



Good to know



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ERRAZURIZ ICON WINES MARK THEIR PRESENCE AROUND THE WORLD



The team showcasing Errázuriz Icon Wines

VIÑA ERRÁZURIZ MADE A SIGNIFICANT IMPRESSION AT VINEXPO ASIA-PACIFIC 2012 IN HONG KONG

In order to “transport” the attendees of the Vinexpo Asia-Pacific 2012 wine fair in Hong Kong back to its origin in Chile’s Valle de Aconcagua, and to showcase the place where all its Icon wines are created, Viña Errázuriz built a booth they would never forget: a scale replica of the Don Maximiano Icon Winery.

Set in a privileged location within Vinexpo, one of the most important events on the wine industry calendar and in a market highly influenced by image, the impressively designed “Errázuriz Icon Wines” stand captivated the public and was an obligatory stop during the three-day fair.



TASTING IN SAINT PETERSBURG

Motivated by The Berlin Tasting carried out in Moscow on May 25th, Viña Errázuriz importer in Russia, Lotos Land, decided to present our key wines in a tasting for 25 clients in Saint Petersburg on June 20th, conducted by the renowned Russian expert, Alexei Limonov.

“It was an interesting and exciting presentation of our range, where all the guests were pleased to have the opportunity to taste such diamonds such as La Cumbre, Don Maximiano and Viñedo Chadwick”, remarked Alexei Semenov, Commercial Director of St Petersburg’s Branch of Lotos Land.



UPCOMING: FRANCISCO BAETTIG PRESENTING WINE SEMINARS ACROSS ASIA AND EUROPE!

Conducting a very illustrative Wine Seminar with the focus on our Icons’ ageing potential, our Chief Winemaker, Francisco Baettig, will launch a new tour throughout some key cities in Asia and Europe, next September. Don't miss this Master Class, the opportunity to meet Francisco and to taste some of the best wines from Chile including vintages from our flagship wine Don Maximiano Founder's Reserve, dating back to the 1980's. The tour includes the following dates & countries:

September 11th to 14th - China

September 17th - Netherlands

September 18th - Denmark

September 19th - Switzerland

ALL THESE ACTIVITIES CAUGHT MUCH MEDIA ATTENTION ALONG THE WAY. TWO OUTSTANDING CASES:



As we announced in our GTK N°74, on June 19th the Financial Times, one of the UK's leading newspapers, published in its website the article “Eduardo Chadwick: Putting Chile on the map”, written by journalist John Stimpfig. He starts his article by saying: “Every wine region and country has its heroes. California’s was Robert Mondavi. In Australia, it was Len Evans. Spain has Miguel Torres and Argentina Nicolas Catena. Arguably, Chile’s champion is Eduardo Chadwick (...) Of course, to qualify for this kind of acclamation, you have to do a lot more than run a successful business. You also have to put your country on the fine wine map.”

Find the whole note at:

<http://www.ft.com/cms/s/0/7c7fafd2-9dba-11e1-9a9e-00144feabdc0.html>



On Saturday June 10th at prime time, NTV –one of the three most important TV channels in Russia, with national scope– aired the reportage “Seeking out the Chilean wine revolution” during its weekly news program, “Itogovaya Programma”. A team from this broadcaster visited us in April and then attended the Berlin Tasting in Moscow. Their note is almost a master class about Chilean wine, with the rediscovery of Carmenerre, the history of Eduardo Chadwick, and the Berlin Tasting, all examples of the great revolution of Chilean wine, according to correspondent of NTV, Sergey Holoshevskiy.

The note can be viewed at: <http://ip.ntv.ru/news/38547/>