



COTTAGE VINEYARDS

For immediate Release

MEDIA RELEASE

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**Fourth Year Anniversary of Cottage Vineyards
‘Serious Beaujolais’ to Unveil World’s First Beaujolais Nouveau
Snake Banquet Winemaker Dinner with 3-L Jeroboams of
Domaine de la Madone Beaujolais-Villages Nouveau 2011**

Domaine de la Madone winemaker dinner led by serious Beaujolais winemaker Bruno Bererd to present un-iced, barrel-aged, white Beaujolais, and even 3-L Beaujolais-Villages Nouveau 2011 Jeroboams paired to a serious 6-wine, 8-course Snake-themed menu featuring Traditional braised 5-Snake Soup, Snake Rolls, and Sea Turtles

HKSAR, China, 24 October, 2011 – On Friday 18 November, the 4th anniversary of their ‘Serious Beaujolais’ events (always the day after ‘Beaujolais Nouveau’ and positioned as the antithesis to the stereotypical Beaujolais Nouveau celebrations of flimsy wines and wild drinking parties), boutique wines and food-pairing specialist Cottage Vineyards International (“Cottage Vineyards”) is bringing their traditional Beaujolais Nouveau protest event up one notch higher. This year, besides flying in the serious 2011 Nouveau wines of Domaine de la Madone and their serious Beaujolais winemaker Bruno Bererd into Hong Kong, they will also fly in 3L-Jeroboams of the Domaine de la Madone Beaujolais-Villages Nouveau 2011 to hold the world’s first Beaujolais Nouveau snake banquet winemaker dinner at Cantonese cuisine restaurant, Sportful Garden Wanchai.

As with all the wines of Domaine de la Madone, contrary to the Beaujolais Nouveau tradition, Bruno Bererd’s Beaujolais-Villages Nouveau 2011 will be served without ice and at room temperature.

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The event entitled, “Serious Beaujolais Snake Banquet” features five of Bruno’s wines paired to seven Cantonese seasonal cuisine courses centered around the traditional snake banquet theme. The dinner ends with a dessert paired to celebratory Kir Royale toast made from the Champagne Gratiot Delugny NV Brut Réserve.

Priced at \$650 NET per person, this fourth anniversary Serious Beaujolais celebration continues Cottage Vineyards’s mission to change wine lover’s perception of Beaujolais wines as light-bodied, simple and fruity wines which must be drunk chilled.

Domaine de la Madone’s owner and winemaker Mr. Bruno Bererd himself will be present at this event along with Cottage Vineyards’s Managing Director Ada Leung to hold the historic banquet. With Ada explaining the food and wine-pairings, Bruno will explain how his 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 wintry season meal complete with heavy red meats.

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

The wine dinner displays the potential of Domaine de la Madone’s “serious Beaujolais” in matching with hearty winter fare through pairings such as *Slow-cooked snake and turtle clay pot with Chinese herbs* to the Domaine de la Madone Beaujolais-Villages Le Perreon ‘Tradition’ 2009 and *Traditional Braised 5-Snake Soup* to the barrel-aged Domaine de la Madone Beaujolais-Villages Le Perreon ‘Cuvée Fûts de Chêne’ 2009.

The dinner even exhibits some rarities and surprises, for example, rare Beaujolais in white (less than 1% in the entire Beaujolais region) paired with *Crab with steamed yogurt* and *Sportful Garden’s Signature Giant Prawn with Creamy Pineapple Sauce*.

Cottage Vineyards Managing Director Ada Leung said, “Beaujolais, when produced with care, can go far beyond the traditionally simple pairings of French cheese and charcuterie. Through this winemaker dinner, we hope to show Hong Kong wine lovers that the wines can even pair beautifully to even the serious hearty dishes found in a traditional Cantonese winter banquet, the epitome being the Cantonese Snake banquet which besides snakes, includes also heavy red meats with Chinese medicinal herbs and spices.

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 Hong Kong’s Beaujolais-Nouveau 2011 events is a perfect symbol to show that our Beaujolais wines are serious, deserving the same level of reverence given to red Burgundy”.

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This Serious Beaujolais event is yet another example of Cottage Vineyards's mission to help wine lovers discover the wine world's best kept secrets through memorable food and wine-pairings.

In a following event the week after, Cottage Vineyards will cooperate with another restaurant partner in another series of 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 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-finnet.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 16th century. Today, the three-brother team of Bruno, Olivier, and Frédéric Bererd, farm,



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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".



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'Serious Beaujolais Snake Banquet' Winemaker Dinner
Sportful Garden Restaurant (Wanchai)
1/F. - 2/F., Tai Tung Building, 8 Fleming Road, Wanchai, Hong Kong
Friday 18th November, 2011 (the day after Beaujolais Nouveau)
7:30pm Reception; 8:00pm Dinner
Led by winemaker Bruno Bererd himself

Domaine de la Madone Beaujolais-Villages Nouveau 2011
(in 3-L Jeroboam)

金獅蛇舞火麒麟

(Sportful Garden's Signature crispy suckling pig with sweet sauce & deep fried gourmet snake rolls)

Domaine de la Madone Beaujolais-Villages Cuvée Fûts de Chêne 2006
秋菊南粵五蛇羹 (Traditional braised five-snake soup)

Domaine de la Madone Beaujolais-Villages Blanc 2010
名門雪影蝦球 (Sportful Garden's signature giant prawn with creamy pineapple sauce)

Domaine de la Madone Beaujolais-Villages Blanc 2010
江南六錦炒蛇片 (Snake and vegetables stir fry)

Domaine de la Madone Beaujolais-Villages Tradition 2009
梧州蛇脯扣山瑞 (Slow-cooked snake and sea turtle clay pot with Chinese herbs)

Domaine de la Madone Beaujolais-Villages Cuvée Jean-Baptiste 2005
長生果杞子妙配小黃牛
(Mildly spiced yellow cattle veal with wolfberry and marinated fruit)

Domaine de la Madone Beaujolais-Villages Beaujolais Nouveau 2011
(in 3-L Jeroboam)
羊城生炒燻米飯
(Stir-fried glutinous rice with preserved Chinese pork and liver sausages)

Blackcurrant Kir Royale prepared with Champagne Gratiot Delugny Brut Réserve NV (80% Pinot Meunier / 20% Pinot Noir) and a black currant liqueur
美點雙輝賀豐年 (Duet of Osmanthus jelly and fried crisp with syrup)

HK Dollars 650.00 NET per person

Advanced Payment Required. Contact Cottage Vineyards (International) at **Tel. 2395 1293** or by **E-mail at tastings@cottagevineyards.com** to make your booking