

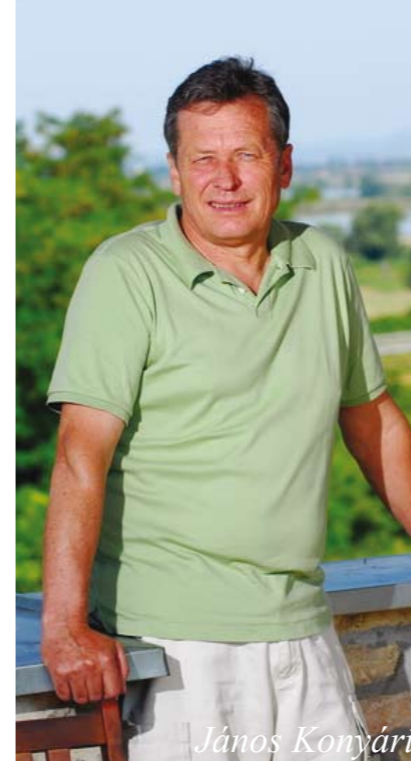
New Wines from The Old World

Laurence Civil, the wild man of wine, meets János Konyári, the winner of Hungary's Winemaker of the Year 2008 in Dusit Thani Bangkok.

Hungary has the oldest wine making tradition in the world, together with France, Italy and Spain. The four countries sit on the same line of latitude. Hungary for centuries used to be among the top 3-6 producers in volume in the world. They had managed to maintain this position until 1990 but with the increase of the wine production of the New World and the decrease of local volumes they dropped to 14th place which is a fair ranking considering the size of the country. However, the trend of moving from quantity to quality is highly welcome.

The Romans brought vines to Pannonia, and by the 5th century AD, there are records of extensive vineyards in Hungary. Today, Hungary has 22 designated wine regions.

János Konyári was the winner of Hungary's Winemaker of the Year 2008. He and his son Daniel run the family winery: Konyári. Their vineyards comprise 30 hectares and are located on the side of Balaton lake, the biggest lake in Central Europe. The area has an 800 year heritage of wine production. They produce 110,000 to 140,000 bottles of wine each year, most of which are red wines - 25% each Merlot and Kékfrankos, and half as much each of Cabernet Franc and Cabernet Sauvignon 12%. The remaining is planted in Olaszrizling, Hárslevelű, Sauvignon Blanc and Chardonnay.



János Konyári

The vineyards of Rádput-sza (just next to the family winery) had belonged to the Benedictine Abbey of Tihany for centuries. After a long break, with the establishment of IKON Winery by well-known enologist Janos Konyári, the place began to retain its original glory.

One of the prides of the owner is their antique wine cellar built at 1757. Konyári is a pioneer among Hungarian wine experts, he was the first in Hungary to use barrique techniques. Lately they finished a huge new investment, a new winery, called IKON, designed for producing quality, modern and fashionable

red wines. Their vineyards are located on a chain of warm, sunny hills at an altitude of 150 to 250 meters south of Balatonszilas. The soil with a high lime content is ideal for wine production.

Mr. Konyári arrived to Thailand at the invitation of Hungary's ambassador Dr. András Balogh and brand ambassador of his wines, Mr. Bence Petho, organizes his distribution in the Kingdom. The winemaker himself introduced us to his selection of soon to be available wines at the Dusit Thani:

Konyári Sigillum Loliense Fehér (White) 2008 is a dry white blend of three different grapes made using the typical French Nantais 'sur lie' which gives the wine a pearly nature, increasing the aromatic complexity, flavour, depth and length. 60% Sauvignon Blanc Fresh gives an exciting and elegant element, 20% Chardonnay adds serious structure while the 20% Reising brings undisputed class. The wine is very refreshing and suits the spice of Thai food and the heat of the Thai climate.



Konyári Cabernet Sauvignon is made from selected grapes and aged in oak barrels for 12 months. The wine has enough structure to evolve for 2-3 years. The colour and nose is dominated by cherry making this a very nice and round Cabernet

Ikon Cabernet Franc Evangelista 2007 is the top wine of the winery, made of selected grapes. Aged in 100% new Hungarian and American barrels for 12 months, this wine shows just why experts are so excited about Hungarian Cabernet Franc. The wine is very complex on the nose with dark berry fruits, coconut and a touch of mint. It has the character of variety with a fine silky tannin structure and a great finish.

Thanks to Mr. Konyári variety for wine lovers expands: we now have new wines from the old world available here in Thailand.

These Hungarian Wines are now available in Thailand through Valentine Management Holding Ltd +66 87703 9900 bence.petho@vmholding.hu



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