

Berlin Tasting 10th Anniversary Gala Dinners Celebrating the Milestone that Established the World-Class Status of Chilean Wines

- The events were hosted by Eduardo Chadwick, President of Viña Errázuriz and Viña Seña, along with renowned wine personalities, including Steven Spurrier, Consultant Editor of Decanter Magazine, and Jeannie Cho Lee, first Asian Master of Wine.
- The celebrations took place in key Asian locations, such as Taipei, Seoul, Tokyo and Hong Kong.
- A specially edited Berlin Tasting Anniversary Book was handed to every attendee as a memento of this milestone.

(Hong Kong, March 2014).- Celebrations of the Berlin Tasting 10th Anniversary commenced this month with Black-Tie Gala Dinners hosted in key Asian locations, including Taipei, Seoul and Tokyo, and culminating in Hong Kong. The events were held to commemorate the legendary blind tasting initiative that toured more than 15 countries and reached over 1,400 wine experts who participated in bias-free blind tastings and consistently positioned the Chilean wines in the top 3 places in 19 out of 21 events, achieving a remarkable 90% of the overall preferences, thereby establishing Chile's place amongst the world's greatest wine appellations.

In words of Eduardo Chadwick, "Today, The Berlin Tasting has reached the heights of a true milestone thanks to the consistent recognition of the world-class status of our wines, granted by top connoisseurs worldwide. We are pleased and grateful to commemorate this ten years journey with them."





The closing gala event on March 7th took place at the Island Shangri-La Hotel in Hong Kong. VIP guests enjoyed the opportunity to taste selected vintages, ranging from 25 years-old and up, of the Chilean Icon wines that participated in the Berlin Tastings held around the world over the past 10 years, including KAI, Seña, Don Maximiano and Viñedo Chadwick wines.

“It was a wonderful evening that marks the success and significance of the Berlin Tasting for Chilean wines,” Jeannie Cho Lee expressed. “It was not only the young wines that showed well; the old vintages showed beautifully and prove that the best Chilean wines are not just good at winning blind competitions, they are even more delicious when aged and can be enjoyed over a long period of time.”

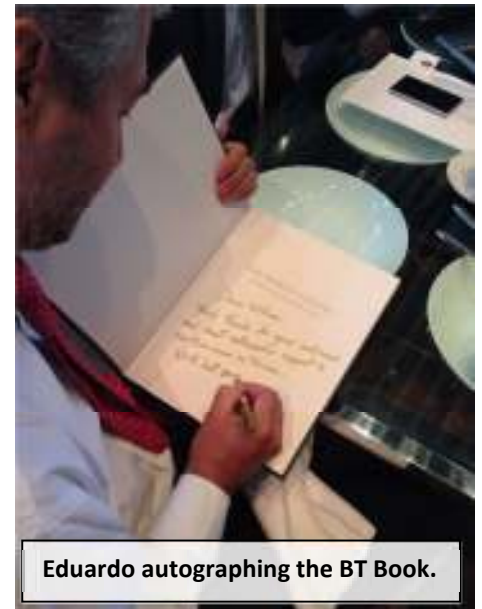
Steven Spurrier commented, “The wines that were presented at the Berlin Tasting Dinner were from vintages 2011 down to 1989. Five very different wines over a spread of 22 years proved without a doubt to all attendees that we were in the presence of wines that showed the elegance, depth of flavour and sense of place that only wines of great quality can possess. This was a triumph for Eduardo Chadwick and for Chile.”

The wines exhibited received great praise from more than 90 VIP attendees.

“All the wines this evening from Viña Errázuriz and Viña Seña prove that Chilean wines deserve to be considered as among the best wines of the world,” said Mathieu Pouchan, Chief Sommelier from ETC wine shops.

Andy Lee, Managing Director of Milon Wine added, “This was a wonderful experience to taste Chilean wines from 1989 to 2011. These natural beauties were very different in style but they all showed their individuality and high quality.”

In addition to Asia, the Berlin Tasting 10th Anniversary celebration will continue on its world-tour throughout 2014, revisiting cities where this legendary event took place. The commemoration will continue in Europe in May and then move to America during the second-half of this year.



Eduardo autographing the BT Book.

About The Berlin Tasting & the Quest for International Recognition

On the 23rd of January 2004, Europe's most highly regarded wine journalists, writers, and buyers were invited to gather in Berlin for a blind tasting of 16 wines from the 2000 and 2001 vintages. The tasting included some of the best wines in the world, most of them rated 100 points by wine critic Robert Parker. The outcome placed Chile's 2000 Viñedo Chadwick and 2001 Seña ahead of legendary world-class wines, thereby establishing the event as a milestone in the history of Chilean wine and a breakthrough for the recognition of Chilean *terroirs* worldwide.



The original Berlin Tasting, January 2004.

The first Berlin Tasting constituted a milestone, but it also brought surprise with its results, and even criticism and disbelief. So it was important to repeat it, always blind, never revealing the origins and vintages of the wines tasted, in different places and under different palates. The reason for conducting these blind tastings was to allow the participants an unbiased view of the wines tasted and the opportunity to evaluate their intrinsic quality for themselves.

A new tasting format was launched in 2011, introducing the 'vertical tasting' concept to evaluate older vintages of the world's greatest wines alongside Chilean ones. The goal was to show the ageing potential of these Icon wines and demonstrate how well Chilean fine wines evolve and improve with age. The results were highly favourable, and the audience was appreciative and impressed with the high level of quality and ageability of the top Chilean wines.

- To learn more about The Berlin Tasting, please visit: www.theberlintasting.com
- For more information, please contact: ystein@chadwickwines.cl