

New World SUCCESS STORY

Chilean Wines Come to America

By Fred Tibbitts Jr.

For years now, Chile has been exporting some of the best values in wine around the world, and because of the great potential in the United States, we have received more than our fair share of this South American bounty. The United Kingdom has been the other top recipient of Chile's great values, but now with expanded production, the rest of the world is finally learning what we have long known.

Chile is able to produce excellent values in premium wine because of the unique economics (more affordable land, more affordable labor and a stable economy with reasonable interest rates), favorable growing conditions, increasing domestic and foreign investment from Europe and the United States and the sheer determination of the Chilean people to be a leader in the global markets. If you know the Chileans, you know what I mean.

But this success story is not only about value. It is as well becoming a story about ultra-premium wines from many of the top producers that are earning an international reputation in a very short time.

The most popular of these wines include the Don Melchor 1999 from Concha y Toro, Don Maximiano Founder's Reserve by Errazuriz, Clos Apalta from Casa La Postolle, Montes Alpha M by

Montes, Primus by Veramonte, Casa Real Cabernet Sauvignon from Santa Rita, Dona Bernarda by Luis Felipe Edwards, The Don and Caballo Loco from Valdivieso, Cabo de Hornos Cabernet Sauvignon and Haras Elegance Cabernet Sauvignon by Haras de Pirque.

WHERE TO FIND THE WINES

To get more information on these great Chilean wines, contact these importers:

- **Don Melchor 1999 from Concha y Toro**
Banfi Vintners (banfivintners.com)
- **Don Maximiano Founder's Reserve by Errazuriz**
Robert Mondavi (robertmondavi.com)
- **Clos Apalta from Casa La Postolle**
Schieffelin & Somerset (Schieffelin.com)
- **Montes Alpha M by Montes**
TGIC Importers (wineofakind.com)
- **Primus by Veramonte**
Franciscan Estates (franciscan.com)
- **Casa Real Cabernet Sauvignon from Santa Rita**
Vineyard Brands (vineyardbrands.com)
- **Dona Bernarda by Luis Felipe Edwards**
William Grant & Sons (grantusa.com)
- **The Don and Caballo Loco from Valdivieso**
Laird & Company (lairdandcompany.com)
- **Haras Elegance Cabernet Sauvignon by Haras de Pirque**
Peerless Importers (718) 383-5500



Coming of Age

As if the story was not complete, in addition, Chile has been cultivating a farming approach far longer than the United States that has now come of age: organic farming. In the United States, organic is quickly gaining momentum. In fact, Fetzer, one of the foremost California premium wineries, has pledged to be 100 percent organic in just a few years. Yet Chile now has one of the more mature organic farming heritages in the world.

In some countries wine drinkers face limited allocations of the more popular Chilean wines, but in the United States we enjoy virtually as much as we are prepared to purchase.

The United States and Chile just signed the long awaited Free Trade Agreement, which will mean lowering of tariffs on Chilean wines into the United States over the next five years. And that spells even better value from Chile in the future. Enjoy! **BR**

Fred Tibbitts Jr. is the foremost wine-by-the-glass consultant to chain hotels globally. He is president of his own global beverage consulting agency, Fred Tibbitts & Associates Inc. Visit him online at fredtibbitts.com.