



## **SEÑA OBTAINS TOP FIVE PLACES AGAINST BORDEAUX FIRST GROWTHS IN VERTICAL TASTING TOUR IN HONG KONG**

(Hong Kong, 28 October, 2011) - IN THE FIRST EVER VERTICAL TASTING OF SEÑA, HONG KONG PALATES PLACED THIS ICONIC WINE FROM CHILE AS THEIR TOP FIVE WINES AGAINST THE FIRST GROWTHS OF BORDEAUX.

It was an historic moment when the hushed room at the Peninsula Hotel in Hong Kong filled with top wine professionals and media discovered that out of the ten wines that were tasted blind, the top five wines were all Seña. Nearly fifty of Hong Kong's most important wine importers, top sommeliers and journalists gathered on Friday, 28th of October for a vertical blind tasting of Seña. None of the participants knew the order or identities of the wines. The purpose of this event was to allow the top local palates to evaluate for themselves the world-class status and ageing potential of Chilean icon wines tasted blind alongside the very best Grand Crus wines of Bordeaux, France.

The tasting seminar was hosted by the President of Viña Seña, Eduardo Chadwick, and the post tasting discussion was led by Jeannie Cho Lee, the first Asian Master of Wine. The order of the ten wines tasted blind was 1995 Chateau Mouton Rothschild, 1995 Seña, 1996 Seña, 2001 Chateau Margaux, 2001 Seña, 2005 Seña, 2005 Chateau Latour, 2007 Seña, 2007 Chateau Lafite Rothschild and 2008 Seña. No information was provided about the vintages or the origins of any of the wines prior to the tasting. Each participant was requested to anonymously rate the wines out of 100 points.

Once all the results were collected, Jeannie Cho Lee led the seminar, engaging the participants to share their thoughts on each wine before revealing their identities. Even during the discussion, there was consensus on the overall quality of the wines which was very high. However, the results when they were tabulated, surprised everyone in the room. The final results of the tasting was as follows:

- First place: 2008 Seña
- Second place: 2001 Seña
- Third place: 1995 Seña
- Fourth place: 2007 Seña
- Fifth place: 1997 Seña
- Sixth place: 2007 Chateau Lafite Rothschild
- Seventh place: 2001 Chateau Margaux
- Eighth place: 2005 Seña
- Ninth place: 2005 Chateau Latour
- Tenth place: 1995 Chateau Mouton Rothschild

Surprised by the results, Jeannie said, "When Eduardo and I first discussed the concept of this blind tasting format, I told him to brace himself for disappointment, especially given the popularity of Bordeaux reds in this part of the world. I was completely wrong in my warning and am truly surprised by the results." Jeannie added, "I tasted all the Bordeaux wines prior to them being poured to check for cork taint and I really liked how the 2001 Margaux and the 2007 Lafite were showing. We had very good vintages from Bordeaux including the 1995 and 2005, but Seña had no problems revealing its own unique depth and complexity against these great wines from Bordeaux. I congratulate Eduardo, not just for having the vision to produce such fantastic iconic wines, but also for taking risks and forging a legacy for the wines of Chile. Today is a celebration for Seña as well as a historic moment for all the great wines from Chile."

Eduardo Chadwick was thrilled with the results and commented, "Our Aconcagua Valley in Chile is already recognised amongst the top world-class appellations, and the results of this tasting are a testament to Seña's great aging potential. Seña was created as the first icon wine from Chile in 1995, and over the past 17 years the wines have shown consistently high quality in blind tastings around the world. I am delighted that the Hong Kong audience today has recognised the inherent world-class quality of our Seña wines." In organising these tastings, Eduardo Chadwick demonstrates that Seña, and indeed many of the top wines of Chile, possess the quality, pedigree and ageability that is comparable to the very best wines of the world.

On the 18th of October 2011, a group of Masters of Wine in an official visit organised by the Institute of the Masters of Wine in a similar style blind tasting, placed the two Seña vintages, 1997 and 1995, in the first and second positions respectively.

The next stop on the Seña Vertical Tasting Tour in Asia will be Seoul, Korea and Taipei, Taiwan. Dates and details are listed below:

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

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

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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, found 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 is a columnist for Hong Kong's *South China Morning Post* and Mainland China's *China Business News*, *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 Côteaux de Champagne.

*Asian Palate*, Jeannie's first book, won many prestigious publishing awards, including the highly regarded International Association of Culinary Professionals (IACP) award, the Organisation Internationale de la Vigne et du Vin (OIV) award and the Gourmand award for "Best Book in the World for Matching Food and Wine". According to Gourmand Award president, Edouard Cointreau, it is "a masterpiece which will become a classic reference due to its outstanding quality". Jeannie's second book, *Mastering Wine for the Asian Palate*, was just released in June 2011 and the Chinese version of her first book, *Asian Palate*, was launched in mainland China in October 2011.