

THE BERLIN TASTING

CHINA, 2008
Beijing, July 8



Winedo
CHADWICK



DON MAXIMIANO
Founder's Reserve

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PRESS COVERAGE BEIJING



kevin-情迷葡萄酒



China, Beijing
www.winefond.com
Kevin (1)
21. august 2008



北京盲品会
posted on 2008/8/21 | By 老撒
Comment[16]

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kevin



2008年7月8日，距离北京奥运会开幕刚好还有一个月，受智利著名的伊拉苏酒庄庄主爱德华多·查威克委托，由世界著名酒评家、《品醇客》(Decanter)杂志编辑史蒂芬·史普瑞尔(Steven Spurrier)主持，在北京香格里拉酒店举办了一场顶级盲品会。



47位来自大中华区的酒评家，葡萄酒作家，侍酒师以及买家受邀出席了这场北京盲品会。值得一提的是为新世界葡萄酒翻开崭新一页的1976年巴黎盲品会正是由史蒂芬·史普瑞尔主持的。

盲品的酒单如下：

三款法国一级名庄：拉菲(Chateau Lafite)2004，木桐(Chateau Mouton)2004，玛歌(Chateau Margaux)2004。

两款意大利顶级酒：西施佳亚(Sassicaia)2004，天娜(Tignanello)2004。



五款智利顶级酒：马克西米诺庄园主珍藏 (Don Maximiano Founder's Reserve)2004, 2005, 查威克(Chadwick)2004, 2005, 圣酿 (Sena) 2004。

考虑到智利的产区位于南半球，每年葡萄收成时间比北半球早半年，所以智利的酒加了两款2005年份。

11点钟，史蒂芬对北京盲品会评分细则做了介绍。每位评委们在经过认真品尝以后，评选出3款自己认为最佳的葡萄酒，分别给予3分，2分，1分。最后把所有评委的评分相加，得分最高者胜出。

11:30，盲品开始了，只见每位评判面前都有十只一模一样的高脚杯，里面按顺序装着十款已经提前倒好的酒。可以说款款都是好酒，单看颜色，很难辨得出差别。只见评委们端起酒杯仔细的观察颜色，闻香，品尝，然后吐在一旁的吐酒壶中，并记下笔记，再用清水漱口，再品第二杯.....。

12:00，盲品结束。在现场统计结果时，史蒂芬先生逐一分享了他对十款酒的点评。从颜色上，香气，口感，余味等特征做了点评。每评完一款，专员就郑重端出那款盲品酒的真身，于是，马克西米诺，玛歌、拉非、木桐西施佳雅等纷纷亮相，台下的评委们也纷纷发出惊叹声，或许是因为哪款酒自己猜着了而高兴，哪款酒错过了而遗憾。



最后的结果会怎样，哪些酒更能迎合大多数中国的专家评委们的口味喜好呢？是波尔多，是智利，还是托斯卡纳？答案马上就揭晓了。

最终，智利伊拉苏酒庄的马克西米诺庄园主珍藏受到最多评委的喜欢，其2005年份和2004年份分居第一和第二，意大利的西施佳雅排第三，查威克排名第四，而波尔多的木桐和拉非则位列第五和第六。

北京盲品会，再次证明了智利伊拉苏的高端酒的确已经具备了很好的品质，足以媲美波尔多和托斯卡纳的顶级佳酿，这是智利葡萄酒多么了不起的成就！

北京盲品会，作为被称为智利葡萄酒产业发展里程碑的2004年柏林盲品会全球后续活动，也将中国人的口感喜好更好的传达给了酒商。



China, Beijing
www.winefond.com
Kevin (1)
21. august 2008



On July 8, 2008, with still one month to go to the opening of the Olympic Games, the renowned owner of the Chilean Winery Viña Errázuriz asked me to participate in the “first-class blind wine tasting” at the Shangry-La Hotel in Beijing. This event was presided by the worldwide celebrated wine critic Steven Spurrier, editor of the “Decanter” magazine.



Among the forty-seven guests from the central part of China that attended Beijing’s blind wine tasting were wine critics, wine producers, sommeliers and buyers. Steven Spurrier also presided the wine tasting held in Paris in 1976, where a new page was turned in the world’s production of wine grapes.

The following is a list of the wines:

Three varieties of first-class French wines:

Chateau Lafite 2004
Chateau Mouton 2004
Chateau Margaux 2004

Two varieties of first-class Italian wines:

Sassicaia 2004
Tignanello 2004

Five varieties of first-class Chilean wines:

Don Maximiano Founder’s Reserve 2004
Don Maximiano Founder’s Reserve 2005
Viñedo Chadwick 2004
Viñedo Chadwick 2005
Señal 2004



Since Chile lies in the Southern Hemisphere, its yearly grape harvest begins half a year earlier than the harvest in the Northern Hemisphere. This explains why the Chilean wines include bottles from 2005.

At 11:00am, Mr. Spurrier explained the evaluation method for Beijing's blind wine tasting. After tasting the wines, each member of the jury has to choose the three varieties of his or her choice and score them from one to three, with 3 points being the best wine, 1 point the worst wine and 2 points the wine in between. The total points assigned by each jury member are added up, and the wine with the highest score becomes the winner.

The blind wine tasting began at 11:30am. Standing in front of each member of the jury were 10 glasses of wine, all similar in appearance, and filled with different varieties of wine according to a previously assigned order. The differences among the wines could not be told by judging their color; all the wines were good quality.

The jury members raised their glasses to observe the color and sniff the wine; they tasted it and spit it out into a receptacle; then they took notes and rinsed their mouths with clear water before tasting the next wine.

The tasting ended at 12:00. As he was estimating the total points, Mr. Steven shared with the other participants his personal evaluation of the 10 types of wine using criteria such as colour, aroma, sensation and aftertaste.

After the individual scoring of the wines, the participants were invited to take a good look at the different bottles, which included: Don Maximiano Founder's Reserve 2004 and 2005, Chateau Margaux 2004, Chateau Lafite 2004, Chateau Mouton 2004, Sassicaia 2004, etc.

Every single one of the members of the jury was amazed by the tasting. I think they were either very happy for having made a good choice, or upset for having made a mistake.



Which would be the final result? Which wines suited the majority of the experienced Chinese jury members? Was it the wines from Bordeaux, Chile or Tuscany? The results will be delivered soon.

At the end, it was Don Maximiano Founder's Reserve, from the Chilean winery Viña Errázuriz which won the jury's highest award, with the 2005 and 2004 vintages taking the first and second places respectively. Italy's Sassicaia came in third, Viñedo Chadwick came in fourth, while Chateau Mouton and Chateau Lafite won the fifth and sixth places, respectively.

Beijing's blind wine tasting was an opportunity to prove, once again, that the Chilean Errázuriz wines are undoubtedly good quality wines comparable to other first-class wines from Bordeaux and Tuscany. The Chilean wines have come a long way!

The Beijing blind wine tasting is considered to be an extension of the 2004 Berlin blind wine tasting, where the Chilean wine industry met the goal of progress. This wine tasting will allow wine companies to better understand the Chinese preferences regarding wine.



山巅一寺一壺酒

China, Beijing
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By 山巅一寺一壺酒
24. august 2008



百家：柏林品酒会

posted on 2008/8/24 | By 山巅一寺一壺酒
Comment[10]

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“巴黎品酒会”之外，另一个具重要意义的品酒会是“柏林品酒会”：The Berlin Wine Tasting。

受“巴黎品酒会”的启发，也为了测试自己出品的实力，2004年初智利著名酒庄伊拉苏（Errazuriz）庄主爱德华查威克（Eduardo Chadwick）先生委托1976年巴黎评判的发起人斯伯瑞尔（Steven Spurrier）在德国柏林安排了一次品酒会，史称“柏林品酒会”：The Berlin Wine Tasting of 2004。以他旗下三英查威克Viñedo Chadwick、马克西米诺Don Maximiano以及与美国葡萄酒之父罗伯特蒙戴维（Robert Mondavi）合作的希娜Seña，迎战波尔多一级酒庄以及意大利酒。16款顶级酒包括六款智利、六款波尔多、四款意大利。结果智利包办了前两名，查威克、希娜力压波尔多酒庄拉斐堡和玛歌堡。

斯伯瑞尔竟再次以不利于法国酒的裁判角色而闻名。



这次品酒会的结果，第一名是Viñedo Chadwick 2000，第二名是Seña 2001，第三名是Château Lafite-Rothschild 2000。其后Seña 2000与Château Margaux 2001并列第四，然后Château Margaux 2000，Château Latour 2000，Viñedo Chadwick 2001得分相同，之后是Don Maximiano 2001，Château Latour 2001和Solaia (Tuscany) 2000一起垫底。



同年底在智利举办了类似的活动，得到了同样的结果。

这次品酒会没有“巴黎评判”影响大，但是却显示了在美国酒之外智利也具备了酿造世界级葡萄酒的条件和地位，不但对伊拉苏酒庄意义重大，对智利葡萄酒业也是一个极好的鼓励。

之后爱德华先生继续举办“柏林品酒会”之外篇，在全球各地推广他的出品，不遗余力的将智利葡萄酒推向世界的舞台。

2005年在圣保罗举行了柏林品酒会之Brazil篇，这一次Château Margaux 2001获得了第一名，Viñedo Chadwick 2000和Señá 2001退居二三位。智利葡萄酒维持了荣誉，也再一次证明了自己的实力。

2006年6月，柏林品酒会来到亚洲，于东京举行。邀请日本、韩国、香港、大陆、台湾的葡萄酒业内代表了参加评比。Château Latour 2000赢得了第一，Señá 2000和Viñedo Chadwick 2000位列二三位。

这一次的结果如下：

Château Latour 2000
Señá 2000
Viñedo Chadwick 2000
Señá 2001
Don Maximiano 2003
Château Margaux 2000
Château Lafite-Rothschild 2000
Tignanello 2000
Sassicaia 2000
Viñedo Chadwick 2001

作为评委之一的香港《酒经》杂志主编刘致新先生写了很详细的报道，可资参考。

他第一名选的就是Château Latour 2000，和主持人斯伯瑞尔认为的一样，第二名是Château Margaux 2000，第三名是Señá 2000。

2006年10月，柏林品酒会于北美多伦多再续前缘，五十多位评委包括侍酒师、酒商、葡萄酒作家、记者们坐到了一起，很多从蒙特利尔、温哥华、卡尔加里飞过来，进行柏林品酒会的多伦多挑战篇。这一次的排名是玛歌堡、拉图堡，然后是伊拉苏的新锐马克西米诺。

详细排名如下：

Château Margaux 2000
Château Latour 2000
Don Maximiano 2003
Tignanello Tuscany 2000
Señá 2003
Viñedo Chadwick 2000
Viñedo Chadwick 2003
Sassicaia 2000
Château Lafite-Rothschild 2000

2008年5月柏林品酒会去到了北欧，于丹麦哥本哈根进行。在22位评审团的蒙瓶比较之后，拉斐堡终于凭借2005年份拔得了头筹赢了一回，它是这么多款酒中最贵的，第二是2004年的马克西米诺，是最便宜的一款，2005年的武当堡排名第三。



此次的排名是：

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

2004年Sassicaia在这次品酒会上的表现让不少酒评家失望，没有得到任何分数，成为最大的输家，有人甚至质疑它一向所得名声和价格。

虽然每一次的结果都不尽相同，智利酒与波尔多酒也互有胜负，但是却证明了智利顶级酒绝对具有与世界顶级酒巅峰抗衡的实力，大大加强了智利葡萄酒的知名度，让世界瞩目。

终于，肯定是因为北京奥运会的因素，柏林评酒会于2008年7月8日奥运会开幕前一个月来到了北京，假香格里拉饭店举行。

怀揣“柏林盲品会北京站”的邀请函，有幸以评委的身份参加了这一次的盛会。

欲知结果如何？请听下回分解。

——百荟





China, Beijing
www.winefond.com
By 山森一寺一壺酒
24. august 2008



The next most important event after the Paris Wine Tasting, is The Berlin Tasting.

At the beginning of 2004, Don Eduardo Chadwick, the owner of a renowned vineyard in Chile, asked Steven Spurrier to organize a wine tasting party in Berlin, Germany. There, Eduardo Chadwick presented his top three products: Viñedo Chadwick, Don Maximiano and Sena, the latter of which was born from the joint efforts of Chadwick and Robert Mondavi, the Father of wine, with the purpose of competing against first-class wines from Bordeaux and Italy.

Among the top 16 wines were 6 wines from Chile; 6 wines from Bordeaux and 4 from Italy. The Chilean wines took the top two places, while Viñedo Chadwick and Sena beat Chateau Lafite and Chateau Margaux, from Bordeaux. Once again, the jury placed the French wines at a disadvantage with regards to the competition; something that Spurrier is already famous for doing.



**The results of this wine tasting were:**

First Prize: Viñedo Chadwick 2000
Second Prize: Señá 2001
Third Prize: Château Lafite-Rothschild 2000
Fourth Prize: Señá 2000 and Château Margaux 2001
Château Margaux 2000, Château Latour 2000 and Viñedo Chadwick 2001 scored the same rating, and came in fifth. The last places were for Don Maximiano 2001, Château Latour 2001 and Solaia (Tuscany) 2000

A similar event with a similar outcome was carried out in Chile late 2004.

Although this wine tasting does not have the same impact as the Paris wine tasting, it has served to prove that Chile has the appropriate conditions to produce international first-class wines just as the United States. This is not only an important milestone for Viña Errázuriz but also an encouraging breakthrough for Chilean wine grapes.

Clearly, don Eduardo continues organizing similar wine tasting parties in the same fashion as the Berlin Wine Tasting in order to promote his products around the world and to give Chilean wines international recognition.

In 2005, Château Margaux 2001 won the first place in a wine tasting party in Sao Paulo, while Viñedo Chadwick 2000 and Señá 2001 came in second and third, respectively. The Chilean wines continue enjoying a good name thanks to their high quality.

In June 2006, The Berlin Tasting expanded to Asia and was celebrated in Tokyo, where wine companies from Japan, Korea, China and Taiwan were invited to compete. Château Latour won the first place, while Señá 2000 and Viñedo Chadwick 2000 came in second and third, respectively.

The results from this wine tasting were:

Château Latour 2000
Señá 2000
Viñedo Chadwick 2000
Señá 2001
Don Maximiano 2003
Château Margaux 2000
Château Lafite-Rothschild 2000
Tignanello 2000
Sassicaia 2000
Viñedo Chadwick 2001

The editor of Hong Kong's wine magazine "Jiu Jing", Mr. Liu Zhi Xing, was one of the jury members. He wrote a detailed article about the event and about his first choice: Château Latour 2000. (Spurrier, who presided the wine tasting, also chose this wine as his favorite). Mr. Liu Zhi Xing's second choice was Château Margaux 2000 and his third choice was Señá 2000.

In October 2006, The Berlin Tasting took place in Toronto, in North America. The jury panel was composed of more than fifty members, which included sommeliers, wine dealers, wine producers and specialized journalists who flew in from Montreal, Vancouver and Calgary to participate in this competition. This time, Château Margaux 2000 and Château Latour 2000 won the first and second prizes, respectively, while the new Errázuriz product, Don Maximiano 2003, won the third prize.

The results were as follows:

Château Margaux 2000
Château Latour 2000
Don Maximiano 2003
Tignanello Tuscany 2000
Señá 2003
Viñedo Chadwick 2000
Viñedo Chadwick 2003
Sassicaia 2000
Château Lafite-Rothschild 2000



In May 2008, the wine tasting party took place in Northern Europe, in Copenhagen, Denmark. The 22 jury members awarded Château Lafite-Rothschild 2005 with the first prize on the grounds that it was the most expensive wine. The most affordable wine, Don Maximiano 2004, won the second prize and Château Mouton-Rothschild 2005 won the third prize.

The results were as follows:

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

In the 2004 Wine Tasting, Sassicaia disappointed the wine critics, who awarded it with zero points, making it the event's loser and raising doubts about its reputation and cost.

Although the results have varied throughout the different wine tastings, the Chilean wines have remained quite even with regards to the Bordeaux wines, which proves that the top Chilean wines undoubtedly have what it takes to compete with first-class international wines. This not only promotes the popularity of Chilean wines but also places them in the center stage of the international wine scene.

One month before the opening of the Olympic Games, and certainly inspired by this event, The Berlin Tasting finally reaches Beijing, where it will be celebrated on July 8, 2008 at the Hotel Shangri-La.

I am honored to participate in the Berlin wine tasting in Beijing as jury member. Please continue reading the next chapter if you are interested in learning the results.





山巅一寺一壶酒

China, Beijing
www.winefond.com
By 山巅一寺一壶酒
28. august 2008



百家：柏林品酒会北京篇之一序章

posted on 2008/8/28 | By 山巅一寺一壶酒
Comment[10]

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柏林品酒会北京篇之一：序章

去的那天深圳下雨，北京晴天。品酒会举行的这天，北京下雨，深圳晴天。

行程表上写的是早上九点十五分评委登记，九点钟下楼，上楼，我是第二个进场的，一位老人家已经在座了，看着报纸。



其他评委陆陆续续的到来，新面孔、旧相识、中国人、外国人、往前走、向后坐、交换名片的、不停说话的、西装笔挺的、背后满是皱褶的、光头佬、胖女人.....主人、主持人、主讲嘉宾业已就座，埋头苦干不停地在写东西。呵呵，我不也一样么。摄影者、按快门的声、闪光，发布会终于开始。



首先介绍斯伯瑞尔先生，40多年来作为葡萄酒界颇具影响力的风云人物，深受敬重和拥戴，也极为和蔼。他给大家讲了“巴黎评判”的历史，是呀，那是属于他的风光日子，经此一役给葡萄酒的传统撕开了一个口子，让美国酒进入了欧洲人的视野。



--Steven Spurrier

之后是“柏林品酒会”的历史，当时的基本理念是想通过比较性的品尝，给世人展示智利葡萄酒的面貌。他说当公布名次听到Sena 2000与Château Margaux 2001并列第四的时候，查威克先生松了一口气：“至少我可以得个第四”。后来吃垮最大的也是查威克先生，他的Errazuriz庄园2000年份的Viñedo Chadwick以及其与美国Mondavi合作的Sena 2001两款酒排名第一和第二！力压2000年份的Château Lafite-Rothschild。



--Robert Mondavi

结果这次品酒会和巴黎那次一样，使得人们完全接受了这样一个现实：智利也能够酿出与波尔多以及意大利分礼抗衡的世界级好酒！

教育和交流是葡萄酒世界的理念，品酒者要去找自己喜欢什么酒，而不是去猜测那是什么酒。交流是今日世界最重要的趋势，没有交流就没有理解；交流是我们今天的主旨，让我们好好的去品尝智利葡萄酒的品质吧。

——史蒂芬先生最后如是说。

然后是英格兰后裔温儒雅的爱德华查威克先生以“三个世界顶级产区智利，波尔多和托斯卡纳的综合评述”为题的漫长讲演。首先讲了自己家族的历史，葡萄园的分布和各自位置、土壤、气候的差异，所酿酒的特性，令人获益良多。



—Eduardo Chadwick

1962年冬季奥运会在智利举行，而今天在距离北京夏季奥运会还有一个月的时间举行柏林品酒会北京篇，可以说是葡萄酒世界的奥运会。

为何要举办这类的活动？是想把智利酒送上世界舞台，和世界葡萄酒做出交流，在当今全球化的趋势里找到自己的位置，和消费者交流。

为何采用蒙瓶品饮的形式？因为蒙瓶品饮是没有偏见的，是最好的品尝方式。蒙瓶品饮纯粹是个人的经验，每个人根据自己的口感和喜好来评价葡萄酒，因为不知道名字、分数、价格，所以是最公正的，是终极的评价指标。

史蒂芬举办的1976年巴黎品酒会开启了美国和世界葡萄酒新的一页，颠覆了世人一向对葡萄酒版图的认知。

2004年柏林品酒会受巴黎品酒会的启发，请来史蒂芬做主持，结果使智利葡萄酒得到了世界的尊重。后来的巴西圣保罗品酒会、日本东京品酒会，结果非常相似，都显示了伊拉苏葡萄酒品质的持续性和质量的一致性，通过各地的专业杂志、报纸、媒体以及酒评人的评价，也得到世界性的报道和宣传。

现在我们来到北京了，结果？非常值得期待。

讲到日本，查威克先生说日本葡萄酒市场非常成熟和完善，不知道是否有所指涉，因为现场的一些评委们做出了一些很不专业的举措，有电话响的、有现场接听的、有走出去门外再进来的，都让人失望。

不要猜测，而是品尝。通过品尝传递我们对酒的尊重，从而达到对自己的尊重。谢谢。

查威克先生以此作结。

——百尝





The Berlin Tasting in Beijing

China, Beijing
www.winefond.com

By 山一寺一壺酒
28. august 2008

I. Introduction

The day of my trip it was raining in Shenzhen and the sun was shining in Beijing. The day of the wine tasting, it rained in Beijing and it was sunny in Shenzhen.

The jury registration was scheduled at 9:15 am. I left my room at 9:00 and was the second person to enter the room, where an elder man was sitting down reading a newspaper.



The other jury members slowly arrived, and I saw familiar faces amongst strangers. There were Chinese and foreigners; some exchanged presentation cards while others stood there talking; some were dressed in suits, while others were dressed in wrinkled clothing. There were all sorts of people with different looks. The owner, the moderator and the inviting lecturers had already taken their places and were busy jotting down notes. Yes, I know, I'm doing the exact same thing. There were several photographers in the room; the noise of their shutters and the light of their flashes announced the opening of the event.



Mr. Spurrier, the most influential man in the wine world of the past 40 years, introduced himself. The audience seemed to show much respect and empathy for him; he is an extremely nice person. Mr. Spurrier talked about the Paris Tasting, where he clearly broke new ground in the wine tradition by granting the wines from the United States with the possibility of gaining visibility amongst European wines.



Steven Spurrier

He then went on to talk about the Berlin wine tasting, where the main goal was to show the Chilean wines to the world through a comparison trial. He told us about his surprise when he learned that Seña 2000 and Château Margaux 2001 had both come in fourth place. He recalled that Mr. Chadwick loosened up and remarked : “At least I’m in the fourth place”. Afterwards, he noted, it was Mr. Chadwick himself who was surprised to learn that Viñedo Chadwick 2000, from the Errázuriz estate, and another variety of wine that he developed with Mondavi from the U.S., Seña 2001, had won the first and second places respectively, beating Château Lafite-Rothschild 2000.

The results of this wine tasting are comparable to those from The Paris Tasting, showing people a new reality: That Chile is also capable of producing world class wines comparable to wines from Bordeaux and Italy.

“Education and exchange are the core principles that have driven the wine world; wine tasters are expected to find the wine of their choice rather than simply guessing the type of wine. Exchange is one of the most important tendencies in the world today. Without it, there would be no knowledge. Exchange is today’s goal. Let us test the quality of the Chilean wines!” Those were Mr. Spurrier’s final words.



Robert Mondavi

Then, British descendant Mr. Edward Chadwick gave a thorough lecture entitled: “A Synthetic Study of the World’s Top Three Production Areas: Chile, Bordeaux and Tuscany”. He began talking about his family history, the geographical distribution of the estates and their corresponding differences regarding soil quality, environmental conditions, and the features of the different wines; it was all very enlightening.

In 1962, the winter Olympic games were held in Chile. Today, The Berlin Tasting is celebrated with just one month to go before the opening of the summer Olympic games in Beijing. We can therefore say that these are the Olympic games of the wine world.



What is the purpose of this type of event? To make space for the Chilean wines in the world scene, allowing for an exchange with other international wines and the possibility of understanding where we stand amidst the globalization process, and to interact with consumers.

Why is the blind wine tasting method used? This method excludes any prejudice and is therefore considered to be the best type of test. The blind test is based solely on personal experience, and each individual assesses the wine according to his or her personal preferences. Without knowledge of the name of the wine, its score or cost, the assessment is fairer and can even be taken as the final evaluation index.

The Paris Tasting of 1976 that Steven presided turned a new page for the wine from the United States and other countries, changing the world's view on the places of origin of wine.

In 2004, inspired by The Paris Tasting, Steven was invited to direct The Berlin Tasting, where the results awarded the Chilean wines with world wide recognition. Similar achievements were made in the following Wine Tastings held in Sao Paulo, Brazil and in Tokyo, Japan.

This proves that the Errázuriz wines have a consistent continuity and quality, something that the professional local magazines, newspapers and wine critics have avowed through a number of international articles and advertisements.

Now we are in Beijing. What will the results be? It is worth waiting.

Upon commenting on Japan, Mr. Chadwick noted that the market for the Japanese wine is "ripe and complete". Whether this is meant as irony, I am not sure, but it is a fact that some of the jury members' behavior was oftentimes inappropriate: Their mobile phones rang, some answered the calls inside the room, others left the room to answer and then came back, etc. Indeed, their actions upset several people.

"Don't guess, just taste! By tasting we show our respect for wine, and only then can we take one step forward and respect ourselves. Thank you very much!"

Those were Mr. Chadwick's final words.





PRESS COVERAGE BRAZIL



07 de setembro de 2008

O chileno que derrotou os franceses



Brazil
Rev. Veja
07 de setembro de 2008

O produtor de vinhos chileno Eduardo Chadwick é alpinista. Seus vinhos também são. 2004 foi o ano que eles atingiram o topo da montanha. Chadwick arriscou todas as suas fichas na já famosa [Cata de Berlim](#), a degustação que colocou, lado a lado, seus rótulos e ícones franceses como Château Lafite-Rothschild, Château Margaux e Château Latour, e italianos como Sassicaia e Ornellaia. O resultado da prova: deu Chadwick 2000 na cabeça e Sena 2001 em segundo. Ele compara o desafio de escalar o Aconcágua e a disputa de uma degustação às cegas, contra pesos-pesados, em Berlim: "Nos dois casos, é preciso perder o medo", define. "A primeira tentativa de subir o Aconcágua enfrentei uma tempestade de neve e tive de voltar, foi frustrante", relembra. "Na prova de Berlim, eu não arrisquei nada, nossos vinhos não eram conhecidos, não tinha nada a perder." A partir daí, Eduardo Chadwick se firmou como uma estrela ascendente do mundo do vinho. Foi eleito pela revista inglesa *Decanter* como uma das 50 personalidades mais influentes do mercado e viu sua produção, e os preços de seus vinhos, crescer como cotação de barril de petróleo, com a vantagem adicional de não sofrer oscilações para baixo. "O objetivo desta prova foi mostrar que nossos vinhos são de classe mundial", recorda Chadwick. "Fiquei surpreso, não achava que íamos ganhar", explica com um sorriso de quem venceu. Depois desta, ele repetiu a prova diversas vezes, em mercados distintos, como São Paulo (2005, meninos e meninas, eu estava lá!), Tokyo (2006), Toronto (2006), Copenhague e Pequim (2008). Em todas elas seus vinhos ficaram bem posicionados. Em São Paulo, perdeu para o Château Margaux 2001, mas ficou com honrosos segundo (Chadwick 2000) e terceiro lugares (Sena 2001). Não dá para falar aqui da batalha do tostão contra o milhão, pois se tratam de garrafas que custam respectivamente R\$ 480,00 (Chadwick) e R\$ 3.055,00 (Margaux 2001)!!!. "Meu objetivo não é ganhar sempre, mas mostrar que podemos estar entre os primeiros", fundamenta. "Isso demonstra uma consistência tremenda de nossos vinhos." As avaliações, uma espécie de franquia que crítico inglês Steven Spurrier que estreou o modelo em Paris, em 1976, e repetiu a dose com o produtor chileno, se tornou o *My Way* do repertório de Chadwick. Assim como Sinatra sempre tinha de incluir esta canção em suas apresentações, Chadwick retorna ao modelo sempre que quer ampliar seu mercado. É um maneira fácil de criar notícia, e mostrar ao mundo a qualidade de suas etiquetas. Chadwick conta que aprendeu com Robert Mondavi, recém-falecido produtor americano, que o marketing é tão importante quanto a produção. O produtor chileno aprendeu direitinho e



virou um craque nas duas frentes. Em março do ano que vem, pretende realizar em Nova York uma prova em solo americano, desta vez incluindo dois rótulos consagrados da Califórnia, o Stag's Leap e o Opus One. O Stag's Leap, vale lembrar, foi o vinho que derrubou os franceses na citada prova de Paris, derrocando em solo gaulês os melhores Bordeaux e Borgonhas. Foi um choque. A história é contada em um livro delicioso: *O Julgamento de Paris: Califórnia x França 1976 - A Histórica Degustação que Revolucionou o Mundo*, de George M. Taber, único jornalista que cobriu o evento, que fez uma reportagem para a revista *TIME* ([leia texto original](#)). A versão em filme, com Jude Law, Hugh Grant e Keanu Reeves no elenco, estreou em agosto nos EUA com o sugestivo título *Bottles Shock* ([veja site oficial](#)).

Por Roberto Gerosa - 02:21 | [Enviar Comentário](#) | [Ler Comentários](#)

Um sonho engarrafado



Eduardo Chadwick vem com uma certa regularidade ao Brasil para apresentar novas safras, fazer seu marketing e, claro, aparecer na mídia. Dá certo, esta nota é um exemplo. Na sexta-feira, 5 de setembro, ele desenvolveu o Señal 2005 e aproveitou para compará-lo às safras de 2003 e 2004, todas elas a 348 reais a garrafa. O Señal 2005 sai pronto da garrafa, com uma complexidade e intensidade que qualquer mortal com pupilas gustativas e um nariz capaz de distinguir aromas é capaz de perceber. Na receita do enólogo misturaram-se 57% de cabernet sauvignon, 25% de merlot, 9% de carmenère, 6% de cabernet franc e 3% de petit verdot: mais bordelês impossível! É o Chile derrotando a França com as mesmas armas dos gauleses! Aromas de frutas e tabaco, um bom corpo na boca, e um delicioso chocolate no final, sempre intenso. Chadwick comentou que os taninos ainda podem amaciar, eu juro que não sinto necessidade. O 2005 é muito semelhante ao perfil do 2003, com a diferença dos dois anos que os separam. Mas creio que o 2005 tem uma pegada mais sedutora. Os incríveis 14,5% de álcool registrados na etiqueta passam ao largo. Muita gente reclama dos vinhos muito alcoólicos, que se tornam pesados e enjoativos. No Señal, o equilíbrio de seus elementos encobrem este álcool todo. Além da minivertical de Señal, um bônus track: um Chadwick (R\$ 480,00, um dos rótulos mais caros do Chile) da difícil safra de 2004. A linha Chadwick é de estilo mais clássico, um pouco mais velho mundo do que o Señal - não tem tanta doçura e a acidez é mais preponderante. Por essas e outras que Eduardo monta, junto com Steven Spurrier seu show às cegas com tops de Bordeaux. O estilo é o mesmo, e, já se disse aqui, degustação às cegas é a prova dos nozes. Sempre. Para finalizar, foi servido um refrescante Arboleda Chardonnay 2005 (R\$ 85,00).

Por que um branco no final? Foi aí que começaram a ser servidos os pratos. À medida que o almoço foi avançando tivemos a difícil tarefa de retomar aos tintos cima, agora acompanhados de comida, por ironia ou provocação, francesa. Ficou sensacional. Señal é o vinho de todos os dias do importador Otávio Piva de Albuquerque. Ok, ele pode. Mas também pode ser aquele vinho para você em um momento especial. Não tem erro. Señal, a propósito, não significa sonho, e sim "rasgo de distinción" ou "firma personal", mas bem que poderia.



Um bate-papo com Chadwick



Em sua conversa com o **Blog do Vinho**, Eduardo Chadwick opinou sobre Robert Parker e a crítica americana, lembrou de Robert Mondavi (de quem foi sócio), explicou a razão da mudança de seus rótulos Errazuriz de importador (Terroir para Vinci), contou suas aventuras como alpinista e, claro, falou sobre seus vinhos.

Parker e a crítica americana

"Crítico americano é paroquial, eles usam como referência o seu quintal, o Vale do Napa, na Califórnia."

"O americano médio está acostumado com sabores doces e apimentados. Por isso gostam de vinhos com esta característica que o Parker tanto aprecia, de vinhos potentes que ele pontua com notas altas, numa escala que os americanos compreendem bem, de 0 a 100, igual às notas do colégio".

"Eu não adapto meu vinho ao gosto do Parker e da revista *Wine Spectator*, ao contrário de muitas vinícolas do Chile. Parker, aliás, nunca foi ao Chile."

"Meus vinhos são bem pontuados por Parker e *Wine Spectator*, mas o gosto da crítica americana não pode ser o único critério de valor no mundo."

"Os americanos são mesquinhos na avaliação do Chile, ao contrário do que acontece no Reino Unido, que tem outra cultura de vinho, mais refinada."

Cata de Berlim

"Um ano antes, em 2003, fizemos uma prova às cegas com nossos vinhos das safras 98 e 99 junto com cinco grand cru. Não era um evento aberto, com divulgação, mas ficamos com o terceiro e quinto lugares. Isso nos deixou mais seguros."

"Não concordo que os vinhos franceses vão envelhecer melhor do que os chilenos. Vou refazer a Cata de Berlim em 2014, com as mesmas safras, para demonstrar a capacidade de envelhecimento de nossos vinhos."



Robert Mondavi

“Meus dois maiores mentores foram o meu pai e Robert Mondavi. Ele tinha 80 anos e eu 30 quando nos associamos. Ele me deu uma noção de aprendizado maravilhosa.”

“Em 1995, Bob Mondavi enxergou no Chile o mesmo potencial que viu no Napa Valley nos anos 60.”

“Mondavi me ensinou que o marketing é uma ferramenta tão importante quanto a produção do vinho, pois é preciso torná-lo conhecido.”

“A última vez que estive com Bob Mondavi foi em junho de 2007, ele já estava bastante debilitado, menos lúcido, sofria de Alzheimer. Sua morte não foi uma surpresa, ele sofreu muito no hospital.”

Señal branco

“A idéia inicial era produzir um grande vinho tinto e outro branco com o rótulo Señal. Mas depois de provar os brancos, percebemos que não tinham tipicidade para competir com os grandes da Borgonha, por isso resolvemos apostar só no Señal tinto.”

“Hoje as uvas brancas do Chile melhoraram muito, o sauvignon blanc plantado nas costas tem uma qualidade muito melhor do que há 15 anos. O mesmo acontece com o chardonnay. Produzimos um chardonnay mais fresco e mineral, como menos presença de madeira, como os da linha Arboleda, com bons resultados.”

A troca do Errazuriz da Terroir pela Vinci e a reação de Lopes

“Lopes (*Elidio Lopes, proprietário da Terroir*) foi bastante injusto nas declarações na imprensa e em seus programas de TV sobre o fim de nossa parceria, pois ele não fez o trabalho que se comprometeu comigo. Lopes queria nossa marca muito reduzida, elitista, sem um trabalho forte nos restaurantes, que é algo que nos interessa.”

“Por cinco anos trabalhamos com o Lopes na Terroir, depois deste tempo, nos demos conta que era uma missão impossível, não íamos ser bem representados no Brasil, por isso trocamos a Terroir pela Vinci. Nós é que fomos falar com eles.”

Vinhos chilenos

“Eu não acho que um vinho tenha de mostrar taninos rústicos e verdes quando novos. Nossos vinhos nascem com taninos maduros e com capacidade de envelhecer.”

“O paladar mundial está cada vez mais orientado para os vinhos do Chile.”

“Cada marca representa um vale, uma história. O Señal, em Aconcagua, e o Chadwick, no Vale do Maipo

Alpinismo

“Na primeira tentativa, em 1996, treinamos seis meses, eu e um grupo de três amigos. Mas no último acampamento enfrentamos uma tempestade de neve de três dias, a neve chegou a 1 metro de altura. Ficamos desiludidos e frustrados. A montanha te ensina a humildade, se não é possível enfrentá-la, não se pode.”

“Na segunda vez estava com um grupo de ingleses. Eles desistiram, mas eu fui até o final.”



The Chilean that defeated the French

By Roberto Gerosa

Chile
Revista Veja
September 7th, 2008



The Chilean wine producer Eduardo Chadwick is a mountaineer. So are his wines and 2004 was the year when they reached the mountaintop. Chadwick did his best in the already famous Berlin Tasting, the competition that put his labels at the same level as French icons like Château Lafite-Rothschild, Château Margaux and Château Latour, and Italian ones like Sassicaia and Ornellaia. The results of the test gave Viñedo Chadwick 2000 and Seña 2001 the second place. He compares the challenge of climbing Mount Aconcagua with the contest of blind wine tasting against heavyweights, in Berlin: “In both cases, it’s necessary to loose the fear”, he claims. “On the first attempt to climb Mount Aconcagua I confronted a snowstorm and I had to return, it was frustrating”, he remembers. “In the Berlin contest, I didn’t risk anything, our wines were not well-known so there was nothing to loose”. Since then, Eduardo Chadwick has positioned himself as an ascending star in the wine business. He was chosen by the English magazine Decanter as one of the 50 most influential personalities in the market and they took into account his

production and saw the prices of his wines rise like the prices of the barrel of petroleum, with the additional advantage of not undergoing negative fluctuations. “The objective of this competition was to show that our wines are World class”, remembers Chadwick. “I was surprised because I didn’t think we would win”, he explains with the smile of a winner. After that, he repeated the test a few times, in different markets like Sao Paulo (2005, boys and girls, I was there!), Tokyo (2006), Toronto (2006), Copenhagen and Beijing (2008). His wines were well positioned in all of them. In Sao Paulo, he lost against Château Margaux 2001, but he won the honorable second (Viñedo Chadwick 2000) and third place (Seña 2001). Here, we can’t talk about the battle of a thousand against a million, since we’re talking about bottles that cost R\$ 480,00 (Viñedo Chadwick) and R\$ 3.055,00 (Margaux 2001) respectively! “My objective is not always to win, but to show that we can be amongst the first”, he emphasizes. “This shows the tremendous consistency of our wines”. The evaluations, a kind of franchise model that the English critic Steven Spurrier

started in Paris, in 1976, and repeated with the Chilean producer, became the “My Way” of Chadwick’s repertoire. Just like Sinatra who always included this song in his presentations, Chadwick always returns to the model when he wants to expand his business. It’s an easy way to make news, and show the World the quality of his labels. Chadwick says that he learnt with Robert Mondavi, recently deceased American producer, that marketing is as important as production. The Chilean producer learnt the lesson well and became a genius in both fronts. Next year in March, he intends to conduct a tasting in New York, and this time includes two acclaimed labels from California, the Stag’s Leap and the Opus

One. It is worth remembering that the Stag’s Leap, was the wine that defeated the French in the aforementioned test of Paris, dismissing the best Bordeaux and Burgundy on Welsh soil. It was a shock. The story is told in a delightful book: *The Judgment of Paris: California x France 1976 – The Historical Tasting that revolutionized the World*, by George M. Taber, the only journalist that reported the event and wrote an article for the *TIME* (read the original text) magazine. The film version with Jude Law, Hugh Grant and Keanu Reeves in the cast had its premiere in August in the USA with the suggestive title *Bottles Shock* (see the official web site).

A bottled dream



Eduardo Chadwick comes regularly to Brazil to present new harvests, to do marketing and, of course, to appear on the media. It works. This note is an example. On Friday 5th of September, he uncorked the Seña 2005 and took the opportunity to compare it with harvests 2003 and 2004, all at 348 reais per bottle. The Seña 2005 opens up with a complexity and intensity that, anyone with taste buds and a nose capable to distinguish aromas can perceive. In the oenologist’s recipe he mixes 57% cabernet sauvignon, 25% merlot, 9% carmenère, 6% cabernet france and 3% petit verdot: more Bordeaux grapes, impossible! Chile defeats France with the same weapons that the Welsh use: bouquets with hints of fruit and tobacco, a full body, and a delicious chocolate ending, always intense. Chadwick commented that the tannins can still tone down; I promise that I don’t feel the need. The 2005 harvest

is very similar to the 2003, with the two-year difference between them. But I think that the 2005 harvest is more seductive. The incredible 14, 5% of alcohol registered on the label is not noticed. Many people complain that wines that are too alcoholic are heavy and too sweet. The equilibrium in the Seña hides all of this alcohol. Besides the mini vertical Seña, a bonus track: a Viñedo Chadwick (R\$ 480, 00, one of Chile’s most expensive labels) comes from the difficult 2004 harvest. Viñedo Chadwick range is more classic, a bit more “old world” than the Seña – it isn’t as sweet and it has a sharper acidity. For these and other reasons, Eduardo and Steven Spurrier blindly put their show together with top Bordeaux representatives. The style is the same, and as mentioned before, blind wine tasting is always the final test. To conclude, a refreshing Arboleda Chardonnay 2005 (R\$ 85, 00) was served.



Why white wine at the end? Then they started serving meals. During lunch, we had the difficult task of resuming the red wines from above, for irony or provocation, now accompanied with French food. It was sensational. Señá is the everyday wine of the importer Otávio Piva de Albuquerque. Ok, he can afford it. But it can

also be your wine for that special occasion. There is no mistake. By the way, Señá doesn't mean "dream"; it means "Elegant Gesture" or "Personal Signature", although it could be called that way.

By Roberto Gerosa -

A conversation with Chadwick



In his conversation with Blog do Vinho, Eduardo Chadwick talked about Robert Parker and with the American critic, he remembered Robert Mondavi (his former partner) and he explained the reason for the change of his Errázuriz importer labels (Terroir for Vinci), he talked about his adventures as a mountaineer and of course, he talked about his wines.

Parker and the American critic

"The American critic is parochial, they always refer to their own patio, Napa Valley, in California."

"The average American is used to sweet and spicy tastes. That is why they like wines with

these characteristics that Parker appreciates so much, strong wines that he scores with high grades, on a scale that Americans understand well, from 0 to 100, just like school grades".

"I don't adapt my wine to Parker's tastes or the Wine Spectator magazine, like many vineyards in Chile do. In fact, Parker has never been in Chile."

"My wines are well positioned by Parker and Wine Spectator, but the American critic's taste cannot be the only valuable criteria in the world."

"The Americans are mean with their evaluation of Chile, unlike with the United Kingdom, which has a different wine culture, more refined."



The Berlin Tasting

“A year before, in 2003, we did a blind tasting with our 98 and 99 harvest wines with five grand cru. It wasn’t a promoted open event, but we got the third and fifth place. That made us feel more secure.”

“I don’t agree that French wines age better than Chilean wines. I am going to repeat The Berlin Tasting in 2014, with the same harvests, to demonstrate our wine’s ability to age well”.

Robert Mondavi

“My two great mentors were my father and Robert Mondavi. When we met he was 80 years old and I was 30. He gave me a wonderful concept of learning. “In 1995, Bob Mondavi saw in Chile the same potential that he saw in the Napa Valley in the Sixties.”

“Mondavi taught me that marketing is a tool just as important as wine production, and it is necessary to make it well known”.

“The last time I was with Bob Mondavi in June, 2007, he was already quite deteriorated, less lucid, suffering Alzheimer’s disease. His death was not a surprise; he suffered a lot in the hospital”.

White Señal

“The initial idea was to produce a great red wine and white wine with the Señal label. However, after trying the white wines, we realized that they didn’t have the tipicity to compete with the great wines from Burgundy, and that is why we decided to compete with the red Señal only”.

“Nowadays, the Chilean white grapes have improved very much, the quality of the sauvignon blanc planted in the coast is much better than 15 years ago. The same happens with the chardonnay. We now produce a fresher and more mineral chardonnay, with less wood presence, like the Arboleda range, with good results”.

The change from Errázuriz of Terroir to Vinci and Lopes’ reaction.

“Lopes (Elídio Lopes, proprietor of Terroir) was quite unfair with the statements to the press and on his TV programs about the end of our association, because he didn’t carry out the work he promised to do for me. Lopes wanted our brand reduced, exclusive, and without an emphasis on restaurants, which is something that interests us”.

“We worked for five years with Lopes at Terroir, and after this time we realized that it was an impossible mission, we weren’t going to be well represented in Brazil, and that is why we changed Terroir for Vinci. We went to talk to them”.

Chilean wines

“I don’t think that wine has to have rustic and green tannins when they’re new. Our wines open up with mature tannins and the ability to age”.

“The world palate is more and more orientated to Chilean wines”.

“Each brand represents a valley, a history. The Señal, in Aconcagua, and Viñedo Chadwick, in the Maipo Valley.

Mountaineering

“For the first try in 1996, we were trained for six months, a group of three friends and I, but in the last camp we confronted a snowstorm for three days. The snow was one meter high. We were disappointed and frustrated. The mountain teaches you humbleness, if you can’t confront her, you just can’t”.

“For the second time I was with a group of English people. They gave up but I carried on until the end”.



PRESS COVERAGE SWITZERLAND

Chinakracher!

Die Don Maximiano Founder's Reserve 2005 (Platz 1) und 2004 (Platz 2) des chilenischen Spitzenweinguts Viña Errazuriz haben bei einer verdeckten Vergleichsprobe in Peking Weinikonen aus Frankreich und Italien hinter sich gelassen.

Bei der vorolympischen Probe wählten 47 chinesische Weinexperten – Journalisten, Weinautoren, Sommeliers und Weinfachhändler – beide Weine zu ihren Favoriten, vor Château Mouton-Rothschild und Château Latour. Vor dem Viñedo Chadwick 2004 auf Platz 4 behauptete sich der Sassicaia 2004 aus der Toskana. WeinWisser hat die chilenischen Siegerweine nachverkostet, noch dazu den neuen Jahrgang 2005 Viñedo Chadwick. Resultat: Eduardo Chadwicks Spitzenweine sind auch ausserhalb Pekings Weltklasse.

2005 Don Maximiano Founder's Reserve DO Anconcagua Valley, Viña Errazuriz (55 CHF, 34.90 €): Überwiegend Cabernet Sauvignon, etwas Syrah, Cabernet Franc und Petit Verdot. Dunkles, dichtes Purpur. Fein gezeichnetes Bouquet mit süsser, an Port erinnernder Pflaumen- und Brombeerfrucht, intensiver Rauch- und Tabakwürze, zarten Teernoten, etwas Karamell. Am Gaumen samtig und dicht, mit fleischig-süsser Fruchtfülle, warmem Körper und mürber Tanninstruktur, sehr nachhaltig nach Cassis und Tabak schmeckend. Trotz seiner süssen Frucht- und Körperfülle elegant und nicht dick oder überkonzentriert. Grosser, entwicklungsfähiger Wein, Potenzial für 19/20. **18/20 2010 – 2020**



NICHT VERPASSEN!

Die besten 2006er Rotweine aus Österreich sowie die gerade lancierten «Erste Lage»-Weiss- und -Rotweine aus Deutschland. Im nächsten WW vom 20. Oktober.



CHADWICK-TRIUMPH IN PEKING

2004 Don Maximiano Founder's Reserve DO Anconcagua Valley, Viña Errazuriz (55 CHF): Überwiegend Cabernet Sauvignon mit etwas Syrah, Cabernet Franc und Petit Verdot. Leuchtendes Rubin-Granat. Komplexes, rauchig-fleischiges Bouquet mit vornehm konzentrierter, eher dunkelbeeriger Frucht. Insgesamt herrlich tief, vielschichtig und perfekt verwoben. Süsser, sehr weicher und eleganter Gaumenauftritt, deutlich Backpflaumen, zum Ende hin an Portwein oder süssen Douro Tischwein erinnernd, auch des reichhaltigen Extrakts und Alkohols wegen. Feinkörnige Tanninstruktur, mürbe Adstringenz. Grosser, Wein mit riesigem Alterungspotenzial. **19/20 trinken – 2025**

2005 Viñedo Chadwick DO Valle del Maipo (95 CHF; 69 €): Sortenreiner Cabernet Sauvignon. Dunkles Purpur-Granat, am Rand aufleuchtend. Nobles, reifes und zart rauchiges Fruchtbouquet mit herrlich süssen Maulbeer- und Kirschnoten, dahinter Zeder, Graphit, Rauchfleisch und Tafelspitz sowie sehr feine Gewürznoten – alles elegant miteinander verwoben. Am Gaumen süssherb und elegant, mit intensivem Fruchtgeschmack und angenehm rauchiger und tabakiger Würze bei aufgeraut seidiger Textur, sandiges Tannin, im Abgang mit noch herb-bitterer, nelkenwürziger Adstringenz. Lässt sich bereits jetzt sehr gut zum kräftigen Rindfleisch trinken, wird mit den Jahren aber feiner. Ein nicht extrem dichter, dafür aber sehr feiner chilenischer Rotwein. **18/20 2010 – 2020**

2004 Viñedo Chadwick DO Valle del Maipo (95 CHF): Reiner Cabernet Sauvignon. Dunkles Purpur. Komplexes, vornehm-würziges sowie zart süsses, an Lakritz, Feigen(senf), Datteln, Pfirsich und rote Beerenfrüchte erinnerndes Bouquet. Mit der Zeit Zedernholz, zarte Leder- und Graphitnoten, Leberwurst, Teer, weisse Schokolade, weisser Trüffel, Tabak und grob gestossener schwarzer Pfeffer. Am Gaumen füllig und nobel, sehr seidig und kompakt, mit süsssem, an Cassis erinnerndem Fruchtkern und grandioser Balance. Gefährlicher, zu Magnums ratender Trinkfluss. Ein ganz grosser, eleganter, enorm nachhaltiger und komplexer Wein mit langem Nachhall und gewaltigem Alterungspotenzial. Jetzt eine herrliche Genussreife aufzeigend, doch auch ein Wein für die Ewigkeit. Unser Tipp: reichlich bevorraten und noch in 20 Jahren davon schwärmen! **19/20 2010 – 2025**

Alle Weine sind über
Weinland Mövenpick zu beziehen.



Chinese Fireworks

A triumph for Chadwick at Beijing

Switzerland
Weinwisser
Wine & Partners
september 15, 2008

In a Blind Wine Tasting held at Beijing Don Maximiano Founder's Reserve 2005 (place 1) and 2004 (place 2) by the Chilean premium vineyard Errázuriz left behind French and Italian icons.

In the pre-Olympic wine tasting 47 Chinese wine experts – journalists, wine writers, sommeliers (wine waiters) and wine traders – made these two wines their favorites, before Château Mouton-Rothschild and Château Latour. Before Viñedo Chadwick 2004, the fourth place was occupied by a Sassicaia 2004 from Tuscany. “Weinwisser” later tasted the Chilean winners, including Viñedo Chadwick's new 2005 vintage. Outcome: Eduardo Chadwick's premium wines are world class, even away from Beijing.

2005 Don Maximiano Founder's Reserve DO Aconcagua Valley, Viña Errázuriz (CHF 55, € 34,90) Predominantly Cabernet Sauvignon, complemented with Syrah, Cabernet Franc, and Petit Verdot.

Dark, dense purple. Finely designed bouquet with sweet prune and mulberry fruit reminding port wine, intense smoke and tobacco spice, mild tar notes, some caramel. On the palate, velvety and dense, with fleshy-sweet fruit richness, warm body and ripe tannic structure, with a persistent cassis and tobacco flavor. Elegant and not thick or over-concentrated in spite of its sweet fullness of fruit and body. Great wine with capacity to develop. Potential for 19/20. *18/20 (drink) 2010-2020*

2004 Don Maximiano Founder's Reserve DO Aconcagua Valley, Viña Errázuriz (CHF 55)

Predominantly Cabernet Sauvignon, complemented with Syrah, Cabernet Franc, and Petit Verdot.

Bright ruby-pomegranate. Complex, smoky-fleshy bouquet with elegantly concentrated fruit, mainly of dark berries. As a whole marvelously deep, complex and perfectly intertwined. Sweet, very tender and elegant start on the palate, distinct prunes, at the end reminding port wine or sweet Douro table wine, also owing to the abundant

extract and alcohol. Fine-grained tannic structure, very ripe astringency. Great wine with enormous ageing potential. *19/20 drink until 2025*

2005 Viñedo Chadwick DO Maipo Valley, Viña Errázuriz (CHF 95, € 69).

Pure Cabernet Sauvignon. Dark purple-pomegranate, with brightening up borders. Noble, ripe and delicately smoky flower bouquet with marvelously sweet mulberry and cherry notes, then cedar, graphite, smoked meat and tender beef as well as very fine spice notes – all elegantly intertwined. On the palate, sweet-dry and elegant, with intense fruit flavor and pleasantly smoky and tobacco reminding spice together with a roughened silky texture, sandy tannins, at the end with a still dry-bitter clove tasting astringency. May even now be drunk with robust beef, but will get finer with time. A not extremely dense, but instead very fine Chilean red. *18/20 2010-2020*

2004 Viñedo Chadwick DO Maipo Valley, Viña Errázuriz (CHF 95)

Pure Cabernet Sauvignon. Dark purple. Complex, tenderly sweet bouquet with classy spice, reminding liquorice, fig (mustard), dates, peach, and red berries. In time cedar wood, tender leather and graphite notes, liver sausage (in the US: “liverwurst”), tar, white chocolate, white truffle, tobacco, coarsely ground black pepper. On the palate, full and noble, very silky and compact, with sweet fruit reminding cassis and magnificent balance. Dangerous drinking flow inviting to a magnum bottle. A truly great, elegant, enormously persistent and complex wine with long resonance and a tremendous ageing potential. Showing even now a marvelous ripeness of pleasure, but still a wine for eternity. Our tip: stock up on plenty of it and go into raptures still in twenty years!

19/20 2010-2025



PRESS COVERAGE CHILE



Oro para Don Maximiano de Viña Errázuriz

Dos vinos íconos de Viña Errázuriz, Don Maximiano Founder's Reserve 2005 y 2004, recibieron medalla de oro en la Cata de Beijing, organizada por el británico Steven Spurrier, editor y crítico de la prestigiosa revista Decanter.

Obtuvieron los primeros lugares, venciendo a mostos de clase mundial, como los franceses Château Mouton, Margaux y Lafite, y los italianos Sassicaia y Tignanello.



Gold Medal to Don Maximiano, from Viña Errázuriz

Chile
Rev. Contraseña
August 2008



Two Icon wines from Viña Errázuriz, Don Maximiano Founder's Reserve 2005 and 2004, were awarded gold medals during The Beijing Tasting organized by British Steven Spurrier, editor and wine critic of the renowned "Decanter" magazine. Both bottles won the first prize as they outperformed world-class grape juices such as the French Château Mouton, Margaux and Lafite and the Italian Sassicaia and Tignanello.



Chile
Rev. La Cav N°9
Septiembre 2008

VIÑEDO CHADWICK: VINO EMBLEMÁTICO

Quienes visitan Viñedo Chadwick son principalmente clientes comerciales o extranjeros que conocen este emblemático vino y se interesan por entender el lugar que lo origina, descubrir los viñedos y la historia de la familia que lo produjo. No tienen tours establecidos, pero quien tenga interés puede visitarlos previa reserva. La visita se centra en conocer la historia de la Familia Chadwick, que habitó este fundo hasta 1995. Durante el recorrido se conoce la sala de trofeos de polo de Alfonso Chadwick Errázuriz -el padre de Eduardo Chadwick-, las pesebreras y caballerizas y se recorre el parque que rodea la casa hasta el arco de polo. Este marca el lugar desde donde empiezan las 12 há. de parras exclusivas para el vino Viñedo Chadwick y recuerda que antes del 92 esto era una cancha de polo. Una vez que el padre enfermó, y con su consentimiento, la familia decidió plantar parras para elaborar un vino premium en terrenos que antiguamente fueron parte de la Viña Tocornal. Uno de los grandes atractivos de esta viña es conocer la sala de cata donde se emuló la Cata de Berlín en el año 2004, evento considerado histórico porque fue la primera cata a ciegas donde de entre 16 vinos premium europeos, Viñedo Chadwick ganó el primer y segundo lugar con sus vinos chilenos, frente a un jurado de periodistas especializados y catadores internacionales. En esta sala se explica la historia y la importancia de este evento y las distintas versiones que se han hecho alrededor del mundo.

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The Viñedo Chadwick: An Emblematic Wine

Chile
Rev. La Cav N°9
September 2008

Visitors of the Chadwick vineyard include mostly commercial clients or foreigners who are acquainted with this emblematic wine and who are interested in learning about its place of origin or discovering the vineyards and the family history that produced it. There are no established tours, although it is possible to book one in advance. The visit to the vineyard focuses on the history of the Chadwick family, which lived in this estate until 1995. The tour includes a visit to the trophy room of polo player Alfonso Chadwick Errázuriz - father of Eduardo Chadwick- the horse stalls, and a walk along the park that surrounds the house up to the polo goal. This point marks the beginning of the 12 hectares of grapevines grown exclusively for the Chadwick Vineyard and reminds us that this used to be a polo field up until 1992. When the father of the family grew sick, he and his family decided that this soil that

once belonged to the Viña Tocornal, would be planted with grapevines to produce a premium wine. One of the highlights of the vineyard is the wine tasting room, where an emulation of the 2004 The Berlin Tasting was once performed. This historical blind wine tasting was the first in which the Chadwick Vineyard competed side by side with 16 premium European wines, and where the Chilean wines won first and second place in front of a jury made up of specialized journalists and international wine tasters. The history and relevance of this event, as well as its different versions around the world are described in this room.

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VINO
 OLÍMPICO

CATA DE BERLÍN, EN BEIJING

UN SALTO ENO-OLÍMPICO Poco antes de las Olimpiadas se realizó una nueva versión de la Cata de Berlín, esa prueba donde diversas etiquetas de Burdeos y la Toscana se catan a ciegas —de igual a igual— con vinos chilenos. Y, como ya es casi norma, saltó la sorpresa. Una casi olímpica.

Todo partió en 2004, cuando bajo la mirada del periodista especializado inglés Steven Spurrier se llevó a cabo un original evento. Aunque, siendo fieles a la verdad, no era tan original. Ya Spurrier había dado un golpe a la cátedra en 1976 cuando, en una cata a ciegas, armó una muestra de vinos franceses y californianos. ¿El resultado? Bueno, que el dogma de las etiquetas clásicas sufrió un golpe de parte de esos debutantes del Nuevo Mundo. Y que Spurrier se entronizó como alguien capaz de poner en entredicho algunos dogmas. Algunos con pies de barro. Con esta historia en la cabeza, Eduardo Chadwick pensó en rescatar el quid de esta experiencia, pero con otra zona del Nuevo Mundo: Chile. Y no sólo con vinos galos, sino también con algunas prestigiosas etiquetas italianas. En la primera ocasión fueron 16 vinos: seis chilenos, seis franceses y cuatro italianos. ¿El resultado? Dos vinos chilenos, Viñedo Chadwick 2000 y Señá 2001, fueron los punteros.

Esta experiencia ya ha sido replicada en Brasil (2005), Tokio (2006) y Toronto (2006). Este año han sido escenario Copenhaguen y, en la más reciente, Beijing, donde el resultado fue sorprendente, con dos añadas de Don Maximiano en los primeros lugares.

- 1 Don Maximiano Founder's Reserve 2005
- 2 Don Maximiano Founder's Reserve 2004
- 3 Sassicaia 2004
- 4 Viñedo Chadwick 2004
- 5 Mouton 2004
- 6 Lafite 2004
- 7 Viñedo Chadwick 2005
- 8 Señá 2004
- 9 Margaux 2004
- 10 Tignanello 2004



Steven Spurrier y Eduardo Chadwick

En Copenhaguen y Beijing se ha realizado esta cata el 2008

Este evento se realizó en el Hotel Shangri La de Beijing con una exposición de Eduardo Chadwick sobre Chile como paraíso vitivinícola, para luego proceder a la cata misma. En ella participaron 47 invitados del rubro hotelería (gerentes de alimentos y bebidas de las grandes cadenas de hoteles), sommeliers, profesores de enología de universidades chinas y algunos periodistas especializados. En resumen, un panel con la crítica más relevante de China. Y al igual que en la Cata de Berlín de 2004, Steven Spurrier moderó el evento junto a Eduardo Chadwick.

Es interesante notar que Don Maximiano 2005 sacó 52 puntos, seguido por la cosecha 2004 con 47 puntos. Sassicaia —que le siguió— obtuvo 41 puntos. ■■





The Berlin Tasting, in Beijing

An Eno-Olympic Leap

Chile
Rev. La Cav N°9
September 2008

Shortly before the start of the Olympics, it was time for a new version of The Berlin Tasting, where different labels from Bordeaux and Tuscany are tasted blind- under equal conditions -with Chilean wines. As is the norm in such events, there were surprises. Almost Olympic surprises.

It all began in 2004, when an innovative event was organized under the supervision of the specialized British journalist Steven Spurrier. Although, if truth be told, this wasn't such an original event. Spurrier had already shocked the establishment in 1976, when he organized an exhibition of Californian and French wines during a blind wine tasting. The payoff? That the new players from the New World shook the foundations of the classic labels. And that Spurrier was enthroned as someone capable of questioning dogmas, including deeply rooted ones. With this in mind, Eduardo Chadwick decided to make the most of this experience by presenting a wine from a different part of the New World: Chile. The blind tasting wouldn't be only for French wines, but also for prestigious Italian labels. The first time around there were 16 wines: six from Chile, six from France and four from Italy. The payoff? Two Chilean wines Viñedo Chadwick 2000 and Señal 2001 came top of the list.

This experience has been echoed in Brazil (2005), Tokyo (2006) and Toronto (2006). This year the setting was Copenhagen and, more recently, Beijing, where the first places were amazingly awarded to two vintage wines from Don Maximiano.

The event took place at the Hotel Shangri La, in Beijing. Before the wine tasting, Eduardo Chadwick gave a lecture on Chile as a viticultural paradise. Among the guests were forty-seven members from the hotel industry (food and beverage managers from important hotel chains), sommeliers, enology teachers from Chinese universities and several specialized journalists. In summary, it was a panel made up of China's most relevant critics. As in the 2004 Berlin Tasting, Steven Spurrier moderated this event together with Eduardo Chadwick.

It is worth noting that Don Maximiano 2005 scored 52 points, followed by the 2004 harvest with 47 points. Sassicaia was the next in line, with 41 points.

Copenhagen and Beijing have been the settings for this wine tasting in 2008.



Chile
Rev. Publimark
4 Septiembre 2008



• Los deportistas no corrieron igual suerte, pero el vino chileno sí tuvo oro en Beijing. Dos vinos iconos de Viña Errázuriz, Don Maximiano Founder's Reserve 2005 y 2004, recibieron medalla de oro en la Cata de Beijing, organizada por el británico Steven Spurrier, editor y crítico de la prestigiosa revista Decanter. Obtuvieron los primeros lugares, venciendo a mostos de clase mundial, como los franceses Château Mouton, Margaux y Lafite, y los italianos Sassicaia y Tignanello.

Chile
Rev. Publimark
4 September 2008



Unlike our athletes, the Chilean wines won gold medals in Beijing. Two iconic wines from Viña Errázuriz, Don Maximiano Founder's Reserve 2005 and 2004

were awarded gold medals during the The Beijing Tasting organized by British Steven Spurrier, editor and wine critic of the renowned Decanter magazine. Both bottles won the first prize as they outperformed world-class grape juices such as the French Château Mouton, Margaux and Lafite and the Italian Sassicaia and Tignanello.





El Vino

Por Mariana Martínez
Periodista especializada

Don Maximiano

Cada vez que me preguntan por qué los vinos chilenos no han logrado el mismo prestigio que los más afamados vinos de Europa (sobre los 500 euros), no alcanzo a dar un sólo argumento: que la mano de obra y valor de la tierra acá son mucho más bajos, que Chile aún no tiene una imagen potente en el exterior, o que nuestros grandes vinos no tienen siquiera 20 años de historia. Esta semana, mientras oía a Eduardo Chadwick presentar a Don Maximiano 2005 como el vino que había logrado superar a varios iconos del Viejo Mundo en una reciente cata a ciegas en Beijing, pensaba que su intención inicial, en Berlín 2004, debió haber sido responder esa misma

pregunta y ver cómo quedaban parados sus grandes vinos chilenos, comparados en igualdad de condiciones con los más grandes del otro lado del Atlántico.

Lo que Chadwick reconoce es que nunca pensó que iban a llegar tan lejos ni que ganarían el oro, y no una, sino varias veces. Ciertamente es que ninguna de estas competencias en Berlín, Toronto, Tokio o Beijing, organizadas con Sena, Chadwick o Don Maximiano (tres vinos que rondan los 80 euros) van a inflar de un día para otro el precio de la tierra en Chile, o nos va a sumar repentinamente un siglo de experiencia. Lo que sí podemos decir, respaldados por cientos de artículos en la prensa extranjera,

es que el vino chileno se está empezando a ver con otros ojos. La tarea de nosotros, en casa, es creernos ese logro. Y sumar a la cava de un coleccionista el impecable Errázuriz Cabernet Sauvignon Don Maximiano 2005, del Valle de Aconcagua (pronto a subir de los \$ 45.500 a los \$ 69.990) es una buena manera de empezar a creer e invertir en Chile.

FICHA

VALLE: Aconcagua

DONDE ENCONTRARLO: Tiendas especializadas

Destacado



Wines

By Mariana Martínez
Specialized Wine Journalist

Chile
LaTercera
30, August 2008

Don Maximiano

Every time somebody asks me why the Chilean wines haven't earned themselves the same reputation as the most renowned European wines (over 500 Euros), I answer them with more than one argument: That the work force and the land value are much cheaper here; that Chile still doesn't boast a powerful image abroad; or that our finest wines are younger than 20 years of age. This week, as I listened to Eduardo Chadwick presenting Don Maximiano 2005 as the wine that outperformed a number of Old World icons during a recent blindfolded wine tasting in Beijing, I wondered if it hadn't been his original intention to answer this same question when he put his grand Chilean wines to the test- under equal conditions- with the finest wines across the Atlantic during The Berlin Tasting 2004.

Chadwick admits that he never imagined they would come this far, nor that they would win the gold medal, not only once but several times. It seems right to say that the competitions in Berlin, Toronto, Tokyo or Beijing (organized with Seña, Chadwick and Don Maximiano, three wines within the 80 Euros range) are not going to raise Chile's land value from one day to the other, nor will they grant us a century's worth of experience. However, we can agree that the

Chilean wine is starting to be perceived with completely new eyes, and there are hundreds of foreign press articles to prove it.

It is our task back home to acknowledge this achievement. Adding the exquisite Errázuriz Cabernet Sauvignon Don Maximiano 2005 from the Aconcagua Valley (the price of which will soon rise from \$45.500 to \$69.900) to a collector's wine cellar is a good way to start considering investing in Chile.

Valley: Aconcagua

Where to Find It: Specialized wine stores



Highlighted

Chile
La Nación
31 de Agosto 2008

Don Maximiano Founder's Reserve 2005, que les ganó en la Cata de Beijing a todos los grandes vinos franceses, acompañó una presentación y almuerzo para periodistas e invitados diplomáticos en la vieja pero lucida bodega de Panquehue.





Chile
La Nación
31, August 2008

Don Maximiano Founder's Reserve 2005, which outperformed all of the finest French wines at the Beijing Wine Tasting, was served during the presentation lunch that was offered to press members and invited diplomats at the aged but still vivid winery at Panquehue.



Chile
Revista Placeres
8 de Julio de 2008

nuevosplaceres/cata premium

柏林盲品会·北京站

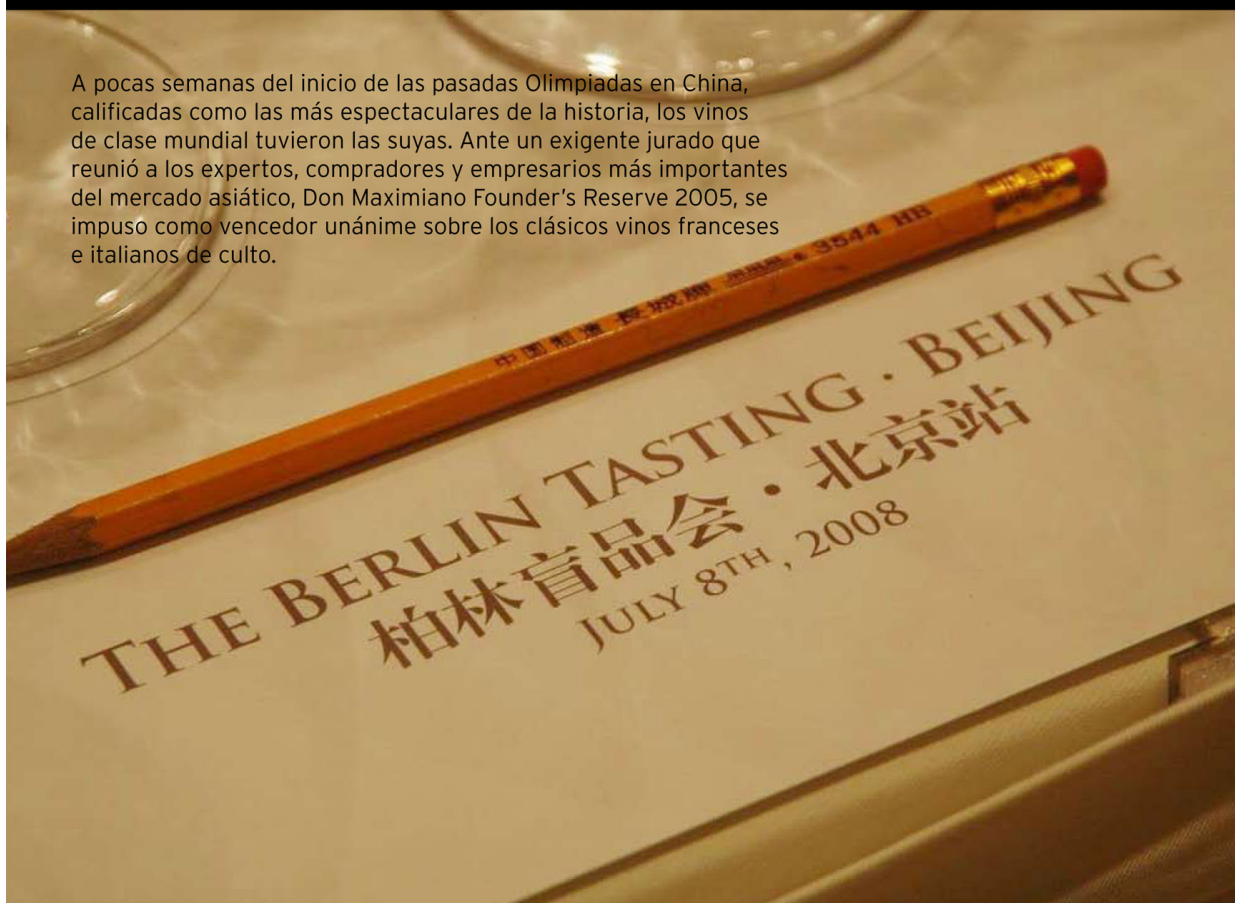
Don Maximiano Founder's Reserve

Oro para Chile en

BEIJING

por **Patricio Rojas**

A pocas semanas del inicio de las pasadas Olimpiadas en China, calificadas como las más espectaculares de la historia, los vinos de clase mundial tuvieron las suyas. Ante un exigente jurado que reunió a los expertos, compradores y empresarios más importantes del mercado asiático, Don Maximiano Founder's Reserve 2005, se impuso como vencedor unánime sobre los clásicos vinos franceses e italianos de culto.





El Hotel Shangri La de Beijing fue el escenario escogido para reunir a 47 invitados del rubro hotelaría, Gerentes de Alimentos y Bebidas de las grandes cadenas de hoteles, sommeliers, profesores de enología de universidades chinas y periodistas especializados; en resumen un panel con la crítica más relevante de China, a degustar a ciegas los vinos ícono de Viña Errázuriz y Señá junto a los clásicos de Francia e Italia en la llamada Cata de Beijing.

La degustación tuvo como objetivo mostrar a la crítica Asiática la calidad y clase mundial de los vinos Chilenos.

Ésta fue moderada por el afamado crítico inglés y editor de la revista Decanter, Steven Spurrier. Antes de la degustación, Eduardo Chadwick, Presidente de Viña Errázuriz realizó una exposición sobre Chile como paraíso vitivinícola.

CHILE PARAISO VITIVINICOLA

El excelente resultado para Don Maximiano en La Cata de Beijing, no sólo es un triunfo para Viña Errázuriz sino especialmente para Chile que se posiciona de esta manera como productor de vinos de clase mundial ante los líderes de opinión más relevantes del mercado asiático. Un éxito que dará que hablar nuevamente y que valida al mundo la excelente calidad de la producción nacional dentro de las grandes ligas. Una exitosa experiencia en un mercado cada vez más importante para nuestro país y que confirma lo expresado por Steven Spurrier cuando afirmó "ahora el mundo sabe que Chile produce vinos premium".

RESULTADOS DE BEIJING

- 1 Don Maximiano Founder's Reserve 2005
- 2 Don Maximiano Founder's Reserve 2004
- 3 Sassicaia 2004
- 4 Viñedo Chadwick 2004
- 5 Mouton 2004
- 6 Lafite 2004
- 7 Viñedo Chadwick 2005
- 8 Señá 2004
- 9 Margaux 2004
- 10 Tignanello 2004

08 / julio / 2008





Don Maximiano Founder's Reserve

Gold Medal for Chile in Beijing

Chile
Revista Placeres
8, July 2008

By Patricio Rojas

With only a few weeks before the opening of the past Olympic games in China - which have been labeled as the most spectacular in history- a selection of world-class wines made some history of their own. In front of a very demanding jury composed of the most important experts, buyers and business people from the Asian market, Don Maximiano Founder's Reserve imposed itself as the undisputed winner above the classic cult French and Italian wines.

Beijing's Hotel Shangri La Hotel was the chosen setting for this event, which gathered 47 guests from the hotel industry, Food and Beverage Managers from large hotel chains, sommeliers, enology professors of Chinese universities and specialized journalists. Thus, The Beijing Tasting summoned a panel of China's most relevant critics to taste, blindfolded, the icon wines from Viña Errázuriz and Sena alongside the classic French and Italian wines.

The purpose of this wine tasting was to present to the Asian critics the world-class quality of the Chilean wines.

Renowned British critic and editor of the 'Decanter' magazine, Steven Spurrier, moderated the wine tasting. The tasting was preceded by a lecture of Eduardo Chadwick, President of Viña Errázuriz, on Chile as a viticultural paradise.

Chile as a Viticultural Paradise.

The outstanding results of Don Maximiano's performance during Beijing's Wine Tasting is not only an achievement for Viña Errázuriz, but also the most important for Chile, which now boasts a reputation as a world-class wine producer in the eyes of the most relevant opinion leaders of the Asian market.

Much will be said about this breakthrough, as it validates Chile's role as a producer of excellent quality wines in the major leagues. This has been a very successful experience in a market that is increasingly important for our country, and it has confirmed what Steven Spurrier meant when he said that "now the world knows that Chile produces premium quality wines".

Results of The Beijing Tasting

- 1 Don Maximiano Founder's Reserve 2005
- 2 Don Maximiano Founder's Reserve 2004
- 3 Sassicaia 2004
- 4 Viñedo Chadwick 2004
- 5 Mouton 2004
- 6 Lafite 2004
- 7 Viñedo Chadwick 2005
- 8 Sena 2004
- 9 Margaux 2004
- 10 Tignanello 2004

July 8th, 2008

Chile
El Mercurio,
9 de Agosto de 2008

Don Maximiano Founder's Reserve:

Viña Errázuriz logró primeras Medallas de Oro para Chile en Beijing

Uno de sus vinos íconos ganó los dos primeros lugares en una cata a ciegas, en la que participaron los mejores mostos italianos y franceses.

En Beijing, que está ante los ojos del mundo por los Juegos Olímpicos, Viña Errázuriz revolucionó el mercado vitivinícola al obtener con su vino ícono, Don Maximiano Founder's Reserve, cosechas 2005 y 2004, los dos primeros lugares en una cata a ciegas, moderada por Steven Spurrier, editor y crítico de la prestigiosa revista Decanter, en la cual participaron los mejores vinos de Francia e Italia.

A la cata de Beijing, realizada en el Hotel Shangri-La, fueron invitados

47 representantes del rubro de hotelería, sommeliers, profesores de enología de universidades locales y algunos periodistas especializados, conformando un panel con la crítica más relevante de China.

Cabe destacar que en esta ocasión Don Maximiano 2005, cuyo valor promedio es de 75 dólares la botella, compitió contra vinos de hasta 1.500 dólares, como los famosos franceses Château Mouton-Rothschild, Margaux y Lafite-Rothschild, y los italianos Sassicaia y



Steven Spurrier, editor y crítico de la revista Decanter, junto a Eduardo Chadwick, presidente de Viña Errázuriz, en el hotel Shangri-La de Beijing.

Tignanello, a los cuales aventajó de manera significativa en los puntajes otorgados.

De esta forma, Viña Errázuriz repitió el hito conseguido el año 2004, en la hasta hoy afamada Cata

de Berlín, cuando Viñedo Chadwick 2000 y Señá 2001 se situaron en los primeros lugares, reafirmando así la clase mundial de los vinos chilenos.





Viña Errázuriz won Chile's first Gold Medals in Beijing

Chile,
El Mercurio
August 9, 2008

One of its icon wines won the two first places in a blind wine tasting where it competed with the best Italian and French grape wines.

Beijing, the center of attention because of the Olympic Games, was the setting where Viña Errázuriz revolutionized the viticultural market by winning the first two places of this blind wine tasting with its icon wine Don Maximiano Founder's Reserve, harvests 2005 and 2004. Viña Errázuriz participated side by side with the best Italian and French wines in this blind wine tasting presided by Steve Spurrier, editor and critic of the renowned magazine 'Decanter'.

The wine tasting was held at the Shangri-La Hotel and its guests included forty-seven members from the hotel industry, sommeliers, enology professors and some specialized journalists, all of which composed a panel of the most relevant critics in China.

It is worth noting that on this occasion, Don Maximiano 2005, which has an average cost of \$75 per bottle, competed against wines of up to \$1500, such as the Chateau Mouton-Rothschild, Margaux and Lafite-Rothschild and the Italian Sassicaia and Tignanello, all of which were significantly defeated by the Chilean wine.

Thus, Viña Errázuriz repeats the milestone it achieved in 2004 during the still famous Berlin Wine Tasting, when Viñedo Chadwick 2000 and Sena 2001 won the first places and confirmed the world-class quality of the Chilean wines.