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The Builder of Icons

By Meininger`s

Meiningers Wine Business International, one of the world's leading wine magazines, published on its volumen VI Issue 4 september 2011 a full-length interview with Eduardo Chadwick, President of Viña Errázuriz. The article highlights the work that he and Viña Errázuriz have done to build an image of quality for chilean wine and refers to him as "The Builder of Icons," for his icon wines Don Maximiano, Seña, Viñedo Chadwick, La Cumbre and KAI.



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"Chile's - and our Errázuriz ultra premium wines - needed recognition. We had the quality but most critics were unwilling to give us ratings equivalent to those they were giving other, more-established wines and regions."

"At the Berlin Tasting, the big surprise for everyone, myself included, was that our Viñedo Chadwick 2000 and Seña 2001 came in first and second ahead of the First Growths and Super Tuscans."

"At Errázuriz we are fully committed to excellence in sustainability, the use of clean and green energies, and encouraging social responsibility in everything we do. This is our vision and the cornerstone of our future development."



"Eduardo Chadwick has arguably done more than anyone else to create the image of quality in Chilean wine."

By Robert Joseph.

