

GRAPE EXPECTATIONS

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It may not be the most popular beverage here – it may not even be Indonesians’ alcoholic drink of choice – but wine has steadily grown in popularity since the late ‘80s. Last year, the wine market in Indonesia was worth \$32 million and enjoyed sales of 3.1 million litres, with French Bordeaux, in particular, in high demand.

With our middle class expanding quickly, our economy changing rapidly and more international four and five-star hotels dotting our cities, it is no wonder that Indonesians are becoming more curious about wine.

Noticing this changing trend, Singapore-based online wine store ewineasia.com has decided to collaborate with local wine distributor Marsada Maju Jaya to present a unique wine festival, which will go a long way in strengthening the understanding and appreciation of old-world wines here. Between Nov 21 and 28, The Vintners’ Tour 2012 will make stops in Singapore, Jakarta and Bali.

Founded by Bruno Valliant in 2004, ewineasia.com is the leading distributor of wine for fine dining establishments in Singapore; the company also distributes over 1,000 products globally, with a focus on Hong Kong, Japan and China.

The Jakarta event will be held on Nov 26, with The Dharmawangsa hosting representatives from 24 wineries across France, Italy, Spain and Austria. Together, they will share invaluable knowledge and wine-making philosophies, as well as showcase with 50 of their wines.

“You can expect a new type of wine experience. Talk to the people who are directly in connection with the wines, their hands in the soil, making this wonder that is wine,” Valliant said.

Each leg of the tour will also include a gala dinner, featuring dishes from acclaimed chefs which have been conceptualised to match the wines. On the second leg, chef Vindex Tengker will take on the task, while the Bali stop will feature the work of the award-winning team of chefs at Conrad Bali.

“It’s going to be hard work for me,” said Vindex. “But this is a good chance to catch these winemakers altogether. There will be harmony with the spices and there will be balance with the flavour of the wines. It will be a journey through the world with a lot of good food and wine.” ▲