



## SEÑA'S FIRST EN PRIMEUR GALA DINNER

**(Hong Kong, May 13, 2013)** On June 3rd, 2013, for the first time in its history, Seña will be celebrating its first En Primeur Gala Dinner to showcase its latest vintage, 2011, three months before being officially released for connoisseurs and the trade. The city chosen is Hong Kong, the Asian continent's virtual doorway to Asia and the region's premier fine wine hub.

VIP guests will have the honor to taste a selection of Seña vintages served alongside signature Cantonese dishes specially prepared by Master Chef, Joseph Tsang, of the 1-Star Michelin restaurant Cuisine Cuisine. Food and wine pairings for the 7-course menu will be orchestrated by Jeannie Cho Lee MW.

This presentation will follow the series of successful vertical tastings that Seña has been carrying out the last two years in the leading wine capitals of Europe and Asia, such as London, Zurich, Shanghai, Hong Kong, Taipei and Seoul. These events that included tasting different vintages of Seña side by side with Bordeaux Grand Cru Classé counterparts, have been hailed as milestone moments, revealing the quality and ageability of Chile's best wines.

Seña's leitmotiv is to be "The Sign to Follow", which reminds of the story of how it all began. Going after his vision that Chilean wines have world-class potential, Eduardo Chadwick started a joint venture with the American pioneer of New World wine, Robert Mondavi, to handcraft a wine that fully expressed the potential of Chilean terroir. They achieved their goal and made history with Chile's first Icon wine, Seña, a result of friendship and dedication which is regarded today as among the world's finest by top critics.

Eduardo will be at the Gala Dinner in person to share his experience of discovering this exceptional Chilean terroir in the Valle de Aconcagua. "Asia exhibits one of the most interesting, dynamic and growing wine culture movements, therefore Hong Kong was the natural choice for Seña's first En Primeur Gala Dinner, the perfect location in order to share our history and passion with all Asian wine lovers", he affirmed.

Jeannie will be sharing her experience with Seña and commenting on the pairings of Cantonese food with the different vintages of Seña. Jeannie says, "I have long been a follower and fan of Seña. It is wonderful to see their latest vintage taking the quality level of this iconic wine to new heights." She adds, "It is always a joy to discover how the different vintages of Seña can pair so beautifully with Cantonese dishes. I am looking forward to sharing this experience with everyone on June 3rd."

Details of each event are as follows:

**Date:** June 3rd, 2013 (Monday)

**Time:** 6:30PM until late

**Venue:** Cuisine Cuisine at IFC, 3101-3107, Podium Level 3, IFC Mall, Central, Hong Kong

**Dress Code:** Black Tie

## 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.

To find out more about Sena's event in Hong Kong, please contact:

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