

Viña Errázuriz: one of the “absolute jewels of Chile”

Gregor Drecher, one of the most reputed German wine writers reviewed Chile in the January 2003 “Vin Vino Life Unfiltered Magazine”.

I'd just like to draw your attention to the absolute jewels of Chile and concentrate on the most promising wineries. Please read the PR-stuff in other magazines.

First I want to confirm that we talk about the premium

producers only when we discuss Chile's constant improvements. There's still quite a lot of mass production as well! The approach of the best however is so professional and well organized that many old world regions can already

learn quite a lot from them. They are top in quality control, have a successful export orientation and raise additional value in agriculture.

Despite the wide range they offer Errazuriz shows obvious improvements in almost

every wine I've tasted. They achieve outstanding results on every quality level. The strong competition between Don Maximiano and Seña is becoming harder year by year. In the end I suggest that they both profit from each other's concurrence.



“Eduardo Chadwick, the owner of Errazuriz, is one of the smartest gentlemen I’ve ever met from South America...”



He has not only managed one of the most interesting and craziest premium wine concepts with his new Viñedo Chadwick winery, he has kept the thing totally secret and could thus totally shock several competitors when he launched his Viñedo Chadwick wine, without doubt one of the best wines of South America. The funniest part of the story is that he restored a

completely forgotten vineyard exactly between the properties of Concha y Toro and Almaviva without them having any clue.

In Chile as a New World country you find top wines in wineries of both sizes, from medium to big size companies which have a clear quality orientation and quality management. The most exciting story however are the many small and privately owned wineries

coming up and being most experienced and passionate. Especially when they are already well known from elsewhere their new set ups in Chile are of course under constant observation from the public.

Chile is positioning itself directly where the consumer of the top liquids of the world is seeking for happiness –their main tool are icon and flagship wines of world class quality. Just

think about how funny it would be if South Africa, New Zealand and Argentina would be that highly developed. I’m sure Californian producers wouldn’t carry their noses that high.

If you would like a transcription of the complete article please contact Eduardo Wexman at ewexman@errazuriz.cl

Don Maximiano Estate and Winery, Aconcagua Valley.

