulde bolsjeagtige ribenafrugt, præcis ligesom alle andre Chile-vine.

Bordeaux'erne var også lette at genkende med deres langt mere kølige frugt, elegance kompleksitet, markante garvesyre og ikke mindst hårdristede egefade, som altid giver associationer i retning af kaffe. Der viste sig af være to toscanere, som var lidt sværere at spotte: Den uhyre vellykkede Solaia, som kommer inde fra Chianti i det centrale højland, var med sit stærke terroirpræg lettest at genkende som italiensk. Sassicaia havde ikke noget videre egnspræg, jeg stadfæstede den (og det 100 pct. inklusive navn) udelukkende, fordi den var så sløj – Sassicaia er formentlig den dårligst performende vin i verdenseliten – det er mig en gåde, hvordan den kan bevare sit ry og høje pris. På en gang grøn og overmoden, præget af al for heftig ekstraktion og alligevel alt for let, som den var.

Jeg fandt det ikke nemt at sammenligne vinene fra Bordeaux og Chile, forstået på den måde, at der efter min mening er tale om to forskellige verdener, lige som med de berømte æbler og pærer. Men hvis det endelig skulle være, ville jeg til enhver tid tage én flaske Lafite frem for en kasse af en chilenerne, alene af den grund, at jeg ikke ville orke at drikke mig igennem sidstnævnte.



Internt i distrikterne var det dog interessant nok at sammenligne vinene.

I Bordeaux viste Mouton sig som altid at være meget slikken, næsten feminin, indtagende let at gå til og en anelse lettere end de to andre bordeaux'er. Latour var streng og alvorlig, mere lukket end de andre og skarp i garvesyren. Lafite var syntesen af de to, en meget komplet og helstøbt vin med en næsten kageagtig moden frugt i næsen og en uhyre længde på smagen.

Men hensyn til chilenerne, så foretrak jeg to vine fra den på de kanter relativt varme 05-årgang: Chadwick (100 pct. cabernet), som er en vingård anlagt i Maipo i 1992, hvor Eduardos far Alfonso før havde sin polo-bane, var næsten sydafrikansk i udtrykket med brændt gummi. Den vandt blandt chilenerne på mit papir, fordi den havde knapt så meget Ribena som de andre. Nr. to hos undertegnede blev Don Maximiano Aconcagua i samme årgang, som var mørk og dyb i tonerne, fem pct. syrah satte sig fint igennem i form af animalsk, kødagtig præg. Sena, den tredje Errazuriz-vingård til smagningen, der oprindeligt blev anlagt som en joint venture med Mondavi fra Californien, men som siden den berømte vinfamilies opløsning har været Errazuriz's biodynamiske forsøgsprojekt, klarede sig, på mit papir, knap så godt. Sammenligner man mine resultater med hele salens, kan man sige, at der er bred enighed om, at Lafite var den bedste vin, og at Sassicaia er en taber.

At en vin som Don Maximiano 04, som var den rene Ribena-saftevand, kan ende på en andenplads i så fornemt selskab af vine, forstår jeg absolut ikke. Men det siger selvfølgelig noget om, at smag og behag er forskellig, og at man måske ikke behøver at stille sine fine franske og

italienske vine frem på bordet, når der er gæster, eftersom at de muligvis vil sætte mere pris på en chilener til en femtedel. n

Søren Franks score

1. 2005 Château Lafite-Rothchild, Pauillac
2. 2005 Château Mouton-Rothchild, Pauillac
3. 2005 Château Latour, Pauillac
4. 2004 Solaia, IGT Toscana, Antinori
5. 2005 Chadwick, Errazuriz
6. 2005 Maximiano, Errazuriz
7. 2004 Don Maximiano, Errazuriz
8. 2005 Segna, Errazuriz
9. 2004 Segna, Errazuriz
10. 2004 Sassicaia, Bolgheri

Juryens samlede resultat

Hver af de omkring 20 danske vinskribenter blev bedt om at udpege sin tre favoritter ud af de 10 »blinde« vine i feltet. Hver smager tildelte sin vindervin 3 point, men næstbedste vin 2 fik 2 point og nr. 3 ét point – resten ingenting.

1. 2005 Château Lafite-Rothchild, Pauillac ca. 9.000 kr.
2. 2004 Don Maximiano, Errazuriz 330 kr.
3. 2004 Solaia, IGT Toscana, Antinori 995 kr.
4. 2005 Château Mouton-Rothchild, Pauillac ca. 6.500 kr.
5. 2005 Segna, Errazuriz 499 kr.
6. 2005 Maximiano, Errazuriz 330 kr.
7. 2005 Château Latour, Pauillac ca. 9.000 kr.
8. 2005 Chadwick, Errazuriz 539 kr.
9. 2004 Segna, Errazuriz 499 kr.
10. 2004 Sassicaia, Bolgheri 1.200 kr.



The Berlin Tasting, Copenhagen

By Søren Franks
Saturday, May 24, 2008, 22:30

Denmark, Copenhagen
Berlingske.dk
Saturday, May 24, 2008



The frame set for the Berlin Tasting was the classicistic Empire salon at Hotel D'Angleterre in Copenhagen, where 20 wine writers had to point out their three favourite out of 10 "blind" wines. Photo: Scanpix

According to moderator Søren Frank, the Chileans did not stand a chance against the best from Bordeaux and Tuscany. The opinion, however, in the salon was different.

If the geography in the headline confuses the reader, it is understandable. And to confuse even more, everything actually began with The Paris Tasting (in Paris) in 1976. What happened 32 years ago was that wine tasting's big dandy, Steven Spurrier, who writes for, amongst others, the English wine magazine *Decanter*, held a big blind tasting in Paris. The tasting, which is probably the most known and talked about ever, was build up as a meeting between the biggest French and overseas wines. A showdown if you will.

The result was that more overseas wines, specially from Napa Valley, outshined some of

the big 1st cru from Bordeaux. Hence, the winner of the tasting was Stag Leap from Napa. The tasters, mainly French, who were all so-called experts were humiliated and even as locals in the City of Lights.

Obviously the result echoed in the whole wine world and changed both the perception and price of the finest wines from the new world. And ever since it has been a favourite sport for the new wine countries to organize tastings, where the hope is to humiliate the big French classics and that ones own wines gain ground at the expense of them.

Therefore, in 2004 Errazuriz (one of the leading Chilean wineries) organized a tasting in Berlin, where three of the winery's top wines were blind tasted, Don Maximiano, Sena and Viñedo Chadwick against the most important cabernet



based wines from Bordeaux and Tuscany. The outcome of the tasting was that Chadwick 2000 won, while the second place went to Seña 01. It was first at the third place one could find the best wine from the old world, Château Lafite-Rothschild, Pauillac in Bordeaux, as one of the five 1st cru in the well-known 1855 classification and that normally costs somewhere between three to ten times more than the Errazuriz wines, depending on the vintage.

Eduardo Chadwick, president of Errazuriz (one of Basque Errazuriz' daughters married at some point a descendant of English Thomas Chadwick, where after the wine family's surname changed) was so happy with the result, that he since then repeated the "Berlin Tasting" in several countries.

Always with the same formula: Five top Errazuriz wines are blind tasted against the best from Bordeaux and Tuscany. But not always with the same result – it happens quite as often that a bordeaux is the winner, something that Eduardo Chadwick does not see as a problem. Understandably he finds that just being able to do so well in that distinguished – and costly – company is good enough.

And perhaps Chadwick knows that it is easier to lure the experts with 1st cru bordeaux than Chilean wine. At least for me it is. Since you do not actually drink 1st cru from Bordeaux every week, specially a historic vintage as 2005, you have to participate when you get the chance. When the Berlin Tasting was reenacted in Copenhagen the other day, I had even (in a weak moment) enrolled as the tastings moderator – that is commentator and moderator – together with Niels Lillelund from the Danish newspaper Jyllands Posten.

It was not without nerves that I showed up at Hotel d'Angleterre's classicistic Empire salon. The Danish wine press had turned out in strength, even with a couple of sharp sommeliers, so if I screwed up, it would be really bad. In my world to screw up is when you are not able to blindly distinguish the French, Italian and

specially Chilean wines. Most of all, it would be embarrassing if I named one of the Chilean wines to be a 1st cru from Bordeaux and let that one win the tasting. In my world Chilean wine is difficult to beat when it comes to price/quality around the 40-50 DKK league, but if you exceed 100 DKK, then there are other countries that can offer more, specially the three old ones – France, Italy and Spain.

In the abundant material that was handed out to us about Errazuriz' merits, you can read that Robert Parker has written that Chadwick can easily be mistaken with a 1st cru from Bordeaux. To me, however, the tasting showed that that is impossible, at the very most I have mistaken Chilean wine with wine from the neighbouring country Argentina. And now was not the exception. It did not take me long time to point out the five Chilean wines. Even though the five Errazuriz wines possessed roughly the same concentration as the other wines, they outstood with their sweet blackcurrant juice fruit precisely as every other Chilean wine.

The bordeaux' were also easily recognisable with much more cool fruit, elegant complexity, notable tannin and last, but not least, hard toasted oak barrels that always gives associations to coffee. It turned out that there were two Tuscany wines that were a bit more difficult to spot: The incredibly successful Solaia, which comes from the central high land in Chianti, was the easiest one to recognize as Italian because of its powerful terroir touch. Sassicaia did not have a particular terroir touch, I solely confirmed it (100% including the name), because it was so weak. Sassicaia is probably the worst performed wine in the world elite – it is a mystery to me, how it can maintain its reputation and high price. At the same time green and overripe, characterised by a too violent extraction and still too light as it was.

I did not find it easy to compare the wines from Bordeaux and Chile, meaning that according to myself it is two different worlds, just like the famous apples and pears. But if I had to choose, I



would at anytime prefer a bottle of Lafite instead of a box of the Chilean wine, solely because I could not be bothered drinking all of the latter. However, internal in the districts it was interesting enough to compare the wines.

In Bordeaux the Mouton probed to be very sweet as always, almost feminine, pleasant and easygoing and slightly lighter than the two other bordeaux. The Latour was harsh and severe, more closed than the others and sharp in the tannin. Lafite was the synthesis of the two, a quite complete and solid wine with an almost cake-like ripe fruit in nose and an extremely long taste.

As far as the Chileans go, I preferred two wines from the relatively warm 05 vintage: Chadwick (100% cabernet), which is a vineyard in the Maipo Valley founded in 1992 and where Eduardo's father, Alfonso, used to have a polo field, was almost South African in its expression with burned rubber. On my paper it was the winner among the Chilean wines, because it did not have as much blackcurrant juice as the others. My number two was Don Maximiano Aconcagua from the same vintage. It was dark and deep in its tones, five pct. Syrah goes through fine in the shape of an animal and meaty touch. Señá, the third Errazuriz vineyard at the tasting and originally a joint venture with Mondavi from California, but ever since the famous family's dissolution it has been Errazuriz' biodynamic experimental project, did not do as well on my paper. If you compare my results with the rest of the salon, you can see that there is a broad agreement that Lafite was the best wine and that Sassicaia is a loser.

That a wine like Don Maximiano 04, which was pure blackcurrant juice, can end up second in such fine wine company, I simply do not understand. But that only shows that there is no accounting for tasting, and that you probably do

not need to put out your fine French and Italian wines when you have guests, since they would probably appreciate a Chilean wine more and five times less expensive.

Søren Frank's score

1. 2005 Château Lafite-Rothschild, Pauillac
2. 2005 Château Mouton-Rothschild, Pauillac
3. 2005 Château Latour, Pauillac
4. 2004 Solaia, IGT Toscana, Antinori
5. 2005 Chadwick, Errazuriz
6. 2005 Maximiano, Errazuriz
7. Don Maximiano, Errazuriz
8. 2005 Señá, Errazuriz
9. 2004 Señá, Errazuriz
10. Sassicaia, Bolgheri

Overall score from the jury

Each of the about 20 Danish wine writers were asked to point out their three favourite wines of the 10 "blind" wines there. Each taster gave his/her winner wine 3 points, the second-best wine got 2 points and number 3 one point – the rest nothing.

1. 2005 Château Lafite-Rothschild, Pauillac aprox. DKK 9,000
2. 2004 Don Maximiano, Errazuriz DKK 330
3. 2004 Solaia, IGT Toscana, Antinori DKK 995
4. 2005 Château Mouton-Rothschild, Pauillac aprox. DKK 6,500
5. 2005 Señá, Errazuriz DKK 499
6. 2005 Maximiano, Errazuriz DKK 330
7. 2005 Château Latour, Pauillac aprox. DKK 9,000
8. 2005 Chadwick, Errazuriz DKK 539
9. 2004 Señá, Errazuriz DKK 499
10. 2004 Sassicaia, Bolgheri DKK 1,200



Denmark, Copenhagen
Ole Troelsø
2008



Chile spiser kirsebær med de store

Chilenerne blander sig beslutsomt i kampen om at lave de bedste vine, og en vin her fra Don Maximiano Estate kom for nylig ind som nummer to ved vinsmagning i København.

vandt ærefrygten. Det var fornævnte Eduardo Chadwick, som efterhånden var godt træt af al den snak om, at vin fra Chile ikke kunne gøre sig gældende i det allerbedste selskab. Selv var han ret stolt af sine vine og træt af, at de evig og altid skulle bagerst i rækken.

»Jeg ved godt, at de klassiske vine fra de berømte bordeauxlotte er fantastiske. Helt enig. Men i Chile har vi i de senere år nået nogle resultater, som til tider bliver underkendt,« sagde Eduardo Chadwick den 23. januar 2004 på det, der sidenhen er blevet kendt som »The Berlin Tasting«.

Overgik fantasien

Smagningen foregik nemlig i Berlin, hvor han arrangerede en blindsmagning med egne vine samt bl.a. Chateau Lafite, Mouton Rothschild og Margaux.

»Jeg havde ikke forestillet mig, at mine ville vinde, men jeg havde håbet, de klarede sig godt,« forklarede han bagefter.

Resultatet overgik selv hans vildeste forventninger. Vinderen blev nemlig hans egen Viñedo Chadwick 2000 foran ligeledes hans egen Sena 2001 og med Chateau Lafite 2000 på tredjepladsen.

Smagningen blev gentaget året efter i Brasilien, hvor vinderen blev Chateau Margaux 2001, nummer to Viñedo Chadwick 2000 og nummer tre Sena 2001. I fjor blev smagningen gentaget i Tokyo samt Toronto, og i sidste uge kom turen så til København, hvor Eduardo Chadwick igen satte sig for at spise kirsebær med de store.

For fjerde år i træk udfordrer en chilensk vinmager en række ikonvine fra Italien og Frankrig ved en stor blindsmagning

AF OLE TROELSØ

Chateau Lafite. De to ord udgør et navn, som er omgærdet af respekt i vinkredse. Det samme kan siges om Chateau Margaux, der lige-

som Chateau Mouton Rothschild og de italienske topvine Solaia og Sassicaia var med i sidste uges blindsmagning, arrangeret af den chilenske vinmager Eduardo Chadwick.

Hans stand har som regel mere end respekt for disse

vine; her kan man anvende ordet »ærefrygt« med nogen ret. For vinmagerne i de nye vinlande er vant til at stå bagerst i køen, når verdens toneangivende vinkritikere deler toppoint ud.

For nogle få år siden var der én vinmager, som over-



Den chilenske vinmager Eduardo Chadwick stod bag vinsmagningen på d'Angleterre, og han kunne glæde sig over en chilensk andenplads..

Og vinderen blev ...

AF OLETROELSO

Hvad smager bedst. Mouton, Margaux eller Maximiano?

Vi var 20 vinjournalister og to sommelierer til den store blindsmagning, som foregik på Hotel d'Angleterre i København. Smagningen foregik i tavshed, og ingen vidste, hvad der var skænket i de 10 glas, som stod parat på bordene, da smagningen gik i gang.

Hvert glas stod på en cirkel med et tilhørende nummer, som var det, vi skulle bruge i pointgivning. Vi skulle kun tage stilling til tre vine, nemlig de tre, vi syntes bedst om. Vinderen fik tre point, den næste to point og den tredje et point. Der var afsat cirka 45 minutter til smagningen og således rigelig tid til at indsnævre favoritterne og smage dem op imod hinanden for at være helt sikker i bedømmelsen.

En hurtig tur med næsen nede i hver af de 10 glas gav uden de store problemer et fingerpeg om, hvor de chilenske vine befandt sig. Det skyldes bl.a., at de chilenske cabernet sauvignon ofte har et meget stærkt præg af solbær i duften, og her var netop tale om cabernet-dominerede rødvine ligesom i de bordeauxvine, der er forbilledet for såvel de chilenske og italienske rødvine i nærværende smagning.

Netop solbær-karakteristikaet gør, at nogle vindrikere rynker på næsen ad chilensk vin. Men som smagningen skulle vise, så er en smule solbær ingen hindring for, at en vin scorer topkarakter i sådan en blindsmagning. For selvfølgelig er der ikke tale om noget ensidigt frugtpræg. Chilensk vin på dette niveau har en hel buket af duftstoffer at byde på. Ligesom vinens smag og hele væsen besidder stor charme og kompleksitet.

Ganske vist havde vinderen endnu mere end dette, og det var da også en flaske fornem bordeaux, nemlig selveste Chateau Lafite 2005. Men på andenpladsen med 26 point landede sandelig en vaskeægte chilener, nemlig 2004 Don Maximiano med 21 point. Det gik altså ikke helt så godt i København som i Berlin, men arrangøren af smagningen, den chilenske vinmager Eduardo Chadwick, så alligevel ovenud henrykt ud.

Fantastisk godt gået

At ende som nummer to efter Lafite, men foran Solaia, Sassicaia, Margaux, Mouton med flere, det må siges at være fantastisk godt gået af en chilensk vin til 330 kr.

For ganske vist fik Lafite fem point mere end Maximiano, men den koster også mange gange mere - hvis man overhovedet kan få fat i den. 2005 Lafite er for længst udsolgt fra slottet og handles nu på auktioner til omkring 7000 kr., mens Don Maximiano findes på markedet i tilpas rigelige mængder, til at den kan købes over disken hos en vinhandler.

Undertegnede havde Solaia på en førsteplads og var i øvrigt overbevist om, at det var en bordeaux. Min andenplads var 2004 Don Maximiano, og på tredjepladsen havde jeg Vinedo Chadwick 2005. Så ligesom mange af de øvrige deltagere forlod jeg smagningen med et nyt billede af chilensk topvin på nethinden.

Dog med den dejlige trykke fornemmelse, at verdensordenen var opretholdt, da det trods alt var gode gamle Bordeaux, der spillede trumf - men som man siger på engelsk: »At a price«.



Chile in Fine Company

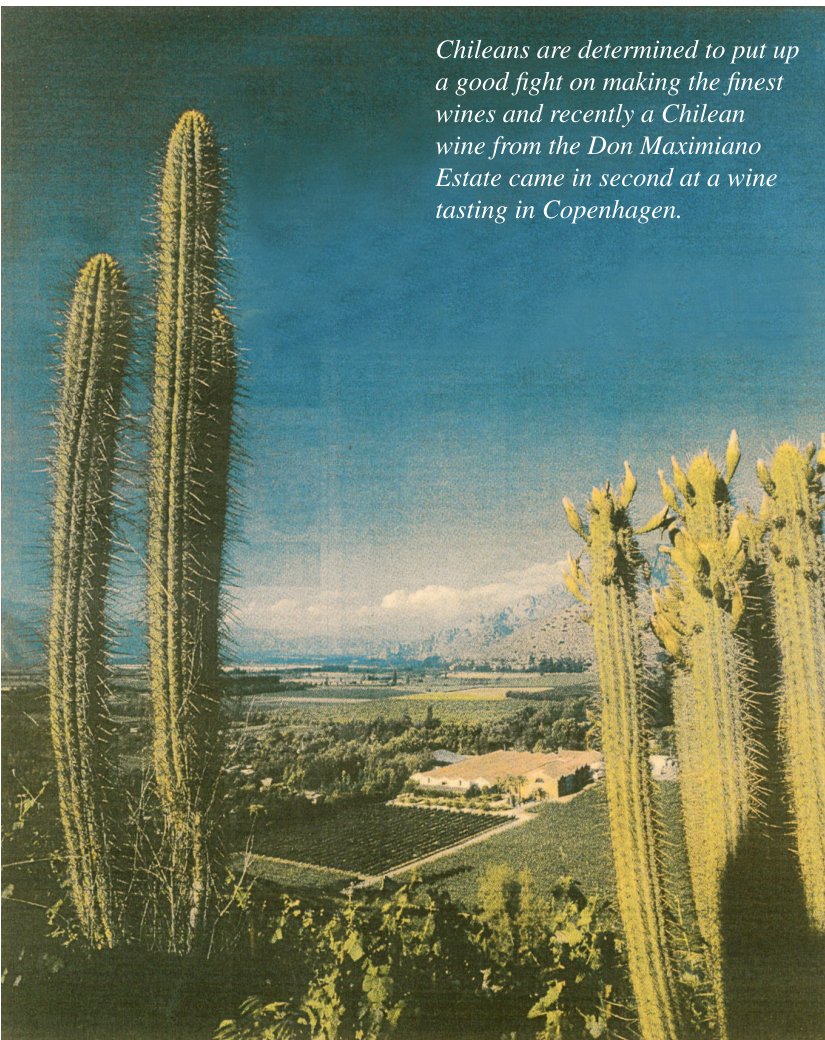
By Ole Troelsø

Denmark, Copenhagen
Ole Troelsø
2008

Chateau Lafite. Two words that make up a name shrouded in respect in wine circles. The same can be said about Chateau Margaux, which like Chateau Mouton Rothschild and the Italian top wines Solaia and Sassicaia, were found in last weeks blind tasting arranged by the Chilean wine maker Eduardo Chadwick.

His trade usually has great respect for these wines. The word “awe” can be used to some extend. For winemakers from the new wine countries are used to stand in the back when the world’s leading wine critics award top scores.

A few years ago there was one winemaker who overcame the fear. He was the before mentioned Eduardo Chadwick, who eventually became tired of listening to, that Chilean wine was not up to the standards in the finest company. He himself was quite proud of his own wines, and tired of them always being in the back when in fine company. “I know that the classic wines from the famous Bordeaux castles are fantastic. I agree. However, in Chile we have obtained results that sometimes are belittled,” said Eduardo Chadwick on January 23, 2004 at what has come to be known as “The Berlin Tasting”



Chileans are determined to put up a good fight on making the finest wines and recently a Chilean wine from the Don Maximiano Estate came in second at a wine tasting in Copenhagen.

For the fourth year straight, a Chilean wine maker challenges several Italian and French icon wines at a big blind tasting event.

Beyond imagination

The tasting actually took place in Berlin, where he arranged a blind tasting with his own wines against, amongst others, Chateau Lafite, Mouton Rothschild and Margaux.

“Never in my wildest dreams had I imagined that my wines would win. I had only hoped that they would do well”, he later explained.

The result was beyond his wildest dreams. You see the winner was his very own Viñedo Chadwick



2000, ahead of, also his own, Señá 2001 and in third place was Chateau Lafite 2000.

The tasting was repeated the year after in Brazil, where the winner was Chateaux Margaux 2001, number two was Viñedo Chadwick, once again ahead of Señá 2001. Last year the tasting was repeated again, this time in Tokyo and Toronto. Finally last week it was Copenhagen's turn and, once again, Eduardo Chadwick was in fine company.

And the winner is...

By Ole Troelsø

Which one tastes the best: Mouton, Margaux or Maximiano?

We were 20 wine journalists and two sommeliers at the important blind tasting at Hotel d'Angleterre in Copenhagen. The tasting took place in silence and nobody knew what was poured in the 10 glasses, which stood there ready to drink when the tasting began.

Each glass stood in a circle with a matching number that we had to use when giving score. We had to make up our minds about three wines, specifically the three wines we liked the most. The winner would receive three points, the next two points and the last only one point. There was 45 minutes for the tasting and therefore plenty of time to narrow it down to the favourite ones and taste those up against each other to be absolutely sure in the judging.

A quick smell of each glass gave without major problems a hint about where the Chilean wines were. One of the reasons is that Chilean cabernet sauvignons very often have a strong aroma of blackcurrant, and in this case the wines were cabernet dominated red wines just as in Bordeaux wines that are the role models for Chilean and Italian wines in the present tasting.



Chilean wine maker Eduardo Chadwick was behind the wine tasting at Hotel d'Angleterre, and he could enjoy a Chilean second place.

It is precisely the blackcurrant character that makes some wine drinkers wrinkle their noses. But as we would see, a little bit of blackcurrant was not an obstacle for getting top scores in a blind tasting. Of course we are not talking about a one-sided fruit touch. Chilean wines on this level have a bouquet of aromas to offer. Also the wine's taste and whole essence possesses great charm and complexity.

Certainly, the winner had much more than this to offer, but it was also a bottle of distinguished bordeaux, namely a Chateau Lafite itself. However, on a second place with 26 points came a real Chilean, namely the 2004 Don Maximiano with 21 points [sic]. All in all, it did not go as well in Copenhagen as in Berlin, but the organizer of the tasting, Chilean wine maker Eduardo Chadwick, was nevertheless extremely happy.



Incredibly well done

Being runner up to a Lafite, but ahead of a Solaia, Sassiscaia, Margaux, Mouton, etc., can only be described as incredibly well done by a Chilean wine that costs DKK 330.-.

Well Lafite earned five points more than Maximiano, but it is many times more expensive – if it is even available. The 2005 Lafite has been sold out for a long time at the chateau and is now being traded at auctions at a price around DKK 7,000, while a Maximiano can be found easily in a wine store.

The undersigned had put Solaia on the first place, and was moreover convinced that it was bordeaux. My second place was the 2004 Don Maximiano, and in third I had put the Viñedo Chadwick 2005. At the end of the wine tasting I left, as well as many others, with a whole new image in my mind of Chilean top wine. But with a safe feeling that the world order had not been changed, since it was good old Bordeaux that won after all – but as you say in English: “At a price”.

VINAVISEN

Denmark, Copenhagen
VinAvisen
2008

Flemming Hvelplund og Anker Tiedemann
I redaktionen: Mariette Tiedemann

Chile-Berlin-København

Gennem tiden har der været nogle skelsættende smagninger, som har ændret den generelle opfattelse af vin. Som fx Stephen Spurriers Paris-smagning i 1976, da californisk vin i den grad gjorde sig positivt bemærket.

Siden er der gjort mange forsøg på noget lignende, og blandt andet har Eduardo Chadwick med sin Berlin-smagning i 2004 sat sig selv og sine bedste vine fra Chile-vinhuset Errazuriz i internationalt fokus.

Ved den lejlighed udfordrede Chadwick toppen af europæisk vin ved en blindsmagning med det resultat, at Errazuriz's vin Don Maximiano placerede sig bedre end en række af de kendte og meget dyrere vine.

Berlin-smagningen er blevet gentaget i flere andre lande, og mens VinAvisen var ferielukket, kom turen til Danmark. Eduardo Chadwick og hans danske importør, H.J. Hansen, tog imod på Hotel d'Angleterre i København, og 24 danske vinskribenter og sommelierer var udset til at være dommere.

Der var ti vine, og hver dommer skulle vælge de tre bedste og give dem henholdsvis 3, 2 og 1 point.

Maximiano foran Mouton

Errazuriz's konkurrenter i københavner-smagningen var valgt fra toppen af det, vinverdenen byder på.

Bordeaux-vinene var alle fra den højtprieste årgang 2005, og Château Lafite-Rothschild blev da også en klar vinder. Det er der vel ikke noget overraskende i. Men Errazuriz's Don Maximiano



*Eduardo Chadwick
fotograferet under
smagningen i
København.*

2004 blev nummer to. Resultatlisten så således ud, idet de fem vine, der er skrevet med rødt, er fra vinhuset Errazuriz:

1. Château Lafite-Rothschild 2005
- 2. Don Maximiano 2004**
3. Château Mouton-Rothschild 2005
3. Solaia 2004
- 5. Señal 2005**
- 6. Don Maximiano 2005**
7. Château Latour 2005
- 8. Viñedo Chadwick 2005**
- 9. Señal 2004**
10. Sassicaia 2004 (der fik 0 point)

En Lafite 2005 koster 7-8000 kr., mens en Don Maximiano 2004 koster 329,95. Man kan altså få et par kasser Don Maximiano for det samme, som en enkelt flaske Lafite koster. Alligevel er det lettere at sælge en flaske Lafite end en Don Maximiano. Egentlig en mærkelig verden, vi lever i ...



Satellitten finder vinvejen

Eduardo Chadwicks vin Senā, der blev nr. 9, startede for øvrigt i et samarbejde mellem Chadwick og Robert Mondavi.

Første udgave udkom i 1997 og blev straks en succes. Man satte prisen til 500 kr. for en flaske, og det gav umiddelbar opmærksomhed – og venteliste.

Mondavi viste sine evner som kommunikator. Han meddelte en undrende vinverden, at man nu havde givet en satellit besked på, at den skulle finde det bedste sted for vinavl i Chile. Når stedet

var fundet, ville man tilplante det med de bedste druer, og når der kunne høstes, ville man opføre et vineri, og senest med årgangen 2005 ville Senā blive tappet på stedet.

Satellitten fandt det “perfekte” område (heldigvis ikke så langt fra Errazuriz), og der blev tilplantet.

Da VinAvisen kom forbi under høsten i foråret 2005, var der endnu ikke noget vineri. Til gengæld regnede det så meget, at man havde svært ved at skelne mellem himmel og jord. Måske var satellitten ikke ladet ordentlig op ...



VINAVISEN

Denmark, Copenhagen
VinAvisen
2008

Flemming Hvelplund og Anker Tiedemann
I redaktionen: Mariette Tiedemann

Chile-Berlin-Copenhagen

Through times there has been some landmark tastings that have changed the general perception of wine. For example, Stephen Spurrier's Paris tasting in 1976, when Californian wine was indeed positively noticed.

Since then, there have been many attempts of doing something similar, and one of those attempts was done by Eduardo Chadwick, who with his Berlin Tasting in 2004 put himself and his best wines from the Chilean Errazuriz Winery in international spotlight. On that occasion Chadwick challenged the best of European wine at a blind tasting with the result, that Errazuriz's Don Maximiano placed itself better than many other more famous and expensive wines.

The Berlin Tasting has been repeated in several other countries, and while VinAvisen was closed due to the summer holiday, it was Denmark's turn. At Hotel d'Angleterre in Copenhagen, Eduardo Chadwick and his Danish importer, H.J. Hansen, welcomed 24 wine writers and sommeliers who were designated to be the judges.

There were ten wines, and each judge had to pick out the three best ones and give them 3, 2 and 1 points respectively.

Maximiano ahead of Mouton

Errazuriz's competitors in the Copenhagen tasting were chosen from the finest that the wine world has to offer.

The Bordeaux wines were all from the acclaimed 2005 vintage, and the winner was none other than a Château Lafite-Rothschild. That cannot come as a surprise. However, Errazuriz's

*Eduardo Chadwick
photographed
during the
wine tasting in
Copenhagen.*



Don Maximiano 2004 was number two. The final results are as follows (the five wines written in read are from the Errázuriz Winery):

1. Château Lafite-Rothschild 2005
- 2. Don Maximiano 2004**
3. Château Mouton-Rothschild 2005
3. Solaia 2004
- 5. Señá 2005**
- 6. Don Maximiano 2005**
7. Château Latour 2005
- 8. Viñedo Chadwick 2005**
- 9. Señá 2004**
10. Sassicaia 2004 (which scored 0 point)

A Lafite 2005 costs DKK 7-8000, while a Don Maximiano 2004 costs DKK 329.95. Thus, you can purchase a few boxes of Don Maximiano for the same price as one single bottle of Lafite. Still it is easier to sell a bottle of Lafite than a Don Maximiano. What a strange world we live in...



The satellite finds the wine path

Eduardo Chadwick's wine Senã, which came in 9th at the tasting, started as a collaboration between Chadwick and Robert Mondavi. The first version appeared in 1997 and was an instant success. The price was set to DKK 500 a bottle, and that immediately came to everyone's attention – and soon there was a waiting list.

Mondavi showed his skills as a communicator. He announced that a satellite was to find the best place for wine growing in Chile. Once that place

was found the best grapes were to be planted and when they were ready to be reaped, a winery would be build, and Senã would be bottled that very place no later than 2005.

The satellite found the “perfect” place (fortunately not far from the Errazuriz Winery) and there they planted. When VinAvisen came by during the reaping in spring 2005 there was still no winery. However, it rained so much that it was difficult to distinguish between heaven and earth. Perhaps the satellite was not fully charged...