

# Good to know



VIÑA ERRAZURIZ  
AND THE CHILEAN WINE INDUSTRY  
RECOGNIZED FOR THEIR EFFORTS  
IN POSITIONING BRAND CHILE  
AROUND THE WORLD

# PROCHILE DISTINGUISHES TO VIÑA ERRAZURIZ



Eduardo Chadwick,  
president of Viña Errázuriz,  
received the distinction for  
his contributions to the  
national identity in  
international markets.

With the objective of recognizing companies or entrepreneurs who have contributed to positioning Chile through their export promotional strategies, ProChile singled out Eduardo Chadwick, president of Viña Errázuriz, for his contributions to the national identity in international markets.

Alfredo Moreno, the Minister of Foreign Affairs, presented the award during a luncheon in the Don Maximiano Icon Winery. Other guests included distinguished representatives of the trade and personalities of the private world.

For Eduardo Chadwick, president of Viña Errázuriz, **“this award is not only a credit to Viña Errázuriz, but to the entire national wine industry. We are very thankful and it makes us very happy to receive this distinction, which will certainly help strengthen the image of our wines throughout the world.”**

In addition to emphasizing Viña Errázuriz’s good work, Minister Alfredo Moreno also highlighted Eduardo Chadwick’s professionalism, talent, capabilities, creativity, spirit, and willingness to take risks and recognize the opportunities offered by the business world.

It bears mention that Viña Errázuriz stands out for its modern installations and the constant renovation of its strategies, as well as for its famous blind tastings, which have been putting Chilean wine in the international spotlight since 2004. One such example was the excellent performance of Kai 2006 in The Berlin Tasting New York, which recently took first place over the best wines of the United States, Italy, and France.

Viña Errázuriz is the first Chilean company to receive this award from ProChile. The recognition is part of a series of distinctions that the institution will make in 2010 in the areas of “Chilean Services for the World,” “Innovative Entrepreneurship,” and “Sustainable Exporter.”



Félix de Vicente, Director of ProChile and Alfredo Moreno giving the medal to Eduardo Chadwick.