

By Oh Wei Lun

US embassy holds first-ever virtual

wine-tasting

IN TRUE 21ST CENTURY HIGH-TECH FASHION, A VIRTUAL WINE-TASTING SESSION BRINGING TOGETHER VARIOUS PARTIES FROM DIFFERENT TIME ZONES WAS HOSTED BY THE US EMBASSY IN SINGAPORE. The event, organised together with the California Wine Institute, the US Office of Agricultural Affairs and the US Office of Commercial Service, introduced wines from three Californian wineries to wine traders in Singapore. The Singapore delegates present were buyers from supermarkets and wine distributors such as Cold Storage, NTUC Fairprice, Cornerstone Wines, ewineasia, etc.

A total of nine kinds of wines by Graceland Cellars, Lucas & Lewellen Vineyards, and White Crane Wines were sampled by the Singapore traders while their US counterparts took turn to present via video-conferencing. The wines were of distinct characteristics and taste profiles despite originating from the US eastern coast state of California.

White Crane Winery in Livermore, which specialises in cultivating different varietals from different countries, introduced its premium award-winning wines, while the range of wines from Solvang, California by Lucas & Lewellen Vineyards is unique for their Mandolina Cal-Ital (California-Italian) wines.

Despite the small size, wine-makers are keen on the local market in Singapore due to the rising consumption of high-end wines. Figures from the US Department of Commerce showed US wine exports to the island-state hit US\$8.8 million (SG\$13 million) in 2007, an increase of 50 percent from 2006.

