



Discover the wine world's best kept secrets

## MEDIA RELEASE

### FOR IMMEDIATE RELEASE

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### World's First Polar-paired Belgium Vintage Fruit Wines vs French Jura Wines Winemaker Dinner to début in Hong Kong

HKSAR, China, 28 August, 2008— On Thursday 18<sup>th</sup> September, 2008, in a winemaker dinner, entitled, “Rare Wines, Harmonious Polar Pairings”, cool-climate boutique wines specialist Cottage Vineyards (International) and Pearl on the Peak of m.a.x. concepts will be making culinary history in the art of wine and food pairing,

The nine-wine, five-course gastronomic event, priced at \$788.00 + 10% service charge/person (7:30pm Reception; 8:00pm Dinner) will pit the wines of Belgium vintage fruit wine producer, Les Vins de Roisin against the wines of French Jura winemaker, Frédéric Lornet. The dinner will not only introduce wine lovers to a selection of rare wines, including the mysterious Jura “yellow wine” little known event amongst top sommeliers, but will also demonstrate the harmonious existence of two completely opposite “perfect wine matches” through four double-wine paired courses.

One course, however, introduces only a single wine pairing as the match evokes an outstanding effect. Pairing Pearl on the Peak's *seared foie gras on toasted brioche with ginger infused cumquat and orange marmalade and a baby shoot salad* with **Les Vins de Roisin's Vin de Coing**, the Belgium producer's flagship quince wine causes the tangy citrus rind of the marmalade to be drawn out in the experience, refreshing the palate in a rather “orgasmic experience” while creating a much finer dining experience.

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Les Vins de Roisin's winemaker, Mr. Ludovic Boucart, and Cottage Vineyards (International)'s Managing Director, Ms. Ada Leung, will personally lead participants through the opposing matches, which find harmony or “Yuan” in Pearl on the Peak's innovative modern cuisine.

Highlights in the dinner include: (1) *tiger prawn with scampi custard, caramelized fuji apple, asparagus puree, French cider butter sauce and crab roe salt* paired with both the delicate, mineral, and floral (1a) **Les Vins de Roisin Rhubarbe 2002 (Rhubarb wine)** and **Frédéric Lornet's** version of the mysterious **Jura Vin Jaune** (“Yellow Wine”), a rich, powerful, dry aromatic wine; and (2) *a closton blue stilton panna cotta* paired with the charmingly fresh (1) **Les Vins de Roisin Vin de Fraise 2003** (strawberry wine) and the (2) **Frédéric Lornet Macvin du Jura**, a complex, pungent sweet wine made from 5-6 year old Marc du Jura, suggestive more of Chinese sweet “Mui Choi” (a preserved vegetable) than of any fresh fruits.

Such fundamentally opposite-style pairings occur throughout the event.

Said Ms. Leung, Managing Director of Cottage Vineyards (International), “This wine dinner is a challenge never done before with the two winemakers' rare wines. The wines of winemakers Frédéric Lornet and Ludovic Boucart are totally different from each other so when we match each wine with each course we are actually using different food matching theories, for e.g., while one wine is accenting the characteristics of a course, the other wine would be contrasting with the ingredients. A prime example is in the dish where the saltiness of the blue stilton is contrasted with the light, extreme freshness of Les Vins de Roisin's strawberry wine. In the same course, the Frédéric Lornet Macvin du Jura amplifies the weight of the blue stilton as well as its aged qualities through the wine's inherent preserved Chinese “Mui Choi” aromas”.

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Mr. Daniel Chung, Senior District Manager of m.a.x. concepts agrees with Ms. Leung, “Prior to our meeting with Cottage Vineyards (International), we had never had contact with such unusual wines. Les Vins de Roisin produces serious fruit wines, including a number of dry fruit wines produced from the same vinification methods as with grape wines which is different from most “fruit wine producers”. As for the wines of Jura, few of us have even had the chance to taste the legendary Jura “Yellow Wine”, but in this one wine dinner, we will have the chance to taste an entire Jura range. To have both occur in one wine dinner and paired perfectly is really a rare occasion.”

Les Vins de Roisin winemaker Mr. Ludovic Boucart remarked, “Our wines show their magic when paired with high gastronomy. The modern Australian cuisine of Pearl on the Peak really shows off the unique characters and complexities of our wines. Contrasting with the “more traditional” matches of grapes wines really allows our wines to make a statement, and we are happy to do this demonstration in Hong Kong where wine lovers are curious and open to new ideas”.

Wine and food lovers interested in participating in this historic “Rare Wine, Harmonious Polar Pairings” Les Vins de Roisin/Frédéric Lornet wines Winemaker Dinner, can purchase tickets for the event by contacting Cottage Vineyards (International) at Tel. 2395 1293 or by email at [tastings@cottagevineyards.com](mailto:tastings@cottagevineyards.com).

Cottage Vineyards (International) will also schedule a media preview and tasting of the Les Vins de Roisin and Jura wines at the beginning of September 2008.

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### **About Cottage Vineyards (International)**

Cottage Vineyards (International) Limited is a wine merchant established by wine lover, Ada Leung, with the mission of helping wine lovers in Hong Kong and Greater China “discover the wine world’s best kept secrets”. Specialized in the offerings of cool-climate wines produced by boutique wineries focused on creating and producing premium wines with unique characters, the company is the realization of Ms. Leung’s dream after her founding of Hong Kong-listed company, *Finet Holdings Limited (E-finnet.com)* (HKEx: 8317), where as the company’s Chief Operating Officer, she helped devise and execute the business, marketing and Public Relations strategy which made the E-finnet.com website Hong Kong’s leading financial portal.

### **About Pearl on the Peak**

Located at the Peak Tower, Pearl on the Peak is a stylish restaurant featuring modern Australian cuisine with innovative presentation. Its breathtaking design features include floor to ceiling glass walls which shows the spectacular 270° Hong Kong cityscape, and a colour palate reflecting the hues of an oyster shell – a theme extending to the restaurant’s split-level layout, separated by a curve ending with circular booths and a string of pearl like dining tables.

The restaurant lends itself to special occasions and has been designed to seat groups of all sizes including wedding banquets, birthday celebrations or business dinners.

### **About m.a.x. concepts**

m.a.x. concepts, a restaurant line of Maxim’s Group, has been diversifying its portfolio of characteristic restaurants since 1998. m.a.x. concepts believes a perfect dining experience comprises great food, pleasant ambience and attentive service; and they are indeed the fundamental of every m.a.x. concepts restaurant. At present, the 26 restaurants of m.a.x. concepts deliver distinctive cuisines with innovative ideas - Thai, Vietnamese, Japanese,



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Chinese, Australian, international cuisine etc. m.a.x. concepts has also brought internationally renowned American restaurant chain **Lawry's the Prime Rib** to Hong Kong.

### **About Les Vins de Roisin and Ludovic Boucart**

Cradled in Roisin, Les Vins de Roisin is a new company with a long history. The production is the offspring of a passion for wine going back more than 40 years.

Led by an ancient passion for wine, the company's founder, Jean-Marie Boucart, began by traveling the world, to improve his knowledge of wine. In 1988, he consummated his passion by cultivating his own garden, planting a quince tree in the middle of his property, which in 1993 produced the winery's first quince wine.

As Jean-Marie Boucart's technique became more and more sophisticated, his success grew. His secret lay in a more rigorous, scientific approach to fruit wines, to which he adapted the complicated process of grape vinification.

This passion is now continued by his son, Ludvoic Boucart, who now heads the production.

Ludovic, who holds a French degree in oenology, studying in the oenology departments of the Universities of Bordeaux and Burgundy is a highly qualified wine expert who has completed his vocational training in the prestigious wine-growing regions of Saint-Émilion and Puligny-Montrachet.

The wine-making philosophy at Les Vins de Roisin is that of Quality – Rigour – Professionalism - Respect of the Fruit. This is represented as a symbol on the label of each of the wines: a quince tree rooted in Roisin, the tree that produced the winery's first quince wine. The tree rests on two trunks that can be seen as the father and the son, tradition and professionalism



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## About Cellier de Genne and Frédéric Lornet

### Cellier de Gene

Cellier de Genne is the winery producing the Frédéric Lornet brand of Jura wines with grapes coming from the Lornet vineyards. **LORNET vineyards** is a vine grower located in Montigny Les Arsures, a small village of Jura in the east part of France. Today, **LORNET's** vineyard covers over 16 ha across the appellations Arbois and Côtes du Jura and is managed by Mr. Frédéric LORNET, the 3<sup>rd</sup> generation of the **LORNET** family.

Frédéric is a fine connoisseur of "Terroir" and soils who knows very well each grape variety characters. This helps him to blend these grape varieties to a distinct quality. **LORNET's** wines are often rewarded in national and in ternational competitions and cited by wine magazines.

### History

Their vineyard, has been established for several generations. It was originally cultivated by Mr. Eugène LORNET who also worked as a cooper. His son, Roger, was one of the pioneers to bottle his own wines in Montigny Les Arsures. The vineyard was further expanded by acquisitions and plantations. The Domaine was then fully established and completed. The old vines are now giving the best of their potential.

**LORNET's** grape varieties and Jura wines comprise the following:

- *Chardonnay* : planted on the gray marl soil to make quality wines
- *Savagnin* : specific cépage of Jura; the faumous « Yellow Wine » (Vin Jaune) is made from the " *Savagnin* " grape variety
- *Trousseau* : red cépage giving a unique character to the wine
- *Poulsard* : typical cépage of the region. Gives a very special rosé
- *Pinot Noir* : vinified separately to make a powerful wine



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### **About Jura and Vin Jaune**

Jura, France's smallest AOC wine-producing region (1,800 hectares), sandwiched between Switzerland and Burgundy is most known for the production of the mysterious "Vin Jaune" wine. Vin Jaune, the best of which can keep for centuries, is a wine with outstanding longevity. After fermentation, the wine is let to age in large oak casks for a minimum period of 6 years and 3 months. A large amount of the wine evaporates because of the cask's permeability. Ullage (topping up) is not allowed, the cask is not entirely full, therefore, and a film of yeast, called the voile, forms on the surface of the wine, protecting it from forming into vinegar, as the wine undergoes a slow oxidation. The wine remaining at the end of the oak aging period is then bottled into 62-cl bottles "the clavelin" because that is what remains of 1 L -35.2 fl oz- after six years. Because the wine-making process is not always successful, and rejection rates can be as high, hence Vin Jaune remains rare with prices high compared to regular red and white wines.



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**'Rare Wines, Harmonious Polar-Pairings' Winemaker Dinner**  
**Les Vins de Roisin (Roisin, BELGIUM) vs. Frédéric Lornet (Jura, FRANCE)**  
**Thursday 18<sup>th</sup> September, 2008**

**Apéritif**

Frédéric Lornet Crémant du Jura Rosé NV (95%Poulsard/5%Pinot Noir)

**Dinner**

**air-freight pearl meat flash fried with shiitake, chive buds, ginger and soy,  
served on a mother-of-pearl shell**

Frédéric Lornet Crémant du Jura Rosé NV (95%Poulsard/5%Pinot Noir)

Les Vins de Roisin 'L'Effervescence de Roisin' 2006 (Sparkling Rhubarb)

**seared foie gras on toasted brioche with ginger infused cumquat and orange marmalade and  
a baby shoot salad**

Les Vins de Roisin Vin de Coing (Quince)

**tiger prawn with scampi custard, caramelised fuji apple, asparagus puree,  
french cider butter sauce and crab roe salt**

Les Vins de Roisin Vin de Rhubarbe 2002 (Rhubarb)

Frédéric Lornet Arbois Vin Jaune 2000 (Savagnin)

**roasted duck breast and chestnut risotto with shallots and wilted radichio**

Les Vins de Roisin Vin de Cerise 2002 (Cherry)

Frédéric Lornet Arbois Trousseau des Dames 2006

**closton stilton panna cotta**

Les Vins de Roisin Vin de Fraise 2003 (Strawberry)

Frédéric Lornet Macvin du Jura

**HK\$788.00 +10% service charge per person**  
**Tickets to be purchased in advance**

**m.a.x. concepts**

For any enquiries, please contact:  
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Tel.: 2395 1293 Cottage Vineyards (Int'l)