

# THE BERLIN TASTING

NEW YORK 2010



*Viñedo*  
CHADWICK



DON MAXIMIANO  
*Founder's Reserve*

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New York  
May 2010

**YAHOO! NEWS**

## Chile out tastes Premier cru Bordeaux, Napa cults



*By Leslie Gevirtz* Leslie Gevirtz – Tue May 11, 12:14 pm ET

NEW YORK (Reuters Life!) – A Chilean wine bested two of Bordeaux's Premier crus, two California cult wines and Super Tuscan in a blind tasting by about 100 of New York's top critics, sommeliers and retailers on Monday.

In an experiment similar to the famed "Judgment of Paris" in which California wines were blind tasted against the best of France - and won, the Chileans had a similar, if not quite as surprising result.

The New York tasting was actually a repeat of tastings that had been conducted for critics and connoisseurs in Berlin, Tokyo, Beijing, Amsterdam and London.

The red that captured first place: Errazuriz KAI. Napa Valley's cult classic Opus One was ranked second and Bordeaux's Chateau Haut-Brion came in third. All the wines competing - including Chateau Lafite-Rothschild, Tuscany's Sassicaia and Napa's Stag's Leap SLV - were of the 2006 vintage.

None of the wines tasted were cheap, but the five Chileans which included Errazuriz Don Maximiano, which placed fourth, La Cumbre, number six and Vinedo Chadwick - tied for ninth place - cost less; sometimes a lot less.

Errazuriz Kai, which is made mostly of Carmenere grape, retails for about \$80 a bottle in the United States, while Opus One 2006, a Bordeaux blend, costs about \$160 and Haut-Brion, a Bordeaux, can be had for about \$500 a bottle.

Don Maximiano, a Bordeaux blend, carries a retail price of \$90 a bottle, while fifth place Chateau Lafite Rothschild commands about \$1,000 a bottle.

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Stag's Leap SLV, which placed eighth, can now be found at \$70 a bottle.

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"The aim here is not for recompense but for recognition," said Steven Spurrier, the host of the 1976 tasting in Paris that put California wines on the map.

He was also a featured speaker at the invitation-only tasting held in New York's Mandarin Oriental.

(Reporting by Leslie Gevirtz; Editing by Paul Casciato)



New York  
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## A Chilean Carmenère Tops Napa, Bordeaux and Tuscany in NY Tasting

Kai 2006, made by Viña Errazuriz, was voted best in show at an exclusive 10-wine competition.

Published on May 12, 2010

BY MICHAEL SCHACHNER



From left to right: Michael Quintus, founder of Vintus LLC, Eduardo Chadwick, owner of Viña Errazuriz, Steven Spurrier, and Francisco Baettig, head winemaker at Viña Errazuriz.

Kai 2006, a high-end \$80 Carmenère from Chile's Aconcagua Valley, was voted best in show at an exclusive 10-wine competition held May 10 in New York, much to the surprise of the 70 members of the wine press and trade who tasted and rated the wines.

Topping the likes of Opus One and Stag's Leap Wine Cellars SLV from Napa, Sassicaia from the Maremma in Italy, and Bordeaux first growths Château Lafite-Rothschild and Château Haut-Brion, Kai, which is made by Viña Errazuriz, posted an eye-opening victory in the so-called "Berlin Tasting-New York" of pedigree wines from the '06 vintage. Also in the tasting were four other

wines from Errazuriz: Viñedo Chadwick, a Maipo Valley Cabernet Sauvignon; La Cumbre, an Aconcagua Syrah; and Sena and Don Maximiano, both Aconcagua red blends.

The tasting, which was first held in Berlin in 2004 and has been replicated a number of times since in major wine markets around the world, was led by Eduardo Chadwick, owner of Viña Errazuriz; Michael Quintus, founder of Vintus, Errazuriz's U.S. importer; Francisco Baettig, Errazuriz's head winemaker; and Steven Spurrier, the renowned British wine journalist famous for staging the now-legendary Paris tasting of 1976, where a pair of Napa Valley wines bested the competition from France.

"We chose Berlin in 2004 because the city was in the midst of a rebirth, and we were pleasantly stunned when Viñedo Chadwick and Sena 2000 finished first and second," explained Chadwick. "Since then we have taken the tasting to cities like Beijing, Hong Kong, London and Sao Paulo. New York seemed like the perfect place for a finale given its importance in the global wine market."

For anyone not familiar with the Carmenère grape, it originally hails from Bordeaux, but after the phylloxera blight of the 19th century it was not replanted due to ripening issues. Subsequently, vine cuttings were transported to Chile, where for a long time it was mistaken for being Merlot. However, in 1994 a French ampelographer named Jean-Michel Boursiquot determined which of Chile's vines were indeed Carmenère, and over the past 15 years the variety has taken off, with wineries making rich, deep, complex Carmenères such as the Kai 2006, which *Wine Enthusiast* rated 92 points last year. Today approximately 98% of the world's Carmenère exists in Chile.

### Results of the Berlin Tasting-New York, held May 10 at the Mandarin Oriental Hotel

- 1: Errazuriz Kai 2006 (Aconcagua Valley)
- 2: Opus One 2006 (Napa Valley)
- 3: Château Haut-Brion 2006 (Bordeaux)
- 4: Errazuriz Don Maximiano 2006 (Aconcagua Valley)
- 5: Château Lafite-Rothschild 2006 (Bordeaux)
- 6: Errazuriz La Cumbre 2006 (Aconcagua Valley)
- 7: Errazuriz Sena 2006 (Aconcagua Valley)
- 8: Stag's Leap SLV 2006 (Napa Valley)
- 9: Errazuriz Viñedo Chadwick (Maipo Valley) and Sassicaia (Bolgheri, Italy)

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## Chilean wine beats two Bordeaux Premier crus in NY blind tasting

A Chilean wine beat two of Bordeaux's Premier crus, two California wines and a Super Tuscan in a blind tasting by 100 of New York's top critics, sommeliers and retailers on Monday.

6:41PM BST 11 May 2010

Comment

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A bottle of 2005 Errazuriz Kai, the same brand that won the prize

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top three wines, the first awarded three points, the second two points and the third one point, to arrive at a ranking top to bottom from most points to least. Below is the order of the top five wines from the first ten events, before Chadwick rounded them off into a baker's dozen in New York, Chicago and Los Angeles this May:

**Berlin 2004:** Viñedo Chadwick 2000, Señal 2001, Lafite 2000, Margaux 2001 = Señal 2000

**São Paulo 2005:** Margaux 2001, Viñedo Chadwick 2000, Señal 2001, Latour 2001, Señal 2000

**Tokyo 2006:** Latour 2000, Señal 2000, Viñedo Chadwick 2000, Señal 2001, Don Maximiano 2003

**Toronto 2006:** Margaux 2000, Latour 2000, Don Maximiano 2003, Tignanello 2000, Señal 2003

**Copenhagen 2008:** Lafite 2005, Don Maximiano 2004, Mouton 2005, Solaia 2004, Señal 2005

**Seoul 2008:** Margaux 2004, Lafite 2004, Don Maximiano 2004, Tignanello 2004, Don Maximiano 2005

**Beijing 2008:** Don Maximiano 2005, Don Maximiano 2004, Sassicaia 2004, Viñedo Chadwick 2004, Mouton 2004

**Amsterdam 2008:** Don Maximiano 2005, Señal 2004, Señal 2005, Viñedo Chadwick 2005, Don Maximiano 2004

**London 2009:** Margaux 2005, Lafite 2005, Solaia 2005, Don Maximiano 2006, Viñedo Chadwick 2006

**Stockholm 2009:** Don Maximiano 2005, Señal 2005, Lafite 2004, Ornellaia 2004, Don Maximiano 2004

At this point, after six years, the Chilean icon wines had notched up four first places out of ten, and 29 out of the 50 top five, against wines that were immeasurably better-known and vastly more expensive. As Eduardo Chadwick remarked, when Christophe Salin of Domaine Barons de Rothschild (Lafite) described these tastings as a "circus," "To obtain recognition, you have to go up against the benchmarks." This was also the aim and the result of the Paris Tasting.

For the tastings in America, it was decided to show Opus One (the Mondavi-Mouton joint venture) and Stag's Leap Wine Cellars (winner of the Paris Tasting) and drop one Pauillac and one Super-Tuscan. Also, Eduardo Chadwick decided to enter his two most recent icon wines: KAI (87% Carmenère, 9% Petit Verdot, 4% Shiraz) and La Cumbre (97% Shiraz, 3% Petit Verdot), both from hillside vineyards in the Aconcagua Valley. All ten wines were vintage 2006.

Here is my report from Chicago, along with reports from Lana Bortolot in New York and Anthony Dias Blue in Los Angeles.

#### New York, May 10, 2010

The first thing invitees noticed in New York was the irony of the situation: an important blind tasting in a space of commanding views. Here, on the 36th floor of the Mandarin Oriental, 70 of the city's top wine professionals and writers gathered for the inaugural Berlin Tasting in the U.S.

The selections were known in advance, but the pouring order remained a mystery. The tasters knew only they were charged to stack Errázuriz's showcase against the icons: Château Lafite-Rothschild, Chateau Haut-Brion, Opus One, Stag's Leap and Señal.

"Chile has been known so far for good wines at affordable prices, but the best of Chile is not well understood," Chadwick said. Eduardo Chadwick's "A-Team" was in place: moderator Steven Spurrier, importer Michael Quintus and winemaker Francisco Baettig. George Taber, who covered the renowned

Paris Tasting for *Time* magazine, sat front row center. Then the excitement began.

Tasters had about 30 minutes to assess the ten 2006 vintages. In the end, it was Chile's calling card—an \$80 bottle of Carmenère—that beat out \$500 and \$1,000 First Growths. In descending order, the surprising and pleasing results were: **Errázuriz KAI** (\$80), Opus One (\$160), Chateau Haut-Brion (\$500), **Errázuriz Don Maximiano** (\$90), Château Lafite-Rothschild (\$1,000), **Errázuriz Shiraz La Cumbre** (\$80), **Señal** (\$100), Stag's Leap SLV (\$70) and, tied for ninth place, **Viñedo Chadwick** (\$180) and Sassicaia (\$160).

Chadwick's big win and the respectable number-four position helps give Chilean wines the credibility they deserve, but which has often eluded them. "We made the point in the first tasting that gave us tremendous importance—now we're proving the consistency," he said. —*Lana Bortolot*

#### Chicago, May 11, 2010

After a winner and a fourth place in New York, the Chadwick stable was on five out of 11 firsts and 31/55 from the top five. The Errázuriz team—I sat alongside Eduardo Chadwick, his American importer Michael Quintus and head winemaker Francisco Baettig, and our notes were not counted—was in a cheerful frame of mind. The wines had been double-decanted in New York, but were not (on my advice) in Chicago nor in Los Angeles, but opened earlier. The results in descending order were: Stag's Leap SLV, KAI, Lafite, Haut-Brion, Opus One, Don Maximiano = Señal, La Cumbre, Sassicaia, Viñedo Chadwick.

The rankings and the comments from the tasters showed a good recognition on New World and Old World styles, with a large majority placing Stag's Leap and Opus One in California. Verbally, the tasters showed a preference for the classic styles, and the result was the first of 12 tastings where Chile gained only one place in the top five. The level of professionalism was very high. My own top five wines were Sassicaia, Señal, Stag's Leap, La Cumbre, Don Maximiano. —*Steven Spurrier*

#### Los Angeles, May 12, 2010

Angelenos also loved the 2006 Stag's Leap SLV, picking it first, followed by 2006 Haut-Brion, 2006 Opus One and 2006 Lafite. The top-scoring Chadwick wine was, surprisingly, the 2006 KAI, a wine made from mostly Carmenère.

Although the Los Angeles results may have been disappointing, the point of this exercise, I believe, was to demonstrate that the Chilean icons deserve to be compared with these other "superstar" wines. This tasting definitely proved that contention; four out of the five Chadwick wines received 90 points or better from me. —*Anthony Dias Blue*

#### Summary

This was the lowest ranking of the Chilean wines of the thirteen tastings. From the start in Berlin, the results were read out from the bottom up, and in reaching equal fourth in that tasting, Eduardo Chadwick visibly relaxed. To have his five wines ranked in the bottom half at the final tasting would have been a sad end to this odyssey, but KAI came through to take fifth place, giving Chile 33/65 of the top five overall.

To achieve this result due to a recently created wine, whose grape variety only a decade or so ago was mistaken for Merlot, was a fitting conclusion. Eduardo has gained continuing recognition over seven years for his own wines and for Chile in equal measures. In so doing, he is a true ambassador for his country. ■■



New York  
2010

TASTINGS

# The Errázuriz Odyssey

THE 2010 "BERLIN TASTINGS"  
SHOWCASE CHILE'S ICONS

by Steven Spurrier

In January 2004, Eduardo Chadwick, fifth-generation owner of the company founded by his ancestor Don Maximiano Errázuriz in 1858 in Chile's Aconcagua Valley, held a blind tasting at the then newly opened Ritz-Carlton in Berlin. The tasting saw his Viñedo Chadwick 2000 and Seña 2001 taking the two top places, followed by Ch. Lafite-Rothschild 2000 in third, with Ch. Margaux 2001 and Seña 2000 tying for fourth place.

The event immediately became known as the "Berlin Tasting," being compared in its results to the tasting I held in Paris in 1976. Fired up by his initial success, Eduardo Chadwick proceeded to stage similar tastings in cities all over the world.

The format was always the same: a video introduction to Chile as "a viticultural paradise" and to the history of Chadwick's family vineyards and wines, followed by a blind tasting attended by each city's top wine merchants, sommeliers, restaurateurs, critics and wine writers. The benchmarks that were put up against Chadwick's portfolio were always the First Growths from Bordeaux's Left Bank and the top Super-Tuscans, from the same or similar vintages.

In effect, these were "single blind" tastings, for the names of the wines were pretty much known in advance, but not the order of serving. Tasters were asked to rank their

Eduardo Chadwick hears  
the results of this year's  
Berlin Tasting in New York.



PHOTO: LANA BORTOLU







Following this, Chadwick unveiled the iconic Señal label, a joint venture with Robert Mondavi using grapes from a 45-hectare hillside planted with Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, Carménère and Malbec. The first vintage was 1995.

Then, in 2002, he introduced Viñedo Chadwick: a Cabernet Sauvignon and Carménère blend from the Maipo Valley, released in memory of Chadwick's father, Don Alfonso.

These three wines together form the pillars of the company's icon selection, although in 2004, Chadwick couldn't resist adding another two top-level labels. One of these was Cumbra, a 100% Syrah from the producer's best plots, and the other, Kai, a pure Carménère. Interestingly, the latter wine's win at the latest Berlin Tasting, in New York, has not only raised the fine wine profile of Chile, but also drawn global attention to the potential of the country's Carménère. In fact, Chadwick suggests that the Errázuriz Don Maximiano flagship wine may include this grape in the next vintage, 2010.

Also, for this year's harvest, is an entirely new winery that has been specially designed for the company's icon wines and its Max Reserva range (pictured, left). It's been built to be sustainable, using geothermal energy to power its air conditioning, as well as solar panels for other processes.

So what's next for Chadwick? "The next challenge," he proudly announces, "will be Pinot Noir." Also, he's attempting to raise the profile of the company's coastal plantings in the Aconcagua Valley, 12km from the Pacific Ocean. An area called the Manzanar Vineyard has been planted with Sauvignon Blanc, Chardonnay, Syrah and Pinot Noir, and Chadwick is pushing to get Aconcagua Costa as an officially recognised appellation. For the country as a whole he explains that there is work underway to effectively divide the narrow landmass into three wine-producing strips, one defined by the limits of the coastal influence, the second covering the valleys, and the third to highlight the high-altitude vineyards of the Andes.

As for the overall direction of the wine industry, Chadwick is convinced it should be upmarket. "Chile has 120,000ha planted to

## BERLIN TASTINGS: THE RESULTS

### The Berlin Tasting, Berlin, 2004

1. Viñedo Chadwick 2000
2. Señal 2001
3. Château Lafite 2000
4. Château Margaux 2001
5. Señal 2000
6. Château Margaux 2000
7. Château Latour 2000
8. Viñedo Chadwick 2001
9. Don Maximiano 2001
10. Château Latour 2001

### The Berlin Tasting, Brazil November 2005

1. Château Margaux 2001
2. Viñedo Chadwick 2000
3. Señal 2001
4. Château Latour 2001
5. Señal 2000
6. Viñedo Chadwick 2001
7. Don Maximiano 2001
8. Guado Al Tasso 2000
9. Château Lafite 2000
10. Sassicaia 2000

### The Berlin Tasting, Japan

June 2006

1. Château Latour 2000
2. Señal 2000
3. Viñedo Chadwick 2000
4. Señal 2001
5. Don Maximiano 2003

6. Château Margaux 2000
7. Château Lafite 2000
8. Tignanello 2000
9. Sassicaia 2000
10. Viñedo Chadwick 2001

### The Berlin Tasting, China July 2008

1. Don Maximiano 2005
2. Don Maximiano 2004
3. Sassicaia 2004
4. Viñedo Chadwick 2004
5. Château Mouton 2004
6. Château Lafite 2004
7. Viñedo Chadwick 2003
8. Señal 2004
9. Château Margaux 2004
10. Tignanello 2004

### The Berlin Tasting, New York

May, 2010

1. Kai 2006
2. Opus One 2006
3. Haut Brion 2006
4. Don Maximiano Founder's Reserve 2006
5. Château Lafite 2006
6. La Cumbre 2006
7. Señal 2006
8. Stag's Leap 2006
9. Viñedo Chadwick 2006
10. Sassicaia 2006

**MAKING A MERLOT AT A SUB-£10 PRICE POINT DOES NOT PRECLUDE ONE FROM CREATING FIRST-GROWTH-RIVALLING BORDEAUX BLENDS – AS THE BERLIN TASTINGS HAVE REPEATEDLY PROVED**

vines, we are the size of Bordeaux, and our message should be premium," he states.

And back to the suggestion Errázuriz is not a fine wine producer, it should be added that

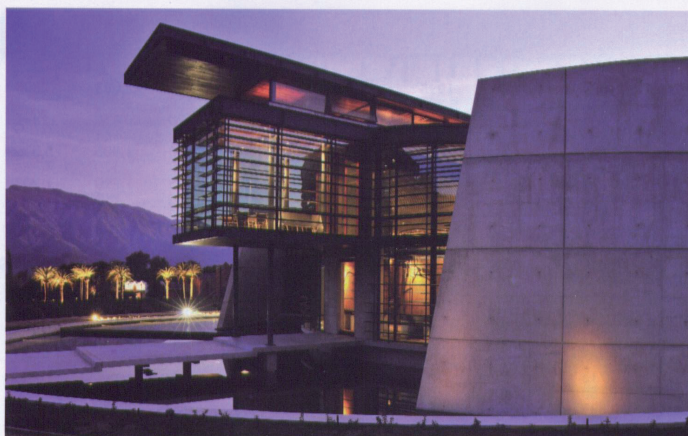
making a Merlot at a sub-£10 price point does not preclude one from creating first-growth-rivalling-Bordeaux blends – as the Berlin Tastings have repeatedly proved. Just think of Errázuriz as little different to UK importer Hatch Mansfield's other major supplier, Burgundy négociant Louis Jadot. Yes, Jadot bottles the likes of Corton Charlemagne under its well-known fine wine brand – but also Beaujolais.

Essentially, while Errázuriz has managed to successfully convey a reputation for consistent quality-driven mainstream products, it seems to have failed in communicating its fine wine credentials to an international audience. Hopefully this profile will be further help in getting its credible message across. **db**





## FINE WINE PROFILE



# Up there with the best of them

**It may produce wines at the cheaper end of the spectrum, but Chilean producer Errázuriz can more than hold its own in the world of fine wine too, as its scores at recent tastings prove, reports Patrick Schmitt**

**THERE'S NOTHING** unusual in encountering wine snobbery among consumers but it was surprising and saddening to hear a recent example of it in the trade. During the organisation of the inaugural *drinks business* Fine Wine Fair, a potential exhibitor suggested that an already confirmed attendee, Errázuriz, was not a producer of "fine wine".

Ironically, and satisfyingly, within hours of hearing this tale, the *drinksbusiness.com* ran the results of an event in New York on 10 May this year: "Chilean wine takes top spot in blind tasting" stated the story. The Chilean wine was Errázuriz Kai, a 100% Carménère from 2006, which had secured the highest score in a line-up that included Haut Brion, Lafite and Opus One, all from the same vintage.

Not only that, but the same producer's Don Maximiano Founder's Reserve 2006 came in fourth place, its Cumbre in sixth, and Señal in seventh. Then, down in ninth place was its Viñedo Chadwick, tied with Sassicaia.

Furthermore, this headline-grabbing outcome was not the first time Errázuriz had pitched its top products against the wine world's most revered labels, and come out on top.

Beginning in 2004, Eduardo Chadwick, president at Errázuriz, decided to hold a blind tasting of his top wines against first growths from Bordeaux. He enlisted the help of British wine writer Steven Spurrier, mastermind of the famed Paris tasting of 1976 between California and Bordeaux, which hurled Napa Valley onto the global

stage. Then he lined up a series of respected commentators in Berlin, because the European city was undergoing a renaissance. And the results? Among the 10 wines from the 2000 and 2001 vintage – including Château Lafite, Margaux and Latour – the Errázuriz Viñedo Chadwick 2000 came first, and the producer's Señal 2001 took second slot. In fifth place was Señal 2000. "The victory was conclusive for Viña Errázuriz," said Spurrier after the event, which became known as the Berlin Tasting. "Why did the tasters put his wines first, second and fifth? Simply because they are very good wines indeed," he added.

This was followed by similar events in Brazil, Japan, China, London and Stockholm, and in 13 tastings Errázuriz wines have always taken at least 50% of the top five places, according to Chadwick.

"In Brazil, in 2005, we came second and third to Margaux; in Japan, in 2006, we came second and third to Latour, and in China, in 2008, we came first and second. And in each case we took three out of the top five places."

Then, turning his attention to the latest outcome from the New York tasting, he says: "This is the best result we could possibly obtain, it is a major statement."

### Great winemaking nation

Continuing, he explains that the purpose of these tastings is not only to gain international recognition for Errázuriz's icon wines but also highlight Chile's ability to make fine wine. "My point is to prove that Chile makes great wines," he says.

And when it's suggested his wines may show better than first growth Bordeaux at this early stage in their development he adds: "We are not asking the tasters to rate the wine for instant pleasure. They know the vintage and we are simply asking them to choose the best wine, which one they like the most."

Errázuriz has had a long-term focus on fine wine beginning with its Don Maximiano Founder's Reserve, which was first launched as a Cabernet Sauvignon from the Aconcagua Valley in 1983 and has gradually evolved to include other Bordeaux varietals Cabernet Franc, Petit Verdot, and then since 2003, a touch of Syrah.

New York  
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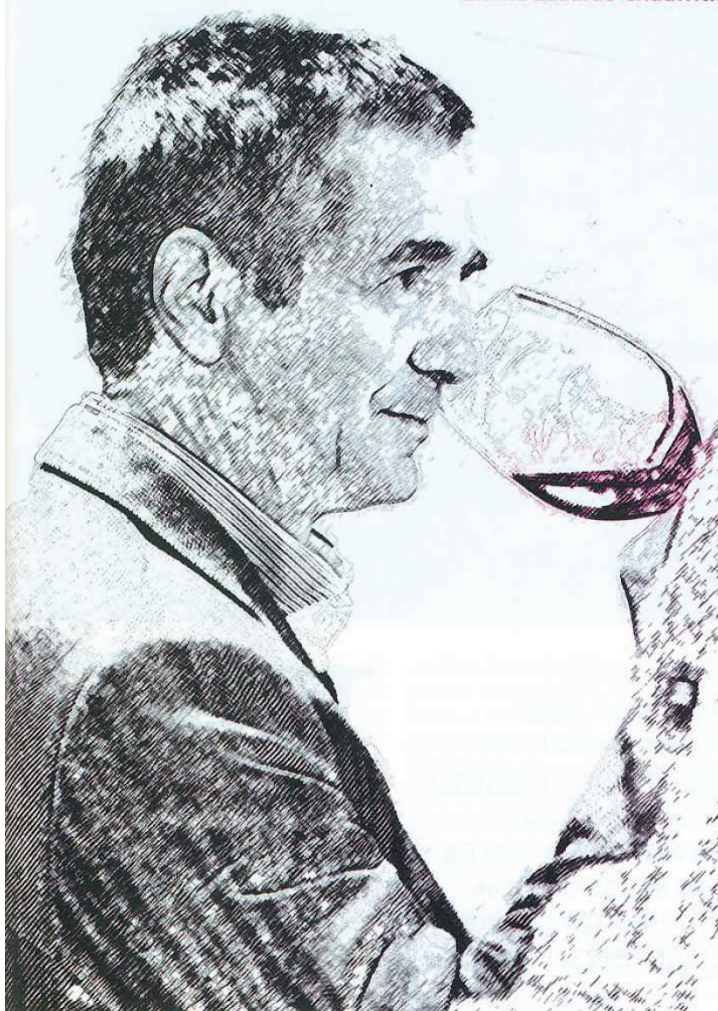
(Reporting by Leslie Gevartz; Editing by [Paul Casciato](#))







**"Estamos muy orgullosos de este excelente resultado en un país como Estados Unidos, con tanto potencial para la industria vitivinícola chilena. Con catas como éstas, donde son los propios consumidores y periodistas especializados los que eligen a ciegas, contribuimos a colocar en un lugar de privilegio a todos los vinos chilenos", afirma Eduardo Chadwick.**



en el mundo. "Mi primer mentor fue mi papá. El tenía una visión y un cariño por la industria sin límites. Vivió entre parras y fue quien me invitó a trabajar en la viña. Me sacó de Chile y me mandó a Burdeos en 1985", ha confesado en más de una ocasión a sus más cercanos.

Sobre Robert Mondavi, con quien firmó un joint venture para dar vida a Sena, el primer vino icono de Chile, Chadwick tiene los mejores recuerdos. "Tuve la suerte de recibir en Chile a Robert Mondavi cuando fue invitado por Agustín Huneeus. Fui su chofer. El me dijo que teníamos un gran potencial en el país. El hecho de que se haya fijado en nosotros, que éramos una viña pequeña, fue un gran reconocimiento", dijo Chadwick a "Poder&Negocios".

Su pasión por el vino lo ha llevado a recorrer todo el mundo. Es un viajero empedernido. De hecho, hace algunos años vivió en Londres. Se trasladó allí junto a su mujer, María Eugenia Brown, y a sus cuatro hijas: María Eugenia, Magdalena, María José y Alejandra. Fue un viaje familiar, pero también una oportunidad para conocer a fondo el mercado europeo, uno de los principales destinos del vino chileno.

Pero Chadwick también reparte su tiempo entre sus otras obligaciones como hombre de negocios. Es presidente de Coca-Cola Polar (una de las embotelladoras de The Coca-Cola Company) con presencia en Chile, Argentina y Paraguay, y vicepresidente de Malterías Unidas. Y, por supuesto, monitorea de cerca su trabajo favorito: ser la cara visible de Viña Errázuriz, uno de los principales actores de la industria en materia exportadora.

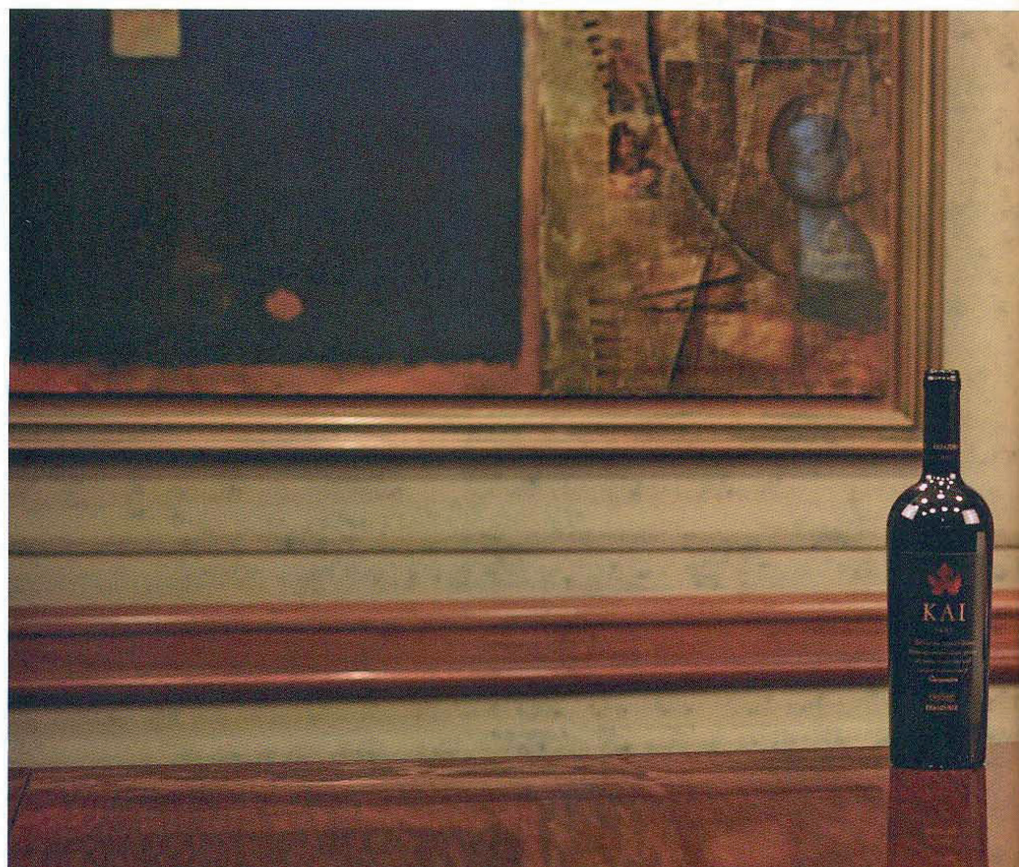
A pesar de que este empresario siempre está concentrado en sus obligaciones profesionales, no pierde de vista los deportes. Es aficionado al tenis, al esquí y al andinismo. Escaló el Aconcagua, la montaña más alta de Occidente, y conquistó la cumbre. Y lo hizo acompañado de una botella de Don Maximiano y de la bandera de la viña. Y cómo no, si Chadwick lleva el vino en la sangre. **EN**





New York  
2010

PERSONAJE



# A CHILEAN TOAST IN NEW YORK





## EDUARDO CHADWICK

# Un gran embajador del VINO CHILENO

Acaba de adjudicarse un sólido triunfo en la cata a ciegas de Nueva York con su vino Kai 2006, donde se quedó con el primer lugar. Está satisfecho con el resultado que cierra el ciclo de las catas a ciegas que inició en el 2004, con las que pudo demostrar, a nivel mundial, que la calidad del vino chileno no tiene nada que envidiarle a sus pares franceses e italianos.

**Y** lo hizo nuevamente. Pero esta vez en Nueva York. En la última de sus ya famosas catas a ciegas, Eduardo Chadwick se quedó con el primer lugar con su vino icono Kai 2006, destronando a los mejores vinos de Estados Unidos, Italia y Francia, la mayoría de los cuales supera los US\$ 500 la botella. Fue el mismísimo Steven Spurrier, editor y crítico de la prestigiosa revista "Decanter"—quien también dirigió el 2004 la reconocida cata de Berlín, en que Viñedo Chadwick 2000 y Señal 2001 superaron por primera vez a los principales vinos Grand Cru de Francia y a los Súper Toscanos de Italia—quien estuvo a cargo de la organización del evento que reunió a más de 70 invitados entre cronistas, sommeliers y representantes de reconocidas tiendas especializadas de Estados Unidos.

Fue un rotundo triunfo y muy merecido para el presidente de Viña Errázuriz, quien se la ha jugado con creces por lograr que Chile se gane un sitio en la industria vitivinícola mundial. Convencido de que la "justicia a ciegas" es la forma imparcial de evaluar la calidad de los vinos, Chadwick inició una ronda de catas bajo esta modalidad en el 2004, recorriendo diversas ciudades del mundo y logrando resultados decisivos para los vinos chilenos.

"Estamos muy orgullosos de este excelente resultado en un país como Estados Unidos, con tanto potencial para la industria vitivinícola chilena. Con catas como éstas, donde son los propios consumidores y periodistas especializados los que eligen a ciegas, contribuimos a colocar en un lugar de privilegio a todos los vinos chilenos", enfatiza el propio Eduardo Chadwick.

Pero la victoria no sólo fue para Viña Errázuriz, con su vino icono Kai, sino que también para la cepa Carménère. El vino triunfador fue elaborado sobre la base de esta variedad tinta, emblemática y exclusiva de Chile, que fue redescubierta en el país hace pocos años, luego de que se considerara extinta en el mundo entero y en su natal Bordeaux, y que durante los últimos años ha cosechado innumerables premios internacionales.

### Su primer mentor

La historia profesional de Eduardo Errázuriz, ingeniero industrial de la Universidad Católica, ha estado marcada por su vinculación al rubro a temprana edad, teniendo dos maestros importantes en el despertar de su pasión por el vino. Uno de ellos es Alfonso Chadwick (su padre) y el otro es Robert Mondavi, el gran referente de los vinos californianos.





New York  
2010



## NO HANGING CHADS HERE



In 1976, some wines from **California** got their due when a group of **snooty French wine critics** selected them over some of the finest wines their own country had to offer. When the results of what has gone down in wine-lover lore as "The Judgment of Paris" became known, the Frenchmen could scarcely believe their ears. A quarter century later, a winemaker from Chile, **Eduardo Chadwick**, decided to attempt the same feat in New York, pairing wines from his **Errázuriz** vineyards against the best from the Old World and New.

Held today at the **Mandarin Oriental**, the blind tasting attracted some of the most discerning critics in America, as the 2006 wines of Errázuriz were pitted against wines from **Chateau Lafite**,

**Sassicaia**, **Opus One** and elsewhere. As was the case in 1976, there were upsets aplenty, including the fact that one of the Errázuriz wines, **Kai** (a blend of 87% Carmenere with the balance being Petit Verdot and Syrah) took the top spot among the ten wines on the list. The closely monitored tasting (which was certified by a top-flight accounting agency) amply proved that the best wines from Chile are underpriced and wrongly overlooked. Track down a bottle of 2006 Kai yourself and see what the fuss is all about.

2010



Carnesère	Fritid	
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Many children have the same or a somewhat similar attitude toward the computer, says the manager. "I've seen a lot of kids who are afraid of the computer, and I've seen a lot of kids who are afraid of the computer, and I've seen a lot of kids who are afraid of the computer."

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Grady V. Stone, University of Utah, and an anonymous reviewer have made many useful comments on earlier drafts of this manuscript. I thank them for their help. I also thank the University of Utah for its support of this research.

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<p><b>2007 Champagne Charles Heidsieck, Reims</b>  <i>Charles Heidsieck, Reims</i>          1982 (average 19.2 percent)</p> <p>Stark bærne og liljeblå, medfyllbar, bærne med rødt bær og sødme. En fantastisk deling og en stor del af bærne og sødme. En fantastisk deling og en stor del af bærne og sødme. En fantastisk deling og en stor del af bærne og sødme.</p>	<p><b>2007 Champagne Charles Heidsieck, Reims</b>  <i>Charles Heidsieck, Reims</i>          1982 (average 19.2 percent)</p> <p>Stark bærne og liljeblå, medfyllbar, bærne med rødt bær og sødme. En fantastisk deling og en stor del af bærne og sødme. En fantastisk deling og en stor del af bærne og sødme.</p>
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**2000 Villanueva, Santitas  
Gran Reserva  
Cru de Bourgogne, Alsace  
Villanueva (100% Pinot  
d'O) (95%)**



Blackberry and  
raspberry aromas  
blend with  
stone, light notes  
and citrusy  
freshness. A  
hydrocarbonic  
fruity fragrance  
dominates the  
aroma, with high  
clarity and very  
clean, precise  
flavors: mandarin  
and Santa-Catharina.  
The wine is  
very elegant and  
concentrated, with  
brilliant oil, ripe or  
ripe.

**2007 Villanueva, Santitas  
Cru de Bourgogne, Alsace  
Villanueva (100% Pinot  
d'O) (95%)**



Blackberry and  
raspberry aromas  
blend with  
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and Santa-Catharina.  
The wine is  
very elegant and  
concentrated, with  
brilliant oil, ripe or  
ripe.

[illegible]

The image displays three beer bottles. On the left is a bottle of 2007 Los Angeles Cerveceria Que Pasa, featuring a dark label with gold and white text. In the center is a bottle of 2008 Cerveceria Nacional, showing a dark label with a gold crest and the text 'NACIONAL'. On the right is another bottle of 2008 Cerveceria Nacional, with a dark label featuring a gold crest and the text 'NACIONAL'.

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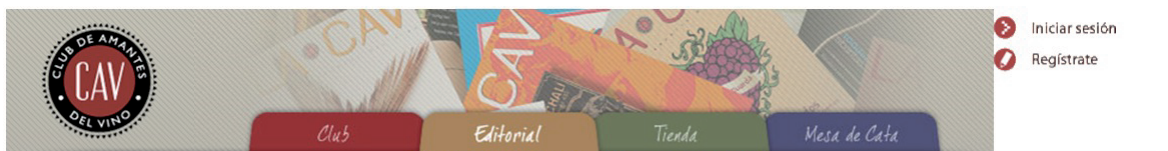


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## Reportajes

La fiesta no personal de Errázuriz  
Viernes 11 de Junio de 2010  
Ana María Barahona

Extrañamente a lo que suele ser el mundillo del vino, Eduardo Chadwick no quiso celebrar a puertas cerradas su triunfo en Nueva York. Ayer explicó porqué.

El mail de Eduardo Chadwick hablaba de una gran fiesta, de una gran celebración. Y eso fue. Acostumbrados a los vaivenes de una industria que ha pecado de mirarse el ombligo de manera particular, con muy poca visión de imagen país, lo que hizo ayer el presidente de Vía Errázuriz -y responsable de presentar un Plan Estratégico 2020 para Chile- tenía una connotación nacional que tiene luces por todos lados.

Ahí estaban en primera fila su madre, sus hermanas, los máximos dirigentes del vino chileno (René Merino de Vinos de Chile y Juan Somavía de Wines of Chile), además de varios responsables de emblemáticas viñas nacionales como Baltazar Sánchez del grupo Santa Rita o su vecino en Aconcagua, Mauro von Siebenthal. Chadwick partió su particular celebración con un video que desarrolló Wines of Chile y que no hizo otra cosa que emocionar y constatar las maravillosas condiciones naturales de nuestro país como postal y como productor de vinos, y, por ende, las motivaciones y resultados de esa suerte de travesía del vino en que se convirtieron las distintas versiones de la Cata de Berlín que, en su última versión de mayo pasado, tuvo una suerte de "grande finale" cuando en Nueva York y con un granado grupo de 70 catadores y periodistas americanos, el muy chileno KAI carmenère 2006 resultó vencedor frente a lumbreras de Francia, Italia y Napa.

"Es un triunfo de Chile", dice serio Chadwick pero también muy feliz, y agrega: "no podría haber soñado un mejor final, que nuestro carmenère haya ganado es haber puesto la firma de Chile en el mundo". Y agrega que en su opinión es el cepaje estrella de nuestro país. Lo del carmenère da para muchos análisis y ojalá discutibles en el seno de la industria nacional. Ya no es una anécdota los 97 puntos de Carmín de Peumo o de Talay de Cristóbal con Robert Parker, como tampoco debe ser lo de KAI. Hay aquí una variedad única que no ha recibido la recompensa ni el apoyo necesario del país.

Luego de esa presentación, los anfitriones ofrecieron un almuerzo con algunos de sus vinos iconos como protagonistas: desde un estupendo La Cumbre syrah 2004, un Don Maximiano 2005 lleno de nervio y potencial, y el rey de la fiesta: KAI carmenère 2006 con notas pimentosas, frutales y una boca jugosa, de tarino todavía algo apretado. Claramente los degustadores americanos valoraron su tono especiado, y su indiscutible personalidad made in Chile.

Al final, nuevos aplausos, brindis y la sensación que si Chile funcionara con una postura más integrada, los triunfos como el de Nueva York no serían una isla en medio del desierto.



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New York  
2010



## The Berlin Tasting Chicago



Tuesday  
May 11, 2010  
The Peninsula Hotel  
Chicago, Illinois

Panel:  
Michael Quinttus: Vintus LLC  
Eduardo Chadwick: Errazuriz  
Steven Spurrier: Decanter  
Francisco Baettig: Errazuriz

10 Highly Regarded Wines, tasted  
blind, by Chicago's most respected  
wine writers, buyers and suppliers.

### The Results:

- #1 '06 Stag's Leap Wine Cellars, S.L.V., Napa Valley-Glass 4
- #2 '06 Errazuriz, Kai, Aconcagua-Glass 5
- #3 '06 Chateau Lafite Rothschild, Pauillac-Glass 8
- #4 '06 Chateau Haut Brion, Pessac-Leognan-Glass 1
- #5 '06 Opus One, Napa Valley-Glass 2
- #6 '06 Errazuriz, Sena, Aconcagua-Glass 9
- '06 Errazuriz, Don Maximiano-Glass 7
- #8 '06 Errazuriz, La Cumbre, Aconcagua-Glass 10
- #9 '06 Sassicaia, Tuscany-Glass 6
- #10 '06 Errazuriz, Vinedo Chadwick-Glass 3

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Autor / Fuente: EMOL RESTAURANTES 14 / mayo / 10

### CARMENÈRE ÍCONO DE ERRÁZURIZ TRIUNFA EN CATA A CIEGAS EN NUEVA YORK

Eduardo Chadwick, presidente de Viña Errázuriz, nuevamente dio un golpe a la cátedra, esta vez en pleno Nueva York, donde su ícono Kai 2006 se impuso en el primer lugar en una cata a ciegas en la que participaron los mejores vinos de Estados, Italia y Francia, la mayoría de los cuales supera los US\$ 500 la botella.

La cita fue organizada por Steven Spurrier, editor y crítico de la prestigiosa revista Decanter, el mismo que dirigiera el 2004 la famosa Cata de Berlín, donde Viñedo Chadwick 2000 y Señá 2001 superaron por primera vez a los principales vinos Grand Cru de Francia y los Súper Toscanos de Italia.

Comenzó la jornada en el elegante Hotel Mandarin con una presentación de Eduardo Chadwick, quien comparó las principales regiones vitivinícolas del mundo, incluyendo Bordeaux, la Toscana, Napa y Chile, ante más de setenta invitados, cronistas especializados de Estados Unidos, sommeliers y representantes de reconocidas tiendas especializadas de Norteamérica.

Todos ellos degustaron los íconos cosecha 2006 del Grupo Errázuriz, Viñedo Chadwick, Señá, La Cumbre, Don Maximiano y Kai, junto a los mejores exponentes de California (Opus One y Stag's Leap SLV), de Italia (Sassicaia) y de Francia (Château Lafite Rothschild y Château Haut Brion).

El resultado llenó de júbilo a los chilenos presentes y al propio Chadwick, porque Kai es el único vino ícono de Errázuriz elaborado sobre la base de la cepa Carmenère, la cual es una variedad emblemática y exclusiva de Chile, que fue redescubierta en nuestro país hace pocos años atrás, luego que se considerara extinguida en el mundo entero y en su natal Bordeaux.

"Estamos muy orgullosos de este excelente resultado en una región con tanto potencial para la industria vitivinícola chilena. Esta cata confirma los resultados que hemos venido obteniendo desde Berlín y reafirma la convicción que nuestros vinos están entre los mejores del mundo", comentó Eduardo Chadwick, recordando que es un logro que viene a realzar la celebración de los 140 años de Viña Errázuriz.

Agregó que "con catas como éstas, donde son los propios consumidores y periodistas especializados los que eligen a ciegas entre nuestros vinos nuestros y los de las apelaciones más prestigiosas, contribuimos a colocar en un lugar de privilegio a todos los vinos chilenos"

El resultado final de la cata a ciegas de Nueva York fue el siguiente



1. Kai 2006
2. Opus One 2006
3. Château Haut-Brion 2006
4. Don Maximiano
5. Lafite
6. La Cumbre (Syrah)
7. Señá
8. Stag's Leap
9. Viñedo Chadwick & Sassicaia





New York  
2010

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## ECONOMÍA Y NEGOCIOS

Sábado 5 de Junio de 2010

También venció a vinos de Napa:

### Viña Errázuriz gana en cata a ciegas realizada en Nueva York

El carménère Kai obtuvo el primer lugar entre 10 tintos, donde compitieron franceses de primera uva, entre otros. Una experiencia positiva para los vinos de la Viña Errázuriz - perteneciente a la familia Chadwick - constituyó la cata a ciegas The Berlin Tasting NYC, realizada en Nueva York en mayo en el Mandarin Oriental Hotel. El certamen atribuyó su nombre a una versión anterior realizada en Berlín en 2004.

En la competencia, el carménère Kai de la firma chilena obtuvo el primer lugar.

El tasting es una repetición de experiencias anteriores en que Errázuriz se midió con otros vinos en otras partes del mundo (Berlín en 2004, y Toronto y Tokio en 2006). En esta última oportunidad (2010), en la cata ciegas correspondiente a 10 tintos de alta calidad, la viña local salió vencedora.

Estas pruebas son una repetición del histórico tasting de 1976 en París, donde vinos californianos - tintos y blancos - desplazaron a los legendarios vinos franceses de primera uva.

Los vinos que se midieron en la prueba con Errázuriz este año - donde participaron 70 expertos internacionales de la industria - correspondieron a productos franceses de primera uva, vinos de alto rango de la Toscana y del valle de Napa.

El segundo lugar de esta competencia, en la citada categoría, lo obtuvo Opus One del valle de Napa. Mientras que el Bordeaux Chateau Haut-Brion se ubicó en tercera posición.

En tanto, Errázuriz Don Maximiano se ubicó cuarto; La Cumbre, en sexta posición, y Viñedo Chadwick, novena.

#### Herramientas

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**CELEBRACIÓN.** Eduardo Chadwick - al centro - celebra la victoria en el Berlin Tasting-New York, alzando una botella del carménère Kai.  
Foto: BERLINTASTINGNYC-HAMPTONS

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## 智利紅酒擊敗波爾多酒王

今年初，英國一場蒙眼試酒會上，台灣噶瑪蘭威士忌力壓三款蘇格蘭威士忌，獲選為最佳威士忌。近日，紐約也舉行一場蒙眼試酒會，結果一款智利紅酒，爆冷擊敗了享負盛名的法國波爾多紅酒。

來自世界各地 100 名評酒家和葡萄酒鑑賞家，在不知道品牌的情況下，反覆品嚐各款 2006 年份的上等紅酒。結果，智利伊拉蘇酒莊出品的 Errazuriz KAI 獲評為品質最佳，美國加州納帕谷的 Opus One 第二，波爾多酒王 Chateau Haut-Brion 屈居第

三。其餘參加試酒的還有波爾多 Chateau Lafite-Rothschild 和意大利托斯卡尼 Sassicaia。

Errazuriz KAI 又平又靚，在美國售 624 港元，遠較售 1,248 港元的 Opus One 和 3900 港元的 Haut-Brion 便宜。

英國《每日電訊報》



■ 酒評人士蒙眼品酒，認為智利紅酒更勝法國波爾多紅酒。

互聯網



New York  
2010

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13 DE MAYO DE 2010

### Carmenère ícono de la viña Errázuriz triunfa en cata a ciegas en Nueva York

“Estamos muy orgullosos de este excelente resultado en una región con tanto potencial para la industria vitivinícola chilena, dijo Eduardo Chadwick, presidente de la viña.

por EL MOSTRADOR

COMENTAR

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El presidente de la Viña Errázuriz, Eduardo Chadwick, dio nuevamente un golpe a la cátedra, esta vez en pleno Nueva York, donde su ícono Kai 2006 se impuso en el primer lugar en una cata a ciegas en la que participaron los mejores vinos de Estados, Italia y Francia, la mayoría de los cuales supera los US\$ 500 la botella.

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New York  
2010

## STEVEN SPURRIER



### Chadwick and Chile: full steam ahead

In the April 2004 *Decanter*, under the title 'Three Terroirs and a Victory in Berlin', I wrote about Eduardo Chadwick's blind tasting that January which saw his Viñedo Chadwick 2000 and Señá 2001 being rated above Lafite-Rothschild 2000. His Señá 2000 followed in fourth – equal to Margaux 2001. Fired up by this result, Chadwick, fifth generation of the Errázuriz wine estates founded by Don Maximiano Errázuriz in the Aconcagua Valley in 1870, held a series of similar tastings around the world. This May he wrapped them up into a baker's dozen with tastings in New York, Chicago and Los Angeles, ending a seven-year odyssey during which he successfully achieved recognition for his icon brands and Chilean wines in general.

I have to declare an interest in these tastings, as I was invited to co-chair the first one in Berlin and had the pleasure of co-chairing many of the others. Chadwick knew that the only way to get recognition for unknown wines was to go against the benchmarks in a blind tasting. It was the same recognition I sought for the Cabernet Sauvignons and Chardonnays made by California's 'boutique' wineries when I held the Judgment of Paris tasting in 1976. Only by having a panel of experts compare the wines blind against Burgundy and Bordeaux benchmarks did I realise how this might be achieved. That the interlopers were placed first in each category stunned me as much as his first two places in Berlin did Chadwick, but we had wanted recognition – and we got it.

In his first 10 tastings, Chadwick had limited the benchmarks to Bordeaux first growths and Tuscan icons such as Sassicaia, Solaia and Tignanello, always from similar

vintages to his own wines. In the US, he scaled the European wines back to Haut-Brion, Lafite-Rothschild and Sassicaia, adding Opus One and Stag's Leap Wine Cellars SLV. To his trio of Don Max, Señá (the joint venture with Robert Mondavi, now 100% Errázuriz) and Viñedo Chadwick, he added the new Kai (87% Carmenere) and La Cumbre (97% Shiraz), also from Aconcagua Valley. The vintage of all 10 wines was 2006.

Before this year, the nine tastings following Berlin – San Paolo, Tokyo, Toronto, Copenhagen, Seoul, Beijing, Amsterdam, London and Stockholm – had notched up four top places for Chile

**'Chadwick can be seen as a remarkable ambassador for his company and country'**

against wines much better known and far more expensive, and 29 out of the 50 top five places. With panels of 50 tasters made up from the leading retailers, restaurateurs and critics, the top five wines in each city were: New York – Kai, Opus One, Haut-Brion, Don Max, Lafite-Rothschild; Chicago – Stag's Leap, Kai, Lafite-Rothschild, Haut-Brion, Opus One; Los Angeles – Stag's Leap, Haut-Brion, Opus One, Lafite-Rothschild, Kai.

This very consistent ranking gave Errázuriz, after seven years and 13 cities, five first places and 33 of the 65 top five wines – 51%. Chadwick can be seen as a remarkable ambassador both for his

company and country, especially since the wine that triumphed in the US was from Chile's own Carmenere, a grape that just a decade ago was mistaken for Merlot.

It is no surprise, therefore, to find him on the panel of Chile 2020, discussing the country's wine ambitions for the next decade. Michael Cox, UK director of Wines of Chile, gave me the bullet points: Chile to be perceived as the leading producer of premium wines in the New World; develop the Sustainability Code to reinforce the message of Chile's viticultural 'naturalness'; promote Chile's increasing diversity of geography, climates, variety and style; emphasise Chile's value; elevate the status and image of Carmenere; identify more wine 'personalities' who convey Chile's newfound confidence; increase Chile's penetration in key growth markets; work with the Chilean government to promote wine tourism.

Cox concluded: 'I'm hugely optimistic about the future and Chile's ability to make multi-dimensional wines with flair, diversity, personality and character. The tectonic plates of the wine world are shifting inexorably and Chile, no stranger to seismic activity, is now a more imposing figure than ever on the world wine map.'

Argentina impresses me with the increasing range of world-class wines from Patagonia in the south to Salta in the north; Uruguay remains consistent and, across the border, Brazil's southern vineyards are full of pleasant surprises. But Chile takes the crown for diversity. Each year a new region seems to open up, higher slopes conquered and sustainable viticulture almost goes without saying.

These elements are summed up by the creation in 2006 of Viña Vik, when Norway's Alexander Vik bought 1,750 hectares of the previously unknown Millahue Valley on the north slopes of the Apalta Valley. Patrick Valette, whose family owned Châteaux Pavie and Pavie-Decesse, is the manager and his 2009 vintage is well on the way to fulfilling Vik's aim of creating a 'holistic grand cru exceptionnel' in Chile. **D**

Steven Spurrier is *Decanter's* consultant editor, and a renowned taster

#### WHAT STEVEN'S BEEN DRINKING THIS MONTH...

##### CHILE'S PLACE AT THE TOP TABLE

Twelve of the family around the garden table on the hottest evening of the year so far: **Charles Heidsieck mise en cave Champagne 2004** (2003 base wine), sprightly and creamy; **Méo-Camuzet, Hautes Côtes de Nuits, Burgundy 2004**,

which matched the sorrel soup and cold poached salmon to perfection; a robust **Errázuriz, Don Maximiano, Chile 2005** with cheese; and a surprisingly young **Château de Fesles, Bonnezeaux, Loire 1976** with the first local strawberries.

PHOTOGRAPH: DEBBIE ROYCE



New York  
2010

**CHICAGO BUSINESS**  
— POWERED BY CRAIN'S —

### **Chicagoans will blind taste-test world's best wines**

Chilean wine producer **Eduardo Chadwick** brings his Berlin Tasting to Chicago today. This is a take-off of the famed Paris Tasting that in 1976 saw Napa Valley chardonnays and cabernets beat out French wines in a blind tasting.

Mr. Chadwick has conducted the Berlin Tasting, as he calls it, every few years in cities all over the world, to put Chilean wines among the world's finest. This time around, he's hitting New York, Chicago and Los Angeles, in that order.

Today's invitation-only tasting is being held at the Peninsula Hotel and led by Steven Spurrier, the British wine expert. Tasters include **Barbara Herman**, head buyer of Binny's; **Jeremy Quinn**, wine director at Webster's Wine Bar; and **Dan Pilkey**, wine director at Elysian hotel.

Mr. Chadwick says he's not familiar with the "nuances of the palates" of Chicagoans vs. New Yorkers or Californians, but he's intrigued by the Windy City's interest in food and high-end restaurants.

"I would expect Chicago would be the most balanced of the three," he says.

With Chicagoans cutting back on high-end wines in the past year, I wonder if the guests will be able to wrap their taste buds around the wines on the testing table.

Some of the world's best wines will be represented, from Chateau Lafite Rothschild, Chateau Latour, Tignanello and Sassicaia, along with Chilean wines from Mr. Chadwick's family vineyard.



New York  
2010

## Icono de Errázuriz conquista Nueva York Carmenère triunfa en cata a ciegas

Eduardo Chadwick, presidente de Viña Errázuriz, nuevamente dio un golpe a la cátedra, esta vez en pleno Nueva York, donde su ícono Kai 2006 se impuso en el primer lugar en una cata a ciegas en la que participaron los mejores vinos de EEUU, Italia y Francia, la mayoría supera los US\$ 500 la botella.

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### EXPOSICIÓN

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"Estamos muy orgullosos de este excelente resultado en una región con tanto potencial para la industria vitivinícola chilena", comentó Eduardo Chadwick.



New York  
2010



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## KAI TRIUNFA EN NUEVA YORK

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Carmenère ícono de viña Errázuriz triunfó por primera vez en la famosa Cata a ciegas llamada Berling Tasting.

Viña Errázuriz obtuvo el primer lugar con su carmenère ícono Kai 2006 en una cata a ciegas en Estados Unidos, donde participaron los vinos más destacados del mundo. La degustación fue organizada por Steven Spurrier, editor y crítico de revista Decanter, el mismo que dirigiera el 2004 la famosa **Cata de Berlín**.

Cabe destacar que Kai es el único vino ícono participante elaborado sobre la base de la cepa Carmenère, variedad emblema de Chile, redescubierta en nuestro país hace años atrás, luego que se considerara extinguida en el mundo entero y en su natal Bordeaux.

La jornada se realizó en el Hotel Mandarin con una presentación de Eduardo Chadwick, presidente de Viña Errázuriz, quien comparó las principales regiones vitivinícolas del mundo, incluyendo Bordeaux, la Toscana, Napa y Chile, ante más de setenta invitados, cronistas especializados de Estados Unidos, sommeliers y representantes de reconocidas tiendas especializadas de Norteamérica.

En la ocasión participaron los mejores vinos de Estados Unidos, Italia y Francia, la mayoría de los cuales supera los US\$ 500 la botella. Entre ellos estaba el Grupo Errázuriz, Chadwick, Señá, La Cumbre, Don Maximiano y Kai. De California Opus One y Stag's Leap SLV, de Italia Sassicaia y Francia Château Lafite Rothschild y Château Haut Brion.

Eduardo Chadwick señaló "estamos muy orgullosos de este excelente resultado en una región con tanto potencial para la industria vitivinícola chilena. Esta cata confirma los resultados que hemos venido obteniendo desde Berlín y reafirma la convicción que nuestros vinos están entre los mejores del mundo", recordando que es un logro que viene a realzar la celebración de los 140 años de Viña Errázuriz.

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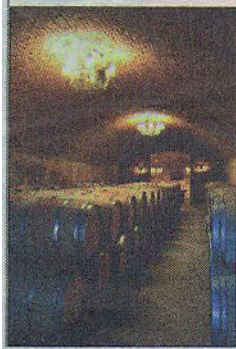
New York  
2010

## El vino chileno que derrotó a los franceses

Una cata de vinos organizada esta semana en Nueva York, y que reunió a decenas de los más experimentados paladares de la Gran Manzana, arrojó una tremenda sorpresa: un vino chileno derrotó a sus colegas franceses que cuestan hasta 750 dólares la botella.

En la cata a ciegas, el Kai Errázuriz Carmenère, que en Estados Unidos se vende a 80 dólares, se impuso, entre otros al Chateau Haut-Brion y Chateau Lafite Rothschild, brebajes casi diez veces más costosos.

“Lo más importante es saber que Chile ofrece una amplia gama de vinos increíbles, desde el más económico hasta los más caros”, escribió Eric Arnold, experto de la revista “Forbes” sobre nuestro étlico representante.







## New York 2010

### KAI: EL TRIUNFADOR EN NUEVA YORK

El ícono de viña Errázuriz, Kai 2006, obtuvo el primer lugar en una cata a ciegas realizada recientemente en Nueva York, donde se midió frente a algunos de los más afamados -y costosos- vinos del mundo, como los franceses Château

Haut-Brion y Lafite, o el estadounidense Opus One. Este logro se enmarca dentro de una nueva versión de la llamada Cata de Berlín, que viene realizando

Eduardo Chadwick -el presidente de la bodega- desde el año 2004 en distintas ciudades del mundo, para demostrar que sus mostos, y los de Chile en general, están en la primera línea mundial. A \$75.000 en tiendas de El Mundo del Vino.





## Negocios

New York  
2010



### Chadwick y su éxito vitivinícola en Nueva York

Eduardo Chadwick lo hizo otra vez. El viñatero y artífice de la mítica cata a ciegas de Berlín 2004, donde sus vinos desplazaron a clásicos franceses e italianos y que después repitió en Tokio, Londres, entre otros, ganó ahora en Nueva York. Su ícono Kai Reserva 2006 logró el primer lugar en la cata a ciegas organizada por Steven Spurrier, editor y crítico de la revista Decanter, donde superó a cepas de Burdeos y variedades de culto californianas.

En el hotel Mandarin Oriental, los expertos degustaron vinos de Viñedo Chadwick, Señal, La Cumbre, Don Maximiano y Kai (todos del grupo Errázuriz), junto a los de Château Lafite Rothschild y Château Haut Brion de Francia; Opus One y Stag's Leap SLV de California y de Sassicaia de Italia.

Chadwick, junto al enólogo Francisco Baettig (**en la foto**), dijo que con este resultado "contribuimos a colocar en un lugar de privilegio a todos los vinos chilenos".

Cinco de los nueve primeros lugares de la cata de Nueva York los ocuparon vinos del grupo Errázuriz.





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**Revista**

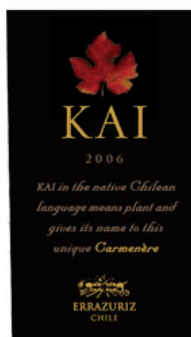
**Kai de Errázuriz se impone en cata ciegas a Opus One y Haut-Brion**

Publicado el 11/05/2010

NUEVA YORK, mayo 11. - Un vino chileno superó a dos famosos de Burdeos y otros dos vinos de culto de California en una cata a ciegas en la que participaron el lunes 10 de mayo alrededor de cien especialistas entre los que estaban los principales críticos, sommeliers y minoristas en Nueva York.

En una prueba parecida al afamado "Juicio de París" en la cual vinos californianos fueron ganaron una prueba a ciegas frente a sus pares franceses, los chilenos tuvieron un resultado similar.

La cata de Nueva York fue una repetición de las catas que han sido realizadas porpreviamente en Berlín, Tokio, Pekín, Amsterdam y Londres.



El vino que logró el primer lugar fue el Errázuriz KAI mientras que Opus One de Napa Valley quedó segundo y Château Haut-Brion (Burdeos) tercero.

Todos los vinos en competencia, incluyendo el Chateau Lafite-Rothschild, el toscano Sassicaia y el Stag's Leap SLV californiano, eran de la cosecha 2006.

Ninguno de los vinos probados era barato, aunque los cinco chilenos que incluyeron al Errázuriz Don Maximiano, que obtuvo el cuarto puesto; La Cumbre, que quedó sexto, y el Viñedo Chadwick, empatado en noveno lugar, cuestan menos, y a veces mucho menos.

El Errázuriz Kai, que se produce mayormente con la cepa Carmenere, se vende en comercios minoristas a unos 80 dólares la botella en Estados Unidos, mientras que el Opus One del 2006, un ensamblaje de tintos, cuesta cerca de 160 dólares y el Haut-Brion, también tinto, puede llegar a los 500 dólares la botella.

Don Maximiano, un ensamblaje de tintos, alcanza un precio minorista de 90 dólares la botella, mientras que el quinto, Chateau Lafite Rothschild, se vende por unos 1.000 dólares.

El vino La Cumbre, un syrah que se ubicó en el sexto puesto, cuesta 80 dólares; su vino hermano, Señá, otro ensamblaje de tintos, quedó en séptimo lugar y tiene un valor de 100 dólares la botella.

El Stag's Leap SLV, que se ubicó octavo, puede ser encontrado actualmente en 70 dólares la botella.

El noveno puesto fue para el chileno Viñedo Chadwick -en 180 dólares la botella- y para el afamado Sassicaia toscano- por unos 160 dólares-.

"El objetivo aquí no es recompensar sino reconocer", dijo Steven Spurrier, el anfitrión de la prueba en 1976 en París que puso en el mapa los vinos de California.

(Adaptación de artículo original de Leslie Gevirtz)





New York  
2010

## REVISTA LOBBY

MIÉRCOLES 19 DE MAYO DE 2010

 REVISTA LOBBY

**ESTA SEMANA**  
**AÑO XXII. 20 al 26 de mayo, 2010**

**LA NOTA DE LA SEMANA:** Tacna... Mucho Gusto

**LA COLUMNA DEL ESCRIBIDOR:** La Mesa del Chef del hotel W

**LOS CONDOMIOS DE DON EXE:** Puro Caballo

**NOVEDADES:** Otra gracia de Errázuriz. Ahora en Nueva York

**BUENOS PALADARES:** Las críticas gastronómicas de la semana

 NOVEDADES

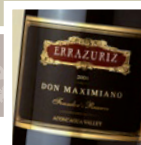


### **OTRA GRACIA DE VIÑA ERRÁZURIZ AHORA EN NUEVA YORK**

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## Chile Cabs Trump Bordeaux, Napa in Blind Taste-Off: Elin McCoy

By Elin McCoy - May 24, 2010 12:01 AM GMT-0400

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Sixty-five noses are sniffing glasses in a wine-to-wine taste-off on the 36th floor of New York's Mandarin Oriental hotel. Mine is one of them.

The 10 numbered reds in front of me include two first- growth Bordeaux, two high-end Napa Valley cabernet sauvignons, an Italian Super Tuscan, and five Chilean wines, all from the 2006 vintage. The bottles are in brown paper bags, so we don't know which wine is which.

[Enlarge image](#)



Eduardo Chadwick, president and owner of Vina Errazuriz in Chile's Aconcagua region, sniffs a glass of red wine at The Berlin Tasting New York, at the Mandarin Oriental hotel. Chadwick has organized blind taste-offs around the world that pit his five most expensive reds against top Bordeaux and Napa wines. Photographer: Daniel D'Emilio via Bloomberg

The task? Rate the wines and pick the top three. Will Chile's "icon" entries make the grade?

This is the latest re-enactment of "The Berlin Tasting," an event Eduardo Chadwick, owner of Chilean winery Vina Errazuriz, initiated six years ago.

Ever since the 1976 Paris Tasting shocker, when French experts rated wines from brand-new California wineries higher than France's best whites and reds, blind taste-offs have been the great wine equalizer, the way to prove, maybe, that the latest upstarts taste just as good as more expensive, world-renowned labels.

In the past 34 years, dozens of winery owners like Chadwick have copied the idea as the route to international vino respectability. It's all about image upgrade.

Chile started making icon wines about 15 years ago, yet is mostly known for its tasty, low-cost cabs.



Bottles of ten red wines, poured at The Berlin Tasting New York, were revealed at a blind taste-off at the Mandarin Oriental hotel. The tasting was one of many that Eduardo Chadwick, president and owner of Chile's Vina Errazuriz winery, has orchestrated in the world's capitals to show that Chile's icon wines can stand up to the best of Bordeaux and Napa. Photographer: Dan D'Emilio via Bloomberg

In the first Berlin Tasting, "it was David vs. Goliath," the 50-year-old Chadwick says, clearly relishing the memory. Trim and gray-haired, he exudes aristocratic sophistication. To give the event authenticity and pizzazz, he pulled in as moderator British wine expert Steven Spurrier, who hosted the Paris Tasting.

'Berlin Wall'

To Chadwick's surprise, or so he claims, the 36 attending European wine press and trade buyers rated two of his wines, 2000 Vinedo Chadwick and 2001 Sena, higher than Bordeaux first growths from the great 2000 vintage. "It was like the Berlin Wall falling," says Chadwick with a grin.

Well, not quite. But the results inspired him to stage regular re-enactments in Sao Paulo, Tokyo, Toronto, Copenhagen, Beijing, Amsterdam, London and Stockholm. The U.S. version is the grand finale.

In Beijing in 2008, Chadwick's wines even beat [Chateau Lafite-Rothschild](#), though this in no way weakened China's Lafite obsession. Even when Chadwick's wines didn't come out on top, they gained high-quality shine and hype from holding their own next to the world's greats -- not a bad marketing ploy.



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So how did Chadwick's five reds fare in New York? Very well indeed.

#### Feeling Smug

No one can resist turning this into a guessing game. I'm feeling smug after correctly identifying two of my top three wines: my No. 1 favorite is ever-elegant Lafite (\$700) and my third-place wine is rich, tannic Haut-Brion (\$495). My second-highest score goes to the [Errazuriz Don Maximiano](#) (\$90), a wonderfully balanced blend of cabernet sauvignon, cabernet franc, petit verdot and syrah. At least I pegged it as a New World wine.

When the final group scores are revealed, though, I discover I'm out of step. The combined first place goes to Chadwick's stylish, brooding Errazuriz Kai (\$70), made mostly from the grape Carmenere (6th on my list), second place to Napa Valley's Opus One (\$150), and third to [Haut-Brion](#). The group places Chadwick's Don Max 4th; modern, oaky Errazuriz La Cumbre Syrah 6th (\$70); powerful, intense Sena 7th (\$75); and his most expensive, Vinedo Chadwick (\$180) 9th. Lafite is 5th.

Tasting blind is widely regarded as the most unbiased method to assess wine quality, a way to evaluate what's in the glass without the influence of preconceptions about a producer or a wine

region. A study published two years ago in the "Journal of Wine Economics" showed that when most drinkers rated wines without seeing labels, they preferred the cheaper wines to the more expensive ones.

#### Investment Potential

But a blind tasteoff has limitations. In my experience, bold wines usually trump subtle, elegant ones. In a replay, scores may be completely different. Context is missing -- a bit like judging a book without knowing anything about its author. What makes people pant for Bordeaux, after all, is more than taste in the glass, it's image, history, investment potential.

As we head for lunch at Porter House in the Time Warner center after the tasting, I keep thinking of what Jean-Bernard Delmas, former manager of Chateau Haut-Brion, once said to me: "I don't make my wine to go with Lafite, I make it to go with food."

Haut Brion is not on the table at lunch. Chadwick understandably pours his own wines, including one that wasn't in the tasting. The juicy, vibrant 2007 Errazuriz single vineyard cabernet (\$21) doesn't have the concentration and depth of his five icon wines, but it's vibrant and delicious with filet mignon and, hey, the price is right.

Maybe that one was the real winner.

([Elin McCoy](#) writes on wine and spirits for Muse, the arts and culture section of Bloomberg News. The opinions expressed are her own.)

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Por REUTERS, REUTERS, actualizado: 11/05/2010

# Vino chileno logra victoria contra Burdeos y vinos de culto

Por Leslie Gevirtz



Por Leslie Gevirtz

NUEVA YORK (Reuters) - Un vino chileno superó a dos cepas de Burdeos y dos variedades de culto californianas en una prueba a ciegas en la que participaron el lunes 100 de los principales críticos, "sommeliers" y minoristas en Nueva York.

En una prueba parecida al afamado "Juicio de París" en el cual vinos californianos fueron probados a ciegas frente a las más destacadas cepas francesas, y ganaron, los chilenos tuvieron un resultado similar.

La prueba en Nueva York fue de hecho una repetición de las catas que han sido realizadas por críticos y conocedores en Berlín, Tokio, Pekín, Amsterdam y Londres.

El vino tinto que obtuvo el primer lugar fue el Errazuriz KAI. El clásico de culto del Valle de Napa Opus One alcanzó el segundo puesto y el Chateau Haut-Brion de Burdeos el tercero.

Todos los vinos en competencia, incluyendo el Chateau Lafite-Rothschild, el toscano Sassicaia y el Stag's Leap SLV californiano, eran de la cosecha 2006.

Ninguno de los vinos probados era barato, aunque los cinco chilenos que incluyeron al Errazuriz Don Maximiano, que obtuvo el cuarto puesto; La Cumbre, que quedó sexto, y el Viñedo Chadwick, empatado en noveno lugar, cuestan menos, y a veces mucho menos.

El Errazuriz Kai, que se produce mayormente con la cepa Carmenere, se vende en comercios minoristas a unos 80 dólares la botella en Estados Unidos, mientras que el Opus One del 2006, un ensamblaje de tintos, cuesta cerca de 160 dólares y el Haut-Brion, también tinto, puede llegar a los 500 dólares la botella.

Don Maximiano, un ensamblaje de tintos, alcanza un precio minorista de 90 dólares la botella, mientras que el quinto, Chateau Lafite Rothschild, se vende por unos 1.000 dólares.

El vino La Cumbre, un syrah que se ubicó en el sexto puesto, cuesta 80 dólares; su vino hermano, Sena, otro ensamblaje de tintos, quedó en séptimo lugar y tiene un valor de 100 dólares la botella.

El Stag's Leap SLV, que se ubicó octavo, puede ser encontrado actualmente en 70 dólares la botella.


El noveno puesto fue para el chileno Viñedo Chadwick -en 180 dólares la botella- y para el afamado Sassicaia toscano- por unos 160 dólares-.

"El objetivo aquí no es recompensar sino reconocer", dijo Steven Spurrier, el anfitrión de la prueba en 1976 en París que puso en el mapa los vinos de California.

(Reporte de Leslie Gevirtz; Editado por Lucía Sigal)


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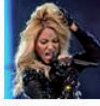







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**Shakira, Juanes, Bisbal: la música latina es reina en el Mundial de Sudáfrica**

Los cantantes colombianos Shakira, intérprete del himno oficial del Mundial (Esto es África), y Juanes, que estará junto a ella en un concierto de inauguración del evento, llevarán la bandera de la música latinoamericana al torneo de Sudáfrica-2010.



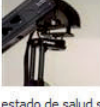
**Artistas e intelectuales españoles piden democracia para Cuba**

Artistas e intelectuales españoles, entre ellos el director de cine Pedro Almodóvar y el escritor hispano-peruano Mario Vargas Llosa, pidieron este miércoles apoyo para los demócratas que luchan en Cuba por convertir a la isla en una democracia y el fin de la "dictadura" cubana.



**Julio Bocca y Jorge Drexler colaborarán para el Ballet de Uruguay**


El músico uruguayo Jorge Drexler y el bailarín argentino Julio Bocca acordaron recientemente en Madrid una colaboración para un proyecto destinado al Ballet Nacional del Sode de Uruguay, indicó este miércoles el diario español ABC.



**Hospitalizaron al legendario cineasta argentino Leonardo Favio**

El legendario cineasta y cantante argentino Leonardo Favio, autor de "Crónica de un niño solo", entre otras laureadas películas, está hospitalizado en un sanatorio de Buenos Aires y su estado de salud se mantiene en reserva, informó una fuente médica.

### La imagen del día





# A Thirsty Spirit

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## Berlin Tasting comes to New York

This past Monday, over 75 wine buyers, writers and sommeliers gathered to participate in a remake of the 1976 Judgment of Paris, dubbed the Berlin Tasting. The Judgment of Paris was a wine competition organized by a British wine merchant named Steven Spurrier, designed to pit top-quality French and American Chardonnays and Cabernet Sauvignons against one another. At the time, Spurrier only sold French wine.

The Paris tasting prompted these follow-up tastings: The San Francisco Tasting of 1978, The French Culinary Institute Tasting of 1986, The Wine Spectator Tasting of 1986 and The 30th Anniversary Paris Judgment Tasting, which took place simultaneously in both Napa and London.

Each time, American wines came out on top. Back in 1976, this upset made the cover of *Time* magazine (the reporter, George M. Taber, was there Monday, too), while being ignored by the French press. The 2008 movie, *Bottle Shock*, was inspired by this tasting as well. Regardless of your opinion on subjectivity of taste and statistical interpretation, these events were a boon for new world wines.

Eduardo Chadwick, the President of Viña Errazuriz, wanted to see if this could work for Chilean wines and with the help of Spurrier, organized a tasting in Berlin in 2004, pitting his wine against top French and Italian wine. These tastings were repeated year after year, from Brazil to Tokyo to Toronto to Copenhagen, finally arriving in New York this week.



The views from the ballroom at the Mandarin Oriental aren't shabby. The panel sitting at the front includes Eduardo Chadwick, Steven Spurrier, Francisco Baettig (chief winemaker for Errazuriz) and the founder of Vintus, their American importer.

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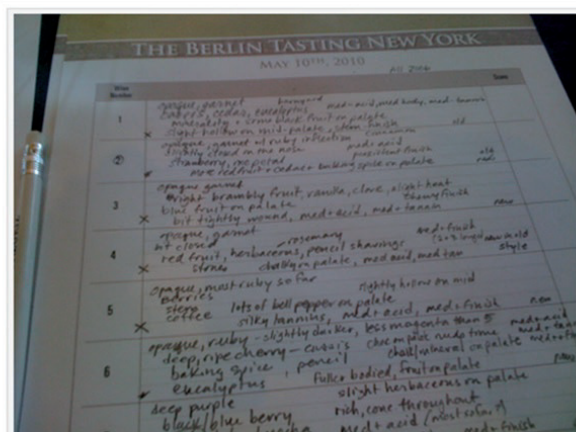
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We were given 10 wines to taste blind, and asked to pick our top 3.



My notes. We knew there were French, American, Italian and Chilean wines and that they were all from the 2006 vintage. On a separate sheet of paper, we simply noted our top 3 selections. Our first pick was worth 3 points, our second worth 2 points and our third worth 1 point. The results were tallied while we were all still there.

The results from the group:

1. Kai by Errazuriz (87% Carmenère, 9% Petit Verdot, 4% Shiraz)
2. Opus One
3. Château Haut-Brion
4. Don Maximiano Founder's Reserve by Errazuriz (82% Cabernet Sauvignon, 8% Cabernet Franc, 5% Petit Verdot, 5% Shiraz)
5. Château Lafite Rothschild
6. La Cumbre by Errazuriz (97% Shiraz, 3% Petit Verdot)
7. Sefia by Errazuriz (55% Cabernet Sauvignon, 16% Merlot, 13% Petit Verdot, 10% Carmenère, 6% Cabernet Franc)
8. Stag's Leap SLV
9. there was a tie here: Sassicaia and Vinedo Chadwick by Errazuriz (100% Cabernet Sauvignon)

My top pick was also the Kai. My #2 was the Stag's Leap and my #3 was the Sefia. Spurrier's top pick was the Chadwick and his #2 was the Kai.

Were some of these wines not ready to drink yet? Sure. You might also think to yourself, with 5 out of the 10 wines from Chile (from the same producer), how badly could they fare?

All that being said, had you asked anyone on the way in, I highly doubt he or she would have anticipated that a Carmenère-based wine from Chile would beat out heavy-hitters from around the world.

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## food and wine

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# Vina Errazuriz Kai 2006 Takes The Prize At The Berlin Tasting - New York 2010

By Douglas Harrington | 1 Comment

The distinguished panel that lead the blind tasting consisted of Michael Quintus, Eduardo Chadwick, Steven Spurrier and Vina Errazuriz' Chief Winemaker Francisco Baettig. (Douglas Harrington)

**New York City** - It should not be news to anyone that over the past decade Chilean wine has garnered its fair share of the international wine market, however, last week in Manhattan they once again took on their European and Napa competitors for bragging rights and once again, Chile took home the prize.

Many bulk producers of good, fairly priced table wine can claim responsibility for the meteoric rise in Chile's worldwide sales. What may surprise many oenophiles is that there are several premium houses in Chile that not only stand up to the French First Growths, Tuscan superstars and Napa standouts, but have surpassed them at several international blind tastings.

The standout of these pedigree Chilean estates is Vina Errazuriz, who first threw down the gauntlet at the historical Berlin Tasting of 2004. Established in 1870 with imported French vines by founder Don Maximiano Errazuriz at the foot of Mount Aconcaga, the highest peak in the Western Hemisphere, the vineyards are nestled between the trade winds of the Pacific Ocean and the Andes Mountains. The combination essentially creates a Mediterranean climate and the perfect conditions for the ancient, imported French vines.

Spaka Steakhouse wine buyer Carlo Cungo carefully rates the wines.

Repeating his historic 1976 Paris Tasting where California wines took the prize in both the red and white categories over legendary French First Growths, renowned *Decanter Magazine* editor, consultant and wine merchant **Steven Spurrier** created a similar scenario in Berlin in 2004 for Vina Errazuriz to take its place among the world's great wines. A truly blind tasting of 2000 and 2001 vintages judged by many of the world's foremost wine journalists, sommeliers and merchants, it was anyone's guess as to the outcome and risky business indeed for the proud Chilean vineyard.

Over 70 wine industry professionals participated in The Berlin Tasting - New York 2010 at the Mandarin Oriental Hotel in Manhattan.





Errazuriz' **Eduardo Chadwick**, president of the fifth generation family estate and the great-great-great grandson of its founder, could not have been happier with the results of the 2004 Berlin Tasting as his Vinedo Chadwick 2000 and Sena 2001 (co-produced with Robert Mondavi) placed first and second over a 2000 Chateau Lafite and the Sena 2000 tied for fourth place with a 2001 Chateau Margaux.

Not resting on its laurels, Errazuriz reenacted the Berlin Tasting in Toronto and Tokyo in 2006 and in London in 2009. Although no first place finish was taken at these tastings, Errazuriz placed four to five wines in the top 10 in each of the tastings.



Securely bagged, the tasting was indeed truly blind.

That all changed this week at the Berlin Tasting - New York 2010, held at the Mandarin Oriental Hotel on Columbus Circle. In the blind tasting of 10 red wines, Errazuriz' Kai 2006 was voted first with top honors, followed by an Opus One 2006 and a Chateau Haut-Brion 2006 that finished in third place. Over 70 industry professionals participated in the tasting.

Particularly interesting to the event result is that Kai, which in the native Chilean language simply means plant, is made from 87 per cent Carménere grape. This particular grape, like most, was almost completely destroyed during the late-19th century Phylloxera blight that devastated the French wine industry. Never really resurrected in Europe, this long-lost grape variety

from Bordeaux, Carménere is quickly becoming the signature grape of Chile and certainly has staked its claim as one of the world's great varietals with its win in Manhattan this week.

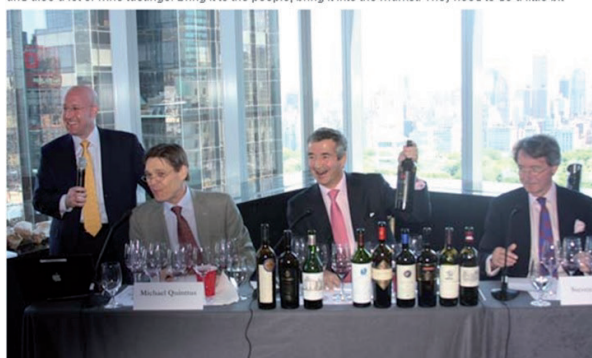
I asked Spurrier to comment on the Chilean win, "I am surprised and very pleased for Eduardo that his Kai came in first, because it is a Carménere and that is Chile's calling card. I am not surprised and also very pleased for Opus One, because that is a seamless wine, a very beautifully made wine. I didn't put it quite as high as that [second], but I have always admired it. The fact that Haut-Brion came in third, we actually had a less good bottle up here, we didn't like the Haut-Brion, but I just had another taste and it is a very, very good wine. The excitement is that Eduardo's wine came in first. I think it is an accolade for something that is a new idea. Wine shouldn't just be traditional; wine should be full of new ideas."



The 10 reds that were considered at the tasting along with the Errazuriz offerings included French First Grow, Tupsan superstars and a Napa standout.

Panel moderator and Errazuriz exclusive U.S. distributor, Vintus Wine founder **Michael Quintus**, explained to me that Carménere was brought to Chile along with other French vines in the mid-1800s and flourished. It was not replanted by Bordeaux vintners after the blight because it ripened late during the French rainy season. Apparently the Chilean wine makers didn't really know what they had with this particular grape, "In Chile, until the mid-1990s, Chileans thought it was Merlot because the grapes look so similar. They were harvesting it along with the regular Merlot which is an earlier ripening grape, whereas Carménere is a late ripening grape. Once they found out where the Carménere vines really were, then they started ripening it later and now it is making spectacular wines."

Among the many industry professionals at the event was Sparks Steakhouse wine buyer **Carlo Cungo** and I asked him how he liked the event, "I loved it, beautiful, a great experience! So now we are going to buy more Chilean wine." Cungo told me he presently carries 15 Chilean wines on his extensive list. I asked him how many Long Island wineries he carried and sadly he informed me, "None. We just really have not gotten a chance [to consider them], we have such a big wine list, 2,000 bottles, but we will see." I asked him what Long Island wineries need to do to create better exposure in Manhattan, "I think it is a little more marketing and also a lot of wine tastings. Bring it to the people, bring it into the market. They need to do a little bit



An elated Eduardo Chadwick holds up his winning Vinedo Chadwick Kai 2006.

A lesson can certainly be learned from the likes of Chilean producers like Eduardo Chadwick, who not only aggressively markets his product (perhaps with more support from the Chilean government than our winemakers receive from New York State), but is willing to stand toe-to-toe with European and Napa heavyweights at blind tastings like this and let the blows fall where they may. Although not uncontested or undefeated champions, over the last decade Chilean wines like Vinedo Chadwick Kai and Vinedo Chadwick have definitely moved up in the rankings and must be taken seriously as contenders.