

Seña's Terroir Revealed Through 8 Great Vintages

(Hong Kong, 5th April, 2012) - Following on from a very positive first vertical tasting tour in Asia last year, Seña, the iconic Chilean wine, will be presenting eight vintages in a tutored tasting at Vinexpo Asia-Pacific 2012.

Led by its passionate owner Eduardo Chadwick and Jeannie Cho Lee, Master of Wine, the master-class will introduce each vintage as a milestone in Seña's journey—from a visionary idea; to obtain recognition for Chile as a world-class appellation, to one of the most highly regarded wines in Chile.

Eduardo Chadwick will share Seña's beginnings, his visionary entrepreneurship and the discovery of the vineyard's potential. He will also talk about his quest for recognition over the past 17 years since launching Seña, as well as its evolution towards a commitment to sustainability and biodynamics. As a companion to this discussion on the winery's philosophy, Jeannie Cho Lee will share her thoughts on how the eight vintages showcase Seña's unique expression of its origin and terroir.

Throughout its existence, Seña has achieved an outstanding and consistent trajectory along numerous tastings carried out in the main capitals worldwide, starting with the historical Berlin Tasting in 2004*, up to last year's tour in Asia, always being placed at the top by the most expert palates around the planet, overtaking Premium wines from Bordeaux' First-Growths and Italy's Super Tuscans.

Details of the tasting include:

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Date: 30 May 2012

Time: 10:30am - 12noon

Venue: Tasting Lab 104/5, Vinexpo Academy, L1, Hong Kong Convention Centre, Wanchai, Hong Kong

The vertical tasting will allow a select group of senior trade professionals, food and beverage professionals and seasoned journalists from the Asia Pacific region to discover the different facets of Seña's personality and character, evolving along time.

According to Eduardo Chadwick, "through this vertical tasting we aim to show Seña's aging potential, showcasing seventeen years of history and milestones since 1995. It is a great pleasure to share our history and passion with Asian wine lovers and connoisseurs."

"Ever since the judgment of Hong Kong tasting last year, where Seña 2008 ranked number one, many wine professionals have asked me about Seña's ageing potential and older vintages", adds Jeannie Cho Lee MW. "This is the perfect opportunity to answer these questions and allow people to judge for themselves and to discover Seña's evolution in time."

* For more details on the entire Berlin Tasting experience, please visit:
www.theberlintasting.com

About Seña



In 1995, following their intuition, two distinguished traditional wine families stemming from the USA and Chile, led by Robert Mondavi and Eduardo Chadwick respectively, pioneered Chilean wine industry's first international joint venture, a bold and forward-thinking move back then. They had set themselves a very challenging goal: to demonstrate Chile's full potential as a wine country and to create a real world-class wine.

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 other Ultra Premium wines to emerge in Chile.

Eduardo Chadwick and Robert Mondavi searched for four years before finding a beautiful hillside property on the western side of the Valle Aconcagua, 41km from the Pacific Ocean. It was ideal—expressing consummate quality and character. 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, is a unique Chilean blend made of Cabernet Sauvignon, providing structure, and Carmenere, which contributes a distinctive 'Chilean terroir' identity. Merlot, Cabernet Franc and Petit Verdot complete the composition.

About Eduardo Chadwick



Eduardo Chadwick, President and Owner of Viña Seña, and President of Viña Errázuriz, continued his father's legacy and family passion for wine and the pursuit of excellence. Viña Errázuriz, founded in 1870, has gained international recognition as the "quality benchmark from Chile" and as among the world's finest wineries by the top international wine critics.

Eduardo was recognised as one of the 50 most influential personalities of the wine industry by Decanter Magazine. He is an active ambassador of Chilean wines throughout the world and is currently Director of the Chilean Wine Export Association based in Santiago. He is also a member of the "Confrérie of the Wine Industry Merit", an organisation which oversees the authenticity, quality and image of Chilean wine.

About Jeannie Cho Lee MW



Jeannie Cho Lee is the first Asian Master of Wine, an award-winning author and one of the world's foremost wine experts. She is a Contributing Editor for Decanter Magazine (UK), Co-Chair of Decanter Asia Wine Awards and is a columnist for the South China Morning Post, China Business News, Noblesse 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 is a much sought-after wine consultant, speaker, judge and educator. She is currently a Wine Consultant for Galaxy Macau, responsible for the master wine list of nearly 50 F&B outlets, as well as for Singapore Airlines, involved in selecting all the wines served on all routes. Recognized for her contributions to the wine industry, Jeannie won the Vinality Award in 2009.

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