

SEÑA'S EN PRIMEUR GALA DINNER - A MEMORABLE SUCCESS

(Hong Kong, 6 June, 2013) Seña's first En Primeur Gala Dinner is a huge success with over 80 VIPs and Asian wine professionals in attendance. On the 3rd of June, Seña hosted a black tie gala dinner at 1 Michelin Star restaurant Cuisine Cuisine at the International Finance Centre in Hong Kong. Chile's iconic wine celebrated the preview of its latest 2011 vintage with special guests from around the Asian region who had the honor to taste the wine three months before it will be officially released in the market in early September.



There was no shortage of Seña fans, especially those in Hong Kong and China who were eager to taste the 2011 vintage. Thus, due to excessive demand, the seating capacity was increased from 60 guests to accommodate 88 guests. The audience included wine writers, wine retailers, importers, negociants and collectors from Hong Kong, China and other parts of Asia. Guest enjoyed a 7-course Cantonese meal specially prepared by Master Chef Joseph Tsang. Five different vintages of Seña, including the yet-to-be-released 2011 vintage, were paired with the various Cantonese dishes - all orchestrated by Jeannie Cho Lee MW.

Many people agreed with Jeannie's commentary: "The 2011 vintage is one of the best Sena vintages I have tasted. There is elegance as well as power here and the wine combines that incredible and rare balance of finesse, detail and concentration."



To celebrate this new vintage, Seña added a special Chinese lion dance performance to the evening as a sign of respect to the local culture and to contribute to the celebratory mood. The climax of the evening was a special performance by a lion specially robed in Seña's deep blue and gold colours. The dance led a troupe of ten servers, all carrying and presenting the 2011 vintage. The guests' excitement was immediately ignited as they cheered heartily and flashbulbs went off throughout the rest of the evening.

Eduardo Chadwick, the President of Seña, comments, "I feel this evening was a big success. We wanted to pay our respects to the Chinese culture by pairing our Chilean icon wine with Cantonese dishes and incorporating Chinese traditions with the lion dance, and I think the blending of cultures resulted in a very memorable and inspirational evening for all who participated....including me!"



Seña's En Primeur presentation will continue in other Asian countries such as Vietnam, China and Japan, adding a new chapter to the series of successful events that Seña has been carrying out over the last two years in leading wine capitals of Europe and Asia, including London, Zurich, Shanghai, Hong Kong, Taipei and Seoul. Each of these milestone moments further demonstrate the quality as well as the ageability of this world-class Chilean wine.

About Seña



In 1995 Robert Mondavi and Eduardo Chadwick pioneered the first international joint venture of Chilean wine, 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.

Eduardo Chadwick searched alongside Robert 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 Valle de Aconcagua, 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 Seña 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 has been a member of the Board of the Chilean Wine Exports Association based in Santiago, Chile. Eduardo is also a Major 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 "Chilean Brotherhood of Merit in the Wine Industry" 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 (MW) and an award-winning author, wine critic, judge and educator. Jeannie's pioneering book, *Asian Palate*, exploring Asian food and wine pairings in ten Asian culinary capitals, won the Gourmand award for Best Food and Wine Pairing Book in the World in 2010 as well as the International Association of Culinary Professionals (IACP) award and the Organisation Internationale de la Vigne et du Vin (OIV) award in 2011.

Jeannie was appointed as Professor of Wine at the Hong Kong Polytechnic University where she is involved in creating a new Master's degree program in International Wine Management. She is also a Wine Consultant for Galaxy Macau, responsible for the master wine list of over 50 F&B outlets, as well as for Singapore Airlines, involved in selecting all the wines served on all routes. Recognised for her contributions to the wine industry, Jeannie won the Vinality Award in 2009 and was named the 26th most powerful person in wine by Decanter magazine in 2011.

Jeannie 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 Master Sake Sommelier from Japan's Sake Service Institute and is a Certified Wine Educator from UK's Wine & Spirits Education Trust as well as the US Society of Wine Educators. Jeannie's interest in wine began at Oxford University where she spent her junior year before returning to Smith College where she graduated with a dual degree in Government and Sociology. Jeannie then went on to obtain a Master's degree in Public Policy & International Relations from Harvard University.

Please go to www.sena.cl for more information about Seña



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