

FOOD & WINE

MARQUES DE CASA CONCHA LAUNCHES ITS "FOOD & WINE" PAIRING SECTION

MARQUES DE CASA CONCHA AND CELEBRATED CHEF RICHARD SANDOVAL TEAMED UP FOR THIS NEW PROJECT WHERE USERS CAN ALSO PARTICIPATE IN CONTESTS CREATED ESPECIALLY FOR WINE LOVERS.

As part of its ongoing interest in interacting with its consumers, Marques de Casa Concha presents the Food & Wine initiative, a new segment on its web site that aims to draw the public closer to the world of food and wine pairing by presenting recipes from different countries along with the best wine to enjoy with them.

Among the participating chefs is the well-known Richard Sandoval, who has 15 years of experience leading more than 25 restaurants, including Maya, Zócalo, Pampano, Ambar, and La Sandía in cities such as Denver, Las Vegas, New York, Santa Monica, Washington DC, Mexico City, Dubai and Doha in Qatar.

This mini-site presents the collaboration of a number of celebrity chefs including Héctor Solís, the renowned promoter of northern Peruvian cuisine; Paul Collins, the Michelin star chef from England; and Mario Castellón, one of Panama's rising young chefs, as well as outstanding members of Chile's own culinary scene, such as Guillermo Rodríguez, Gloria Frugone, and Ruth Van Waerbeek.

Food & Wine also features a contest that allows readers to participate by uploading their best recipes paired with one of the

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Share
your recipe
With Marques



Marques de Casa Concha varieties for the chance to win an exclusive prize—12 bottles and the publication of their winning recipe.

The program was officially launched in the 31st Food & Wine Classic in Aspen Colorado, a gathering spot for famous chefs and key members of the wine world along with press and consumers. During this year's fair, Marques de Casa Concha held an exclusive event to introduce Food & Wine, which debuted with recipes presented by Richard Sandoval along with Concha y Toro winemaker Sebastián Rodríguez. The event was attended by major food and wine personalities such as Leslie Sbrocco, TV personality and founder of thirstygirl.com and David Vogels, editor and director of the Sommelier Journal.