

WineFuture's Second Edition Will Be in Hong Kong November 2011

-The wine world's most influential personalities will gather to face its growing opportunities and challenges -The conference consolidates and expands into Asia after 2009's successful debut in La Rioja Spain

Malaga Spain, 30 November 2010. Continuing the success of Winefuture Rioja '09, Winefuture moves to Asia in 2011 for its second edition. Hong Kong will host The Wine Academy of Spain's (TWAS) Winefuture 6-8 November 2011.

Many of the most influential wine personalities have confirmed their attendance for Winefuture Hong Kong 2011; they include Robert Parker, Gary Vaynerchuk, Jancis Robinson MW, Steven Spurrier, Robert Joseph, Mel Dick, and Randall Grahm. Complementing these internationally-renowned figures are Asian market specialists Don St. Pierre along with Masters of Wine Jeannie Cho Lee, Debra Meiburg, and Lisa Perrotti-Brown.

The Asia Wine Service & Education Centre (AWSEC) is cooperating with TWAS for an iconic tasting which will act as a prelude to the upcoming edition of Winefuture. Led by the TWAS's president, Pancho Campo MW, the event will take place at Hong Kong's Hotel Nikko on 1 December, 2010.

The first edition of Winefuture, held in November 2009 in Spain's La Rioja region, was widely acknowledged as one of the most important and high-level gatherings the wine industry has witnessed. With the involvement of the speakers listed above, along with many more already having confirmed their participation, the 2011 edition in Hong Kong will continue to develop and cite more noted speakers as 6-8 November 2011 date draws nearer.

The Wine Academy of Spain

The Wine Academy of Spain is a private organization founded in 2003 by Pancho Campo MW, the first Spaniard to hold the title Master of Wine. It focuses its activities on the education of wine professionals and amateurs; the international promotion of Spanish wine through its Spanish Wine Experience; the promotion of Spain as a destination for wine tourism; the analysis of the impact of climate change on the industry; and study trips to wine producing regions with the collaboration of the University of California Davis (US). It is also an Approved Programme Provider for the Wine & Spirit Education Trust (WSET), which it promulgates in Spain; has organised the internationally-acclaimed conferences Climate Change & Wine, Wine Future-Rioja '09, and Vinoble Jerez 2010.

ICONIC TASTING

1. Chateau Cheval Blanc 2001
2. Chateau Lynch Bages 2006

3. Chateau D'Yquem 2001
4. Clarendon Hills ASTRALIS 2005
5. Vega Sicilia Unico 1995
6. Remirez de Ganuza Gran Reserva 2004 (100 point Parker)
7. Fondillon Salvador Poveda (one of the 5 European luxury wines)
8. Matusalem Oloroso VORS by Gonzalez Byass – 30 years old
9. Almaviva (Vintage TBC)
10. Felton Road block 5
11. Champagne Luis Roederer Brut Premier
12. Chateau Palmer 1999
13. Montes