



The Pinot Noir Challenge – “Germany Vs The World”

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On 15 January 2013, the Hong Kong wine industry witnessed huge German success in the “Pinot Noir Challenge- Germany vs The World”. Deutsches Weininstitut (German Wine Institute) selected Hong Kong as the first Asian city to host the “Pinot Noir Challenge”. In order to make sure the contest remained impartial, Deutsches Weininstitut invited famous wine critics from China, Japan, Singapore and Hong Kong, including Ms. Jeannie Cho Lee MW (Master of Wine), Mr. Sammy Leung (Chairman of Hong Kong Wine Judges Association), Mr. Tan Ying Hsien (Singapore Wine Journalist & Educator), Mr. Katsuyuki Tanaka (Wine Educator at Bunkyo Gakuin University, Japan), Ms. Huang Shan (Renowned Wine Journalist in China), Mr. Eric Wong (Renowned Wine Journalist), Mr. Nelson Chow (Chairman of Hong Kong Sommelier Association) and Mr. Lau Chi Sun (Chief Editor of Winenow Monthly). They used the Hong Kong Wine Judges Association’s system to score and rank 40 wines in total (20 from Germany and 20 from other nations) and the results placed no less than eight German Pinot Noirs in the top 10, with the top five all coming from Germanys.

Experts have speculated that the improved quality of German Pinot Noir might be down to global warming which has resulted in a gradual change in Germany’s climate. Over the past 40 years, the average temperature in Germany has increased by 1.4°C, permitting German wine-growers to considerably improve the quality of their red wines.

A rising star

Traditionally, Burgundy is seen as the home of Pinot Noir. However today, this renowned grape variety is found in almost all major wine-growing countries from Canada to New Zealand. According to the latest data, Germany is the world's third largest producer of Pinot Noir (Spätburgunder in German), after France and the United States. As a traditional wine-producing country, Germany has been surprising wine-lovers around the world with exceptional Pinot Noirs grown on ancient terroirs and vieilles vignes (old vines), using traditional winemaking skills. As a result, Germany has firmly established itself as Burgundy's key competitor to be a world-class Pinot Noir producer.

The German Wine Institute is confident that the results of this tasting will open Asian wine lovers' eyes to the exceptional value for money and outstanding quality of its Pinot Noirs, and confirm Germany's position as one of the leading lights in Pinot Noir production.