



Jaime Rivera - Vietnam ProChile Office CEO, Rodrigo Sepulveda, Ms. Ha Anh - Hanoi Host -, Jorge Balduzzi Jr., Bui Thanh Huong and Nguyen Tuan Nam - Representatives of Balduzzi Wines in Vietnam

A magnificent launch of the Balduzzi Wines in Vietnam was held on Saturday May 15, in the luxurious Facilities of Press Club in the city of Hanoi. The event brought together leading professionals along with media and wine lovers from the city of this country.

Vietnam is a country of 88 million people and an economy valued at USD 103 billion according to its gross domestic product (GDP) estimated for 2010. It is one of the most emerging market and strong projection country in the southeast of Asia.

In 2009, the wine imports reached 27.4 million liters, showing a growing interest in international fine grapes and its pairing with the extensive and rich local cuisine. Chilean

wines have positioned themselves strongly in recent years, earning a 19% market share and growth rates of 33% per year.

The event, hosted by the famous model and host Ha Anh, had the participation of Jorge Balduzzi Jr. and Rodrigo Sepulveda from Balduzzi Winery of Chile, who in a dynamic presentation and interaction with the audience, covered a full presentation of Chile, its geography, population, food and main historical and tourist, and then make known the meaning of its wine industry as the 5th worldwide wine exporter.



The Balduzzi Wines career in the world has been strongly influenced by Asian markets. It currently has distribution in major coastal cities such as Tokyo, Osaka, Seoul, Mudanjiang, Changchun, Beijing, Qingdao, Ningbo, Shanghai, Guangzhou, Shenzhen, Hong Kong, Hanoi, Kuala Lumpur and Singapore, all developed with companies and wine team leaders in the distribution of alcohols.

In order to teach the wine culture to consumers of Hanoi, an active wine tasting was made with the Balduzzi Sauvignon Blanc, Balduzzi Chardonnay, Balduzzi Cabernet Sauvignon, Balduzzi Merlot Reserve, Balduzzi Grand Reserve and Balduzzi Late Harvest. "The art of wine making and the influences of nature in the personality of the wines, were discovered to the public that, step by step, managed to relate the complexity in each one of the musts exhibited," says Jorge Balduzzi Jr.

Viewers were pleasantly surprised with a break of live jazz music, which perfectly entertained a warm conversation between representatives of Balduzzi and fine wine lovers of Vietnam.

No doubt, Vietnam travels to a promising development, combining a rich tradition and warm people that enrich even more to this country, becoming easily loved.

An enthusiastic and sincere hug of congratulations to our representatives Bui Thanh Huong and Nguyen Tuan Nam for the extraordinary achievement and great organization of the event.

