

Seña Presents its First Asian Vertical Tasting Tour

(HONG KONG, 26 September 2011) - Chile's first iconic wine, Seña will be showcasing their top vintages alongside the world's best wines in the first-ever "Seña Vertical Tasting Tour in Asia". The first stop in Asia will be in Hong Kong on Friday, 28th October. A selected group of highly regarded sommeliers, journalists, wine importers and buyers will gather at the Peninsula Hotel to participate in a blind tasting of the finest Seña vintages dating back to its origins along with Premier Grands Crus Classés wines of Bordeaux.

This educational seminar and tasting will be conducted by Jeannie Cho Lee MW and Eduardo Chadwick, President of Viña Seña. The goal is to evaluate the aging potential of one of Chile's most highly regarded wine, Seña, through a qualitative comparison of some of the finest benchmark wines from Bordeaux.

Eduardo Chadwick comments, "This vertical tasting showcasing sixteen years of Seña's developments since 1995 is a testament to its world class status as Chile's First Grand Cru wine. It is equally a great pleasure to share our history and passion with our most esteemed Asian followers." Jeannie Cho Lee comments, "This comparative tasting is a great experience for all the participants to taste first-hand how great wines evolve, regardless of origin. Seña has been an iconic wine from its inception and tasting it alongside the first growths of Bordeaux going back many vintages is a bold and confident gesture. I am looking forward to discovering with the participants in the various Asian countries how time reveals the ever-changing face of these great wines."



The next stop on the Asian Tour is Seoul, Korea and Taipei, Taiwan. Information details are listed below for the Seña Asian Vertical Tasting Tour in Asia:

Hong Kong

October 28, 2011

Location: Peninsula Hotel, Hong Kong, China

Time: 10:00am - 1:00pm

Korea

October 31, 2011

Location: The Shilla Hotel, Seoul, Korea

Time: 10:00am - 1:00pm

Taipei

November 1, 2011

Location: Sheraton Hotel Taipei, Taipei, Taiwan

Time: 2:30pm - 5:30pm

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About Seña

Following the sign of their intuition, in 1995 Robert Mondavi and Eduardo Chadwick pioneered **Chile's first international joint venture**, a bold and forward-thinking move in those times. They set a very challenging goal: to reach the full potential of Chile's wine country and to create a truly world-class wine.

These two distinguished traditional wine families shared the passion for excellence and innovation. Sharing their dream, efforts, and dedication in 1997, they released the first vintage of Seña (1995), **Chile's first icon wine** which marked a milestone and initiated the path for making ultra premium wines in Chile.

Chadwick search alongside Mondavi for four years before finding the ideal terroir in Chile's Valle de Aconcagua that spoke to their instincts. Seña is the culmination of their vision, an expression of consummate quality and character.

The beautiful Seña hillside property is located on the western side of the Aconcagua Valley, 41 km from the Pacific Ocean. Seña's vineyard comprises 42 hectares and its design enhances the conservation and protection of the native ecosystems in accordance with the biodynamic principles under which it is farmed.

Seña, a unique Chilean blend, is made from Cabernet Sauvignon, Carmenere, Merlot,

Cabernet Franc and Petit Verdot. Cabernet Sauvignon provides the structure while the Carmenere provides the Chilean terroir identity.

About Eduardo Chadwick

Eduardo Chadwick, Owner and President of Viña Errázuriz, continued his father's legacy, sharing as he does his family passion for wine and pursuit of excellence. Viña Errázuriz, founded in 1870 is described as the "quality benchmark from Chile" and as among the world's finest by the top world wine critics.

He is the Director of the Chilean Wine Export Association based in Santiago, Chile. Eduardo also is the Principal Supporter of the Institute of the Masters of Wine and recognised as one of the fifty most influential personalities of the wine industry, with *Decanter*. He is also a member of the "Confrérie of the Wine Industry Merit" to look after the authenticity, quality and image of Chilean wine.

Eduardo had been an active ambassador of the Chilean wines throughout the world. In 2004, he came up with the idea of doing a technical seminar to educate top European critics on Chile's unique terroir and to compare them vis-à-vis the most traditional regions of the world: Bordeaux and Tuscany. Guided by his faith in Errázuriz and Seña wines, Chadwick arranged a blind tasting in Berlin, and was followed by comparative tasting, pitching his wines against the best of these regions in blind equal conditions, and the big surprise for all was that his wines, Viñedo Chadwick 2000 and Seña 2001 came in first and second places atop all the revered First Growths and Super Tuscan wines. Now well-known simply as "The Berlin Tasting", this event has been recreated in the main capitals around the world, showcasing Chilean wines world-class status.

About Jeannie Cho Lee MW

Jeannie Cho Lee is the first Asian Master of Wine and one of the world's foremost wine experts. Jeannie was born in South Korea but has lived in Hong Kong since early 1994. She is a Contributing Editor for *Decanter UK* and a weekly columnist for Hong Kong's *South China Morning Post* and Mainland China's *China Business News*. Jeannie also writes monthly columns for *Noblesse China*, *Noblesse South Korea* and *Decanter Taiwan*. For nearly two decades, Jeannie has been a regular contributor to notable wine publications around the world including *Wine Spectator*, *Wine Business International*, *The World of Fine Wine* and *Revue du Vin*.

Jeannie's expertise is sought by numerous companies such as Singapore Airlines where Jeannie is a Wine Consultant, involved in selecting the wines served on all routes. She is also a Wine Consultant for the Galaxy Macau resort where she oversees the master wine list for nearly fifty, mostly Asian, food and beverage outlets. She holds a Certificat de Cuisine



from Cordon Bleu and her love for food and wine inspired her to found AsianPalate.com, a site that celebrates the confluence of Asian food and wine.

Jeannie is a sought-after speaker, wine judge and educator, who is very much involved in the regional Asian wine community. She travels regularly to report on market trends in the region and is an active member of the local chapters of the Commanderie de Bordeaux, the Confrérie des Chevaliers du Tastevin and L'Ordre des Côtéaux de Champagne.

To find out more about this special educational tasting tour, please contact:

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