



Good to know

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74

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Eduardo Chadwick

Journalist of the Financial Times interviews Eduardo Chadwick

In the context of several tastings Viña Errázuriz will carry out this month throughout Europe, the English journalist John Stimpfig interviewed Eduardo Chadwick, to talk about this winery's notable achievements and the challenges that still remain. This article will be published by UK newspaper Financial Times, in its Annual Special Report, on June 19th. Here, an exclusive advance of that conversation!

JS: What do you regard as your greatest achievements at Errázuriz?

ECh: Obtaining international recognition as a world-class winery, and in doing so, elevating the image of Chile as a world-class appellation. We have achieved this recognition through: first, developing our most traditional and emblematic flagship wine, Don Maximiano Founder's Reserve. Then, in 1995, we established an alliance with American wine legend Robert Mondavi and created Seña to show the world that Chile had great potential for producing highest quality wines. Afterwards, in 2002 we launched Viñedo Chadwick

(vintage 1999) as a tribute to my father, who introduced me to the wine-industry back in the early 1980s and trusted me to guide Viña Errázuriz. At that point of our history, in order to achieve international recognition for the quality of our wines, and inspired by another wine legend, Steven Spurrier and his 1976 Judgment of Paris, we organized a blind tasting in Berlin in January 2004, where the most highly regarded European wine experts blind judged our wines in the company of the world's finest. The result of this now-historic tasting was very surprising and an eye-opener: Viñedo Chadwick 2000 and Seña 2001 were placed first and second respectively over the Grand Cru wines! The Berlin Tasting thus became a milestone for the recognition of Chilean wines worldwide.

JS: How successful has your international tasting program been? Is it still a work in progress?

ECh: It has been very successful indeed. We have recreated the Berlin Tasting in the most important 14 wine capitals of the world since 2004, benchmarking the newly released vintages on each occasion. The outcomes have been very positive, always positioning our wines within the top five places. Thus the original goal has been fully achieved; we have gained international recognition from key opinion leaders for the world-class quality of our Chilean wines. There is still much work to do to continue to extend this recognition toward more wine connoisseurs, lovers, collectors, and consumers around the world.

JS: What are your main current projects and challenges?

ECh: To continue with our international educational program, under a new goal; to demonstrate our wines' world-class ageing potential, a key characteristic of the most renowned Icon wines around the world. This, through Berlin Tastings that showcase historic vintages of our Icon wines along the finest wines in the world, as well as Seña Vertical Tastings, which began last year with a tour of key Asian locations (Hong Kong, Seoul, and Taipei); and Don Maximiano Vertical Tastings, which aim to show the ageing potential of our flagship wine. Finally, we will also promote the new appellation that was just incorporated to Chile's wine map last year: Aconcagua Costa, just 12 km from the Pacific Ocean with a powerful maritime influence, where we are developing some amazing and beautiful cool-climate vineyards planted to Sauvignon Blanc, Chardonnay, and most recently, Pinot Noir.

JS: Do you have any more icon wines planned?

ECh: We are currently developing our finest Chardonnay and Pinot Noir vineyards in Aconcagua Costa, so we hope that in a few years' time maybe... but we will only present them once they reach the quality we are aiming for.



www.errazuriz.com



Recently, Viña Errázuriz's President, Eduardo Chadwick, has also received other displays of recognition on an industry level, as well as from some relevant wine-markets...

Large presence at the Vancouver Playhouse Festival

Viña Errázuriz took part this year in the 34th Vancouver Playhouse International Wine Festival, one of the biggest and oldest wine events worldwide, that annually features a week of special gatherings around wine&food, and which precisely this year had chosen Chile as its Theme Region.

In this Canadian festival, our president, Eduardo Chadwick, acted as spokesperson in representation of the Chilean wine industry, asked by Wines of Chile, and lectured the seminar entitled "Chadwick's Iconic Quest", assigned by the festival's organizers, where he reviewed some of the milestones which have situated Viña Errázuriz as a world-class wine producer. He also took part in several panels of discussion about relevant trends and topics in the wine industry.

The "Iconic Quest" presentation attracted much media attention:



David Lawrason's Tweet:
"Great seminar with Eduardo Chadwick's icon Chilean wines at VPIWF. Seña, Viñedo Chadwick, Kai. Very classy wines that age gracefully."



Anthony Gismondi, Special to The Sun:
"A Chilean wine grower looks to the future (...) One of Chile's best will be in Vancouver this week to meet you a mere 34 years after one of his mentors, Robert Mondavi, opened the first Playhouse festival in 1979."



Judith Lane, Special to The Sun:
"The place to hear some of the best storytellers and taste their wines is at the Playhouse Wine Festival (...) Some to be on the lookout for? Suave Chilean wine pioneer Eduardo Chadwick (...)"



Tom Firth, Wine Access:
"It's always rewarding to be around Eduardo Chadwick, president of Errázuriz and one of Chile's foremost industry authorities, when he is talking about wine. This seminar should be a perfect place to taste some of the best wines coming from Chile."



Tim Pawsey, Hired Belly:
"Few audiences are tougher than the Wine Festival Trade Days lunch crowd (...) In fact, they haven't listened to anyone in years—until now. Not a peep when Eduardo Chadwick spoke. And that in itself speaks volumes."

Nominated to the Wine Intelligence "10 for 10" shortlist

To celebrate its 10th anniversary, the wine research company Wine Intelligence (WI) published in February, a shortlist of 30 world industry leaders whose personal work and achievements have changed the world wine market for the better over the last decade. The list features Eduardo Chadwick along other renowned members of the industry, such as Robert Parker, Tim Atkin MW, Michel Rolland, Miguel Torres, Eduardo Guiliastasi, Michael Cox, among others.

Regarding our president, the judging panel credited him with having "changed the perceptions of New World wine for the better, and especially for Chile. By forming relationships with vineyards abroad and earning Viña Errázuriz a top spot in blind tastings, beating out iconic European vintages, Chadwick has proven that New World wines, especially those based in Chile's centuries-long tradition, more than hold their own against famed labels worldwide."

The final 10 recipients of these awards will be announced at 10 separate events, held around the globe stretching throughout 2012.

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THE 10 FOR 10 LIST

Research company Wine Intelligence celebrates 10 years in business in 2012. To acknowledge this milestone they are taking the opportunity to celebrate those individuals who have made a significant contribution to the wine business in the past decade.

Wine Intelligence has created the 'Wine Intelligence 10 for 10 Business Awards'. These awards are being given to 10 wine industry figures who have personally achieved great things in the past decade, and in doing so have changed the industry for the better. Ten leading figures from the global wine industry were invited to form a judging panel and make the nominations for...



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