



# Good to know

Nº  
**87**

Year 11 | June, 2013



## Don Maximiano Triumphed in the Berlin Tasting Seoul, The World's Icons Judgment

*More than 60 attendees gathered in Seoul on Friday 7th June to participate in the first edition of Viña Errázuriz's renewed blind tasting initiative, launched in Korea under the name of "The World's Icons Judgment", where Chilean Icons showcased their world-class ageing potential alongside the most famous wines in the world.*

After culminating a first cycle of 15 successful Berlin Tastings in the key wine capitals around the world since 2004, Viña Errázuriz launches a new era through tastings performed in a vertical format, pitching 20 years of evolution represented in historic vintages of Viñedo Chadwick, Don Maximiano Founder's Reserve, La Cumbre, KAI, and Seña, alongside classic vintages of Bordeaux Premiers Grands Crus Classés, in order to further build international recognition for the world-class ageing and cellaring potential of Chilean wines, in the coming years.

In a new landmark moment, the results pronounced Don Maximiano Founder's Reserve 2009 the favourite wine, and Seña 1997 in second place.

SEOUL, 7 <sup>TH</sup> DE JUNE 2013	
WINE	RANKING
<b>Don Maximiano 2009</b>	<b>1</b>
Seña 1997	2
Château Margaux 2003	3
KAI 2006	4
Viñedo Chadwick 2010	5
Viñedo Chadwick 2003	6
La Cumbre 2010	7
Don Maximiano 2010	8
Château Latour 2006	9
Château Latour 1995	9

**Mina Choi**, Editor-in-Chief and Executive Director of Wine Review Magazine, Korea's premiere wine publication and co-moderator: "I was very glad to find the audience, which included some of the most important people and opinion leaders in the Korean wine market, choosing the greatest wines themselves and realizing it was exactly the Chilean Icon Wines that they had chosen. The reaction from the audience was explosive! I'm sure this will be another milestone for Chile in Korea."

**Eduardo Chadwick**: "It's a fantastic result for Chilean wines, and at Viña Errázuriz we are most proud of our team's achievements because this shows once again that Chilean wines –our 2009 Don Maximiano on this occasion– are at the top of Korean connoisseur's preferences, competing with the most famous wines in the world. Moreover, this time we tasted vintages from the last 20 years, what demonstrated the great consistency and ageing potential of Chilean wines."

TAKING DON MAXIMIANO FOUNDER'S RESERVE  
TO WORLDS HEIGHTS

In order to celebrate this great success, and literally take this Chilean Icon wine to new heights, took place a joint commemorative climb up the Chunggae Mountain by President Eduardo Chadwick, with famous South Korean mountaineer, Mr Hong-Gil Um. This endeavour symbolically recalled previous climbs they had each made in 2002, when Mr Um led a successful expedition up Mt Everest, the highest mountain in the northern hemisphere, and Eduardo Chadwick reached the summit of Mt Aconcagua, the highest peak in the southern half of the world, and which gives its name to the valley where Viña Errázuriz was founded in 1870.



EDUARDO CHADWICK NOMINATED IN  
THE DECANTER 2013 TOP 50 POWER LIST

Viña Errázuriz's President Eduardo Chadwick has just earned a big recognition from the dean of international wine publications, being nominated in the fifth edition of Decanter Magazine's biennial Top 50 Power List. This ranking compiles the 50 most important people, who have some influence over the wines existing worldwide, asking the suggestions of 35 world experts in wine, including journalists, winemakers, Bordeaux négociants, academics and merchants.

Most notably, this is the second time for Eduardo Chadwick to be included in this list, because within its first edition, in July 2005, Decanter also recognized him among the fifty most influential personalities of the wine industry, and Viña Errázuriz was described as the "quality benchmark from Chile".

This time, the English wine-magazine based his nomination declaring: "(...) He was the first to plant in Chile's cool-climate Aconcagua Costa region and is a biodynamic pioneer. At the 2004 Berlin Tasting he pitted his Chadwick 2000 and Seña 2001 against some of the world's greatest, including Lafite and Sassicaia. His wines came first and second respectively, convincing the world that Chile could make great wine."

Commenting this award, Eduardo Chadwick expressed: "Certainly, this is an excellent acknowledgment to the solid team-work within Viña Errázuriz! I sincerely congratulate and thank everybody in our team, for their great effort and work done behind each of our wines."

# Decanter POWER LIST 2013

The fifth edition of our biennial list of movers and shakers in the wine world brings together the 50 most important people who influence what's in your glass today. Adam Lechmere counts down to number one...

## 47 Eduardo Chadwick (-)

President, Viña Errázuriz, CH

CHADWICK, WHOSE WINES are sold in more than 95 countries, has alliances with Louis Jadot in the HATCH Mansfield agency and with Robert Mondavi in Viña Sella. He was the first to plant in Chile's cool-climate Aconcagua Costa region and is a biodynamic pioneer. At the 2004 Berlin Tasting he pitted his Chadwick 2000 and Seña 2001 against some of the world's greatest, including Lafite and Sassicaia. His wines came first and second respectively, convincing the world that Chile could make great wine.



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