



OPTIMIAN NEWS

Introducing Viña Errazuriz | Discover, Connect, Simplify | Let it breathe



**FROM THE
VINEYARD
TO YOUR
GLASS**

CONTRIBUTORS



FRANK IANNI, CEO

Frank joined Opimian as CEO on September 1st, 2015 after a nationwide search. His vision and leadership have been a hallmark over a 30 +

4 year career successfully leading multi-national, midsize and smaller organizations in Canada, the US, Europe and Asia to new heights. Frank is the strategic driving force and architect behind the recent rejuvenation and member-centric strategies of our great wine club, working in harmony and conjunction with his dedicated management team and support staff at Opimian. He is an expert regarding national and international business development and sustainable strategic growth, has a lovely wife of more than 30 years, two beautiful daughters and a grandson.



JANE MASTERS MW

Jane joined Opimian in 2010. She tastes, selects and writes about all the wines featured in Opimian's Cellar Offerings. Based between France and

5 London, UK, Jane personally knows the winemakers and visits every region offered. She passed the Master of Wine exams in 1997 and is now Chairman of the Institute of Masters of Wine.



CARL BIRD

Carl has been a fixture at Opimian for over 15 years. He started out as a member, then took over the Northwest Territories (well, Opimian's chapter

8 there) as Area Representative. In 2015, he moved to Montreal - his hometown - and joined the team at the head office as Area Representative Liaison and Opimian Wine Concierge. He answers members' questions in Answers UnCorked.

YOUR WINE FILE - NOW AVAILABLE

ACCOUNT AND WINE											
WINEFILE ACCOUNT ACTIVITY PICK UP NOTICE COUPON											
YOUR WINEFILE											
Date Range From:						Date Range To:					
17 October, 2003						10 February, 2017					
DATE FILTER						SHOW HIDDEN					
DATE	OFFER	LOT	DESCRIPTION	CATEGORY	COUNTRY / REGION	YEAR	MAT, DRINK, YR	REL DATE	QTY	BOTTLE PRICE	CASE PRICE
01/16	C237	2015	Cornel R Carmen	Red	Chile	2014	7-9-16	06/16	1	N/A	\$71.00
12/15	C237	8370	Grands Crus Mix	White	Alsace		7-8-16	05/16	1	\$34.67	\$208.00
06/15	C235	8233	Founders Choice	Red	California	2012	8-9-16	10/15	1	\$32.00	\$192.00

Want to check your complete order history online? You can with your updated Opimian WineFile. Just as with the previous website, you can search your entire history and sort by date, description or price. You can also export to Excel™, generate reports and even consult updated M&D ratings. Access your WineFile by logging in to your Opimian account and selecting My Account to access your Wine Profile.

Click "Account & Wine" and you will automatically land on your WineFile.

ABOUT THE COVER

With its unique culture, architecture, its green rolling hills and clear blue skies, Alsace boasts some of the most stunning views of Europe. The expression of this beauty is perhaps best embodied in the region's elegant and approachable wines of Cave Vinicole de Hunawihr. In January, Opimian members from across the country were fortunate enough to meet Hervé Frey of Cave Vinicole de Hunawihr who through his passion for all things wine, transported all those who attended, from the glass they were enjoying to the vineyard where it was produced.





Kevin Mintenko has accepted the role as Opimian's Vancouver Area Representative.

NEW AREA REPRESENTATIVE FOR VANCOUVER

Kevin moved to Vancouver in 2010 to attend college, working as a retail sales associate part time. In the fall of 2010, he began working with Eco Fashion Week as brand/production coordinator, representing an American fashion designer in Canada while coordinating backstage at fashion shows. This eventually offered him an opportunity to work at an exclusive boutique in the Yaletown Area of Vancouver, which he began managing in July 2011.

Kevin met his partner in 2012 as he was beginning his Funeral Services apprenticeship, and they began their journey into the world of wine and spirits. One of the first wineries they visited was Moon Curser, in Osoyoos, a label know for unique varietals and bold reds - they were hooked. They visited more than 12 wineries that year, and came home with nearly six cases to begin their cellar. Since that fateful trip they have built a cellar they are proud of, still with a heavy focus on those big, bold BC reds.

In 2013, they began their own business crafting alcohol infusion kits and cocktail syrups. Many weekends you can find them at markets or hosting events to sample their offerings. Graveley & Sons, as the business is known, also offers private parties, and bespoke creations for weddings and events.

Today Kevin works as a funeral director at a high end Funeral Home/Cemetery combo location in Burnaby, BC. He is no stranger to event coordination and tight timelines. He and his partner enjoy exploring amazing food and exceptional wine; never content to simply drink a bottle - they always dissect it, pulling apart the nuances of the eye, nose and mouth. They have electronically cataloged their entire cellar and maintain a vast database of personal tasting notes.

Kevin has completed his WSET 1. He views this opportunity with Opimian as a chance to continue learning more about wine and building strong connections in the wine industry.

"I look forward to bringing my unique experience, and outgoing personality to Opimian," Kevin says, "to facilitate its growth, particularly in a younger demographic."

A NEW FACE TO THE OPIMIAN TEAM

Patrick joined Opimian in early 2017 as coordinator for our Corporate Services Program. He brings two decades of experience in the finance and capital markets industry, having managed hundreds of millions of dollars and even worked the trading floor at the Montreal Exchange. Equal to his passion for finance is his keen interest in film and music, tennis and wine. Patrick has collected hundreds of bottles over the years and is particularly fond of the fine Burgundy wines of France.

Working closely with our Senior Wine Concierge, Patrick's role is not only to help develop our corporate membership but to assist all members by helping them cultivate their curiosity and explore the world of wine. He goes above and beyond merely answer questions, providing insight on our wine selections and food pairing suggestions. We welcome his genuine passion and the energy he brings to the table.



Introducing Patrick Meguid ~ Opimian's Corporate Services Program Coordinator



THE OPIMIAN EXPERIENCE

DISCOVER, CONNECT, SIMPLIFY

As our Opimian wine club continues its positive evolution towards a modern, enhanced and rejuvenated member experience, it is very encouraging to see that our new strategy resonates with not only our existing members, but also with potential members who are now becoming aware and excited about Canada's largest and most trusted private wine club.

The journey we put forward to grow our organization and attract new members is based on 3 simple, yet important, words.



Discover: Opimian is uniquely positioned to offer existing and potential members exclusive great value wines based on superior expertise from our MW and wine sourcing team. This allows us to offer the discovery of wine regions, wines and producers, which is a major advantage for our members.

Connect: Our private, yet accessible wine club is uniquely able to connect our members to the stories and people behind the wines. For Opimians, this is about cultivating our curiosity about how these quality wines were produced and the vineyard owners that cared for them. Our connection goes as far as receiving vineyard owners for our tasting series tours across Canada, or we as members visiting our vineyard partners around the world while being received as family.

Simplify: As Opimian adapts to the needs of the world our members live in today, we are innovating to offer enhanced services that make a difference, such as our "Onboarding" program and "Concierge" service. Each is designed to simplify members lives through the understanding of our wines and navigation of choices so as to enhance the member experience.

So as we all enjoy the upcoming cellar offerings this spring, let's spread the good word about the new Opimian in our communities. Bring prospective members to Area Representatives events, or participate in our social media communities. Remember the 3 words above that make our wine club so special and let's all enjoy the enhancements to both modernize and personalize this unique Opimian community of wine lovers.

Frank Ianni
CEO
Opimian



INTRODUCING EDUARDO CHADWICK OF VIÑA ERRAZURIZ

Eduardo Chadwick is a softly spoken, seemingly unassuming gentle man yet his passion and quiet determination have put Chile on the world wine map. Last year his Vinedo Chadwick 2014 Cabernet Sauvignon was the first Chilean wine ever to score 100 points from James Suckling and was awarded No 2 best wine worldwide over 10,000 wines tasted (No1 was Opus One 2013 Napa Valley).



Eduardo Chadwick of Viña Errazuriz.

This is no fluke. Eduardo has been working towards this goal for decades. Errazuriz was established in 1870, Eduardo represents the fifth generation and has been at the helm of the company since 1993. He also produces what is currently considered Chile's best white wine Las Pizarras Chardonnay as well as icon wines Don Maximiano Founders Reserve and Sena originally a joint venture set up in 1995 with Napa's Robert Mondavi.

I first met Eduardo over 20 years ago. It was before the launch of Sena and at that time, nobody took Chilean wines seriously. Yes they were good, in fact unbeatable value for money, but they weren't considered equal to the world's finest. Today it's a different story.

In 2004, Eduardo organized a tasting at the Ritz Carlton Hotel in Berlin comprised of his top wines and notable old world classics including Chateaux Margaux, Lafite, Latour, Tignanello and Sassicaia. He invited 36 leading international wine critics to taste the wines blind and was genuinely surprised when two of his wines Vinedo Chadwick 2000 and Sena 2001 won first and second place. Chateau Lafite 2000 came third. The event became known as the Berlin tasting and was repeated (with different wines and tasters) in more than 15 world capitals over the following decade. I was lucky to have participated in the London tasting in 2009. Whilst the results were different each time, Eduardo's wines were always classed towards the top of the group proving that Chile really can consistently produce world-class fine wine.

I recently had dinner with Eduardo at Vinedo Chadwick. The estate, which his father purchased in 1942 on the south-eastern outskirts of Santiago city was the family home. I was excited at the prospect to see the vineyard that produces this great wine but in all truth a little disappointed, the 15ha vineyard doesn't look particularly special. On the northern bank of the Maipo river, it is rather flat and looks like any other. Planted in 1993 it is not even particularly old. Yet this

terroir with its Mediterranean climate and alluvial moderately fertile soils is one of the best in Chile.

And there is a story behind it. Eduardo's father Alfonso Chadwick Errazuriz was a gifted polo player. He led the Chilean National Team for many years, and his own team won 19 open championships. There is a trophy room brimming with cups, photographs and clippings of historic matches and swashbuckling polo

players from an age gone by. But over the years Don Alfonso had spent serious spells in hospital with various injuries including a broken back. Alfonso did not want Eduardo to play polo despite his own interest. Respecting his father's wishes Eduardo gave up polo and dedicated himself to the family wine business. Years later it was payback time, Eduardo got his father to agree to plant his beloved polo field with vines. And so began Vinedo Chadwick Cabernet Sauvignon.

We sat down to dinner after a refreshing glass of Sauvignon Blanc and I got my first taste of Las Pizarras Chardonnay 2015. I had heard so much about this wine, and had tried to get my hands on a bottle without success so I had secretly been hoping that Eduardo would serve it. Produced in the coastal region of Aconcagua valley just 12km from the ocean this is a powerful, elegant Chardonnay. Dinner was prepared by talented young Chilean chef Alvaro Romero who created dishes to match each wine. The Chardonnay was served with Bonito "tiradito" with a citrus dressing. This was followed by Beef Tongue served with radish and pickle to match the Pinot Noir Las Pizarros 2015. Short rib with pumpkin puree and artichokes was perfectly matched with Vinedo Chadwick 2006 which showed pure elegance and restraint. We were so excited by the wines that Eduardo decided to pull out a bottle of the 2000 (the first vintage produced was 1999). A truly wonderful experience with notes of cedar, forest floor and spice - no wonder it showed so well in the Berlin tastings. The evening was concluded with a cured egg yolk served in a chesnut nest.

Eduardo like his ancestors has great vision combined with the ability to innovate. He continues to explore new regions and to build wineries using cutting edge technologies with sustainability and environmental protection taken into account. He is a fantastic ambassador for Chile and embodies the current dynamism and excitement in Chile that sets it on the world stage. Well done!

FROM THE VINEYARD TO YOUR GLASS

Opimian prides itself on the meaningful, long-lasting bonds it creates with suppliers. We are pleased to bring these relationship experiences to members through supplier visits. These visits offer our suppliers a unique opportunity to provide input on the wines offered and to convey the passion with which they are produced?

Every year, Opimain welcomes suppliers and producers, allowing members to learn more about the science and craft of winemaking from various wine regions. Your Area Representative (AR) tailors the theme of specific events to highlight the wines served and often allows you to sample certain wines before ordering. Additionally, your AR may serve food with those wines, providing valuable pairing insights and tips.

This year Opimian is organizing visits from approximately 10 suppliers from different corners of the globe.

We kicked off 2017 with two exceptional speakers who both have been part of the Opimian family for many years: Viña Echeverría, featuring the Casa Nueva label out of Chile; and Cave Vinicole Hunawihr, a pioneering wine cooperative from the Grands Crus area of the French region of Alsace, France.



From Hunawihr, we welcomed Mr. Hervé Frey on his Canadian tour. Event after event throughout Quebec, Ontario, Manitoba and Saskatchewan, Hervé discussed its history, philosophy and vinification process, and led instructive tastings of a selection of their exceptional Alsatian wines. It is no surprise that Hunawihr is rated first among Alsatian cooperative wineries and third in all of France, according to the prestigious *Revue du vin en France* publication.

Hervé Frey of Cave Vinicole de Hunawihr





Francisco Castro of Viña Echeverria

Later in January, we were thrilled to host a series of Opimian events in Alberta and British Columbia lead by Mr. Francisco Castro, representing the Casa Nueva label from Echeverria, one of the oldest family-owned Chilean wineries. Located in Molina, Curico Valley, in the heart of the country's wine growing regions, Viña Echeverria has been producing fine wines since the 1750s. Francisco enthusiastically lead several

tastings in Western Canada, describing the fruit aromas and exceptional color concentration that characterize these wines.

A great start to the year, but there is more to come!

In May, Opimians across Ontario and Western Canada will have the pleasure of welcoming Valerio Marconi of Cinciano - one of our Tuscan suppliers nestled in the heart of Chianti, a winery which has been finely restored and projected to offer you unique emotions.

This July we will welcome Mr. Floris Lemstra from the highly-popular Château Canet winery on a pan-Canadian tour. Château Canet is a traditional 19th century estate recognized today as one of the leading domaines of the Minervois region, right in the heart of the Languedoc-Roussillon AOC.

During the month of August, more than 10 Opimian chapters will have the luxury of learning more about the wonderful world of South American wines as we welcome representatives of Mauricio Lorca SA from Argentina and of Viña La Rosa, who provides our cornellana wines from Chile.



Angelo Pera of Mountain View Vintners

In September, Mr. Angelo Pera will guide us through a tasting of a variety of Mountain View Vineyard wines. This Californian winery, founded in 1978, is becoming a stronghold among California wineries. Their products come from several different Vinicultural Areas, and has recently been voted one of the Bay Area's top wineries.

Finally, in October, Opimians in Atlantic Canada and Quebec will have the opportunity to attend an event lead by Alba Salesa. Alba is from Opimian's newest Spanish supplier, Axial Vinos - a creative Spanish wine company that represents wines and wineries from a variety of Spanish Denominaciones de Origen. So keep your calendars open and look for more details on these wonderful events as the year progresses. They will provide you with a great opportunity to connect with the people that make the wines you love. Yet another way in which Opimian helps its members Cultivate their Curiosity!





LET IT BREATHE OR LET IT BE?



Q

I have had this discussion with a lot of my wine loving friends. We have wondered for a while if there is an optimum period of time to let a wine breathe before drinking it? Hopefully you can help

Ron Beaton - Delta, British Columbia

I love your question, Ron! A lot of people wonder about that and there are, of course, differing opinions as is the case with all things related to wine. Here are my thoughts on this matter.

The length of time to let a wine breathe depends a lot on the wine itself.

Generally, white wines do not need to breathe. Some premium Burgundies, white Rhône wines and say a Condrieu from the Loire might benefit from a little oxygenation to open them up a little. You don't need to do anything as drastic as decanting in this case. What you can do is open the bottle and pour just a little bit of the wine into a glass to make a bit more room in the bottle (maybe an ounce or two). Then put the cork back in and then turn the bottle upside down a couple of times to let the air mix in with the wine. Leave the wine for a few minutes, then you can pour a beautiful glass of wine. For any other regular white wines, no breathing is required before serving.

For red wines, it is a little more complex.

Young red wines that are high in tannins - such as Cabernet Sauvignon, most red Zinfandels, Bordeaux and some wines from Tuscany - will benefit from aeration. It helps soften the tannins, allowing the aromas and flavours to be more fully expressed.

Depending on tannins levels, there are different methods that can be employed. For wines like those mentioned above, probably the most effective way to aerate the wine is to pour the wine into a decanter allowing for air to mix with the wine. The positive effect on the wine will start to appear after about 25 to 30 minutes.

Intensely tannic or younger reds may need up to a few hours.

If the wine is a bit older, say between eight and 20 years, less exposure to air is required. The half hour time mentioned above should be sufficient. In many cases, pouring the wine into a large glass and swirling it for several seconds will do the trick. If the wine is older than 20 years, too much exposure to air or too rigorous decanting may actually damage the wine. In these cases, one would still want to decant to reduce the amount of sediment that may be present in the well-aged wine. After letting the bottle stand for several hours to allow sediment to fall to the bottom, you would open it and decant it very gently just before serving, leaving a little bit of wine in the neck once you start seeing the sediment.

For less tannic wines, like Merlot, Pinot Noir, Beaujolais and Shiraz, much less aeration is required and simply pouring the wine into a glass and swirling will be sufficient.

One caveat, common to all things wine, is that every wine lover has a different preference for how they like their wines. Some like the wines to retain those grippy tannins and other want the wine perfectly smooth with no tannins or acidity. So my final recommendation on this matter is, regardless of the wine you are serving, I suggest trying a little sip from the bottle to determine for yourself what level of aeration YOU think the wine needs to meet your taste preferences.

Vita Vinum Est,
Carl Bird | Opimian Wine Concierge | Montreal, QC

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If you have a question, please email it to concierge@opim.ca. Questions may be used in future issues of Opimian News. Material chosen for publication may be edited for clarity and fit.