

Celebrating the 10th Anniversary of the Legendary Berlin Tasting

Viña Errazuriz and Viña Seña Host a Series of Gala Dinners Around the World

Events will be hosted by Eduardo Chadwick President of Viña Errazuriz and Viña Seña, accompanied by Steven Spurrier Consultant Editor of Decanter magazine & Chairman of Decanter World Wine Awards, and Jeannie Cho Lee, the first Asian Master of Wine.



(Hong Kong, 23rd January 2014) - Today marks the 10th anniversary of the Berlin Tasting. This blind tasting initiative has toured 17 countries and established Chile's place amongst the world's greatest wine-appellations. Berlin Tastings were carried out in other major wine capitals in the rest of the world, such as Hong Kong, Dubai, London, New York and Beijing, completing the global picture. Throughout the journey, Chilean wines placed among the top three places in 19 out of the 21 tastings, achieving a remarkable 90% preference rate by key palates from around the world. As Steven Spurrier commented, "It is the consistency across different vintages over a ten year period that is so important."

In the words of Jeannie Cho Lee MW: "Over the past ten years and 20 blind tastings later, the message is crystal clear: top Chilean red wines can and should join the ranks of the best wines from around the world."

To commemorate this ten-year journey, Viña Errázuriz and Viña Seña are planning a series of Black Tie Gala Dinners around the world throughout 2014, to celebrate this milestone in

the history of Chilean wine. Revisiting some of the destinations where the Berlin Tasting took place in, the tour will begin in Asia, followed by Europe, and the Americas.

The Gala Dinners will feature older vintages of the Berlin Tasting wines, Don Maximiano, Seña, and Viñedo Chadwick, showcasing their world-class evolution and ageing potential.

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. The flight of wines from the 2000 and 2001 vintages included some of the best wines worldwide, such as French classics that were rated 100 points by wine critic Robert Parker. The outcome placed Chile's 2000 Viñedo Chadwick and 2001 Seña ahead of the legendary French and Italian 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 1st Berlin Tasting constituted a milestone, but also brought surprise with its results, and even criticism and disbelief. This is why it was relevant to repeat it, always blind, never revealing the origins and vintages of the wines tasted, in different places and under different palates. The reasons for conducting these blind tastings were to allow the participants an unbiased view of the wines tasted, and therefore experience an ultimate assessment of intrinsic quality.

The year 2011 saw the launch of a new format of vertical tasting, comparing past vintages of the world's greatest wines alongside Chilean ones. The goal was to showcase these Icon wines' ageing potential and reveal how well the best Chilean fine wines can evolve and improve with age. The results were highly favourable and the audience was appreciative and impressed with the level of quality and ageability of top Chilean wines.

- To learn more about the Berlin Tasting, please see www.theberlintasting.com
- Follow us on Twitter: #berlintasting
- For more information, please contact: vstein@chadwickwines.cl

