



# Good to know

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Don Maximiano with Ta Hoang Son, MD of Finewines, Errázuriz importer in Viet Nam, and President Sebastián Piñera.

## Don Maximiano, the Asian Leaders' Choice for Meetings of State

Don Maximiano Founder's Reserve was the wine of choice and poured at all three of the ceremonial dinners that Chilean President Sebastián Piñera attended with his peers from Vietnam, South Korea, and Japan during his recent tour of Asia, March 21–30, his most extensive trip since he assumed office.

At his first stop, in Vietnam, where he met with his counterpart Truong Tan San and attended a bilateral business forum, the Chilean Embassy and ProChile organized a Business Dinner for the Chilean delegation to meet with Vietnamese business leaders in the Park Hyatt Saigon Hotel in Ho Chi Minh City. More than 200 people attended and toasted with Don Maximiano.

In this and the other events during the President's visit to Asia, guests were also able to enjoy our Single Vineyard Sauvignon Blanc or Chardonnay Wild Ferment as aperitifs.



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## Francisco Baettig Tours Asia

During the month of February, Francisco Baettig, Chief Winemaker at Viña Errázuriz, toured Asia and made presentations in Taipei (Taiwan), Chengdu and Shenzhen (China), and Hanoi (Vietnam), with blind tastings of our icon wines in conjunction with Grand Crus from France and Super Tuscans from Italy.

"In all of the tastings we did, one specific of Syrah and three with our Icons, we came out first, ahead of the world's finest wines," commented Francisco. "It is also very important to emphasize that most of the panelists were able to detect whether the wines were New or Old World, demonstrating that they truly appreciate our wines for their style and quality."

Francisco's busy schedule during the trip also included time for team building with our importers. One excellent example were the activities with Vin Passion in Japan, in which Fumiko Arisaka, wine critic, consultant, and founder of Vinothèque Magazine, participated.



## Syrah La Cumbre: Among the Best Syrahs of the World

In honor of the fact that Viña Errázuriz was the first Chilean winery to plant the variety in the country, and demonstrating that our Syrah La Cumbre can compete with the most renowned wines in the world, we seized Francisco Baettig's recent tour of Asia to conduct a blind tasting with our on-trade and Premium off-trade clients, as well as relevant members of the media in the Victoria Hotel in Taipei, Taiwan. Considering that consumption in Taiwan is led by French and Australian wines, the tasting included the three most renowned Syrah stemming from those origins, present in this market, along with three vintages of La Cumbre. The results placed our La Cumbre Syrah 2008 (the vintage to be released to market this year), 2007 (current vintage commercially available from Chile, France and Australia), and 2004, which showed its ageing potential, in the top three positions, followed by Guigal La Turque 2007 (France), Penfolds Saint Henri 2007 (Australia), and Chapoutier Le Pavillon 2007 (France).

The results clearly show that Taiwanese palates have a positive perception of the style of Chilean Syrahs and of Chile as an appellation.

## We've Opened our Office in China!

To better serve our customers and strengthen our team in Asia, our new commercial office in Shanghai, China began operations in late February. This expresses the desire to strengthen our market presence and our relationships with our allies and is part of our long-term planning for development in Asia.

"This is a clear step toward strengthening our relationship with our key partners in the area and continuing to develop our portfolio of luxury and Super Premium wines such as Don Maximiano and Viñedo Chadwick in China and Asia... And this is certainly just the beginning of fantastic news to come!", emphasized Carlos de Carlos, Commercial Director at Viña Errázuriz for Europe, Asia, and Latin America.



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