



OUR WINE

## DOMINIQUE MASSEÑEZ

INTERVIEW WITH  
A PIONEER OF THE  
CHILEAN WINE INDUSTRY

Dominique Masseñez is the founder of Masseñez Family Estates, a boutique vineyard in Chile. He invested in Chilean wine when nobody would, moving his family to found one of the first major international wineries in the country.

We sat down with him to find out more about this pioneer of the Chilean Wine industry who is launching in July from Asia Vintage his new Chateau de M in Cambodia.

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*So how did it all start?*

My family has been in the spirits business for the past 150 years, making fruit brandy. So the next step, for us, was wine. I always wanted to make wine, but if you looked at the vineyard prices in France, especially Bordeaux, in the 1970s and 1980s, they were... excessive.

*So how did you come to Chile?*

Well, I looked at South Africa and Australia. Australia was too far away, and the political situation in South Africa was disconcerting at the time. When I visited Chile, I knew it was meant to be. It's the only country unaffected by Phylloxera, an insect that kills the roots of vines. And the terroir was just beautiful, so I started Chateau Los Boldos which was a great success.

*And now you have the Masseñez Family Estates?*

Yes, I sold Chateau Los Boldos in 2008, but I kept a small selection of premium land for myself. Today we have three lines: Donum Masseñez, Flaviata, and Chateau de M. Do-

num Masseñez is our premium line, and we make three wines: a red and white Assemblage using the Bordeaux Blends, and a Pinot Noir. These are very well rated wines, some of the best in Chile, but they are in very small production: roughly 5000 cases of six for all these wines. We hope Chateau de M will reach more people.

*Tell us more about Chateau de M, we understand it's a new product.*

And it will be available in Cambodia soon! It's from my family name, of course, and it is a new wine. We're using the same varietal blends, but we're aiming at a lower price point so that it can reach more people. It has a touch of oak influence and is drinking beautifully right now.

*Do you have any advice for our readers?*

A cup of wine is a cup of pleasure. Good wine is elegant, not overly alcoholic and concentrated. The true test of a good wine is not in the first glass, but the desire to have a second glass. A third glass. Or even a fourth.



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