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**MEDIA RELEASE**

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**Serious Madone Jeroboams and Serious Winemaker  
Masterclass Dinner to Usher in Beaujolais Nouveau 2011 in  
Hong Kong's Most Unbeaujolais, Beaujolais Nouveau**

*Domaine de la Madone masterclass winemaker dinner led by serious Beaujolais winemaker  
Bruno Bererd and Press Room Group wine director, Kavita Faiella present un-iced,  
barrel-aged, and even white Beaujolais paired to a serious 6-course French menu*

HKSAR, China, 24 October, 2011 – On Thursday 17 November 2011, the day of the release of Beaujolais Nouveau 2011, The Press Room, Hong Kong's premiere French brasserie and boutique wines and food-pairing specialist Cottage Vineyards (International) Limited ("Cottage Vineyards") convene to celebrate the Beaujolais Nouveau in perhaps the most "Unbeaujolais, Beaujolais Nouveau" event in Hong Kong's history. Spear-heading the event will be 3-Litre Jeroboams of the Domaine de la Madone Beaujolais-Villages Nouveau Le Perreon 2011, all served without ice and at room temperature.

The event entitled, "Beyond Beaujolais" features a full six-course traditional French menu that includes dishes such as Fillet of sole with lemon & caper butter and USDA prime sirloin, roast bone marrow & winter truffles. Priced at \$580 per person (plus 10% service charge), the celebratory dinner seeks to change wine lover's perception where all Beaujolais wines are often considered as light-bodied, simple and fruity and must be drunk chilled. At "Beyond Beaujolais", Domaine de la Madone's wines will be served at room temperature without ice.

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Domaine de la Madone's owner and winemaker Mr. Bruno Bererd himself will be present at this event along with Press Room Group's wine director Kavita Faiella to unveil the release of Domaine de la Madone's Beaujolais-Villages Nouveau 2011. Mr. Bruno Bererd will explain how the wines are "more serious" than his neighbours as his wines do NOT use the traditional technique of carbonic maceration where fermentation, using whole clusters of grapes, takes place within the grape to create wines lower in tannins and preponderantly more fruity.

Instead, Bruno applies production techniques more in keeping with **serious** Burgundy wines: (1) strenuous manual efforts to ensure that grapes are picked at the moment of ideal ripeness (some 1-3 weeks later than their neighbours), (2) rigorous selection to reject anything other than the ideal, and (3) full de-stemming to eliminate harsher tannins. With a selection of his Beaujolais-Villages, he even ages the wines in oak barrels, dispelling the notion that all Beaujolais wines should be drunk young.

The result are bigger, richer wines with an uncommon power and intensity which could be mistaken for Premier Cru Burgundies, in short, wines that can pair with a full traditional French meal and even heavy red meats.

Robert Parker describes the Madone style "... as hedonistic and compelling an example of Beaujolais as [wine lovers] are likely to find".

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The wine dinner displays the potential of Domaine de la Madone’s “serious Beaujolais” in matching with traditional French cuisine through pairings such as the Domaine de la Madone Beaujolais-Villages Le Perreon ‘Tradition’ 2009 to *Slow roast pork belly rubbed with sweet spices* and *USDA prime sirloin, roast bone marrow & winter truffles* to the low yield, barrel-aged Domaine de la Madone Beaujolais-Villages Le Perreon ‘Cuvée Jean-Baptiste’ 2007.

The dinner even exhibits some rarities and surprises, for example, rare Beaujolais in white paired with *Fillet of Sole with lemon & caper butter*.

Press Room Group’s Wine Director Kavita Faiella said, “Beaujolais, when produced with care, can pair with a full-course meal as serious as those used to pair great Burgundies. But many Hong Kong wine lovers have not had the chance to discover this affinity as many have even shied away from drinking these wines due to bad experiences with lower quality wines in the past. Through this winemaker dinner, The Press Room together with Cottage Vineyards hopes to dispel those notions and encourage Hong Kong drinkers to rediscover Beaujolais again”.

Ada Leung, Cottage Vineyards owner and Marketing Director said, “ We are honoured to work with Kavita and the Press Room Group to hold a winemaker dinner that would not only match well with Domaine de la Madone’s wines, but would also bring something unusual to Hong Kong consumers. We are sure this dinner, presenting what may be Hong Kong’s most Unbeaujolais Beaujolais Nouveau experience will stimulate Hong Kong wine lovers, to discover some more of the wine world’s best kept secrets”.

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Domaine de la Madone's owner and winemaker, Bruno Bererd said, "This is the first time we have offered the Domaine de la Madone Beaujolais-Villages Nouveau in 3-L Jeroboam format as this is a format generally reserved only to fine wines and top Burgundies. However, I believe our special bottling just for this Hong Kong Beaujolais-Nouveau 2011 event is a perfect symbol to show that our Beaujolais wines are serious, deserving the same level of reverence given to red Burgundy".

This Beyond Beaujolais event marks a first joint event between Cottage Vineyards and The Press Room to introduce wine lovers to lesser known, and lesser understood wine regions around the world.

In a following event the week after, Cottage Vineyards and The Press Room will cooperate in a second programme of educational winemaker-led events where Mrs. Christine Saahs, winemaker and owner of 2000-year old Austrian Wachau wine producer Nikolaihof, the world's first Demeter-certified biodynamic winery, will give a seminar on biodynamic winemaking for the trade. The seminar will be followed by a biodynamic winemaker dinner featuring biodynamic wines across five wine regions.

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### **About the Press Room**

The Press Room is an all-day bar and brasserie serving French-European comfort food using fresh quality ingredients. The name pays homage to its historical site, which was occupied by the Overseas Chinese Daily News / Hua Qiao Daily newspaper in the 1920s. Open daily for lunch and dinner, The Press Room also offers a popular weekend brunch on Saturdays and Sundays, as well as a cellar carrying a selection of the best French wines to complement your meal.



### **About Press Room Group**

Founded in 2006, Press Room Group's portfolio currently counts eleven restaurants spread throughout Hong Kong.

The Press Room was the first to launch in 2006 as an all-day bar and brasserie serving French-European comfort food. Followed by the nearby Classified, a collection of neighborhood cafés, which soon garnered rave reviews and was named Time magazine's top 6 Restaurants for Cheese Lovers. Classified expanded shortly to Wan Chain in 2008, and in that same year The Pawn was launched. The Pawn, renowned for its good food and heritage value had quickly earned a reputation as a favorite destination for locals and has become a "must-see" for tourists. The following year, the founders introduced another revolutionary concept, SML to be followed by The News Room in 2011.

Press Room Group owners, Alan Lo, Arnold Wong and Paulo Pong represent the next generation of Hong Kong restaurateurs – lauded for their knack of creating highly successful food and beverage concepts that blend seamlessly with heritage, art, and culture.

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

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-finet.com website Hong Kong's leading financial portal.

### **About Domaine de la Madone**

Domaine de la Madone, is a 28-hectare estate, producing 160,000 bottles per year, in southern Beaujolais at Le Perréon, with a grape-growing ancestry dating back to the 16<sup>th</sup> century. Today, the three-brother team of Bruno, Olivier, and Frédéric Bererd, farm, make and market all the wines made from grapes from the family's vineyards. As the winery does not use the traditional technique of carbonic maceration on their Gamay grapes, instead using traditional Burgundian techniques, Domaine de la Madone's wines are bigger, richer, and more substantial wines which in a blind tasting could be pegged for serious Premier Cru Burgundies. Robert Parket describes the Madone style as "... about as hedonistic and compelling an example of Beaujolais as readers are likely to find".



**Beyond Beaujolais with Domaine de la Madone  
Thursday, 17 November 2011, 8:00pm**

**HK\$580 + 10% service charge per person**

**Menu**

**Domaine de la Madone Beaujolais-Villages Nouveau Le Perreon en Jeroboam 2011**  
Plat de charcuterie

**Domaine de la Madone Beaujolais-Villages Blanc 2010**  
Filet of sole with lemon & caper butter

**Domaine de la Madone Beaujolais-Villages Le Perreon 'Tradition' 2009**  
Slow roast pork belly rubbed with sweet spices

**Domaine de la Madone Beaujolais-Villages Le Perreon 'Cuvée Fûts de Chêne' 2009**  
Girolle mushrooms with Alsace bacon

**Domaine de la Madone Beaujolais-Villages Le Perreon 'Cuvée Jean-Baptiste' 2007**  
USDA prime sirloin, roast bone marrow & winter truffles

**Domaine de la Madone Beaujolais-Villages Nouveau Le Perreon en Jeroboam 2011**  
Classified cheese selection