



ORIENTAL WHITES

The dynamic flavours of **HUGEL & FILS'** white wines make an extraordinary match with exotic Asian cuisines

FOR MORE THAN THREE AND a half centuries, Hugel & Fils has been a prominent wine-maker in Alsace, France, one of the finest white-wine regions in the world. The dedication and essence of fine winemaking can still be found in every bottle, a legacy that's been 369 years in the making.

For hundreds of years, members of the Hugel family have had complete creative control over its production. Carrying on this tradition today is Director of Hugel & Fils Etienne Hugel together with his brother and cousin.

Hugel & Fils wines have been filling the glasses of discerning drinkers in Asia since the 1960s. And for the past 15 years, Hugel has been shipping their wines to a wider Asian audience, working with Rémy and Maxxium in Hong Kong.

Renowned sommelier and former president of the International Food and Wine Society, Dr. N K Yong named Hugel & Fils the best wine for Asian

cuisine. It's no small title to carry but Etienne Hugel doesn't seem troubled by this weight on his shoulders.

An avid traveller, Etienne Hugel has been coming to Hong Kong, among other Asian cities, every year since 1989, educating wine lovers on white wine pairing. However, Asian culture has been an influence on the family for much longer. Two generations ago, the family was already looking beyond its own backyard when pairing its wine with food.

Credited with writing one of the industry's most informative and inclusive blogs on winemaking at www.hugel.com, Hugel has a deep understanding of wine-drinking trends in Asia.

"People tend to take a short cut to red wine when first beginning to drink wine. But so many people often make the mistake of forgetting the beauty of white wine," said Etienne Hugel.

While no one wine will go with every cuisine, Etienne Hugel says the range of dry and flavourful whites produced by his family provides a wide

spectrum of possibilities when enjoyed with Asian food.

"The diversity among our wines is huge, just like in Asian cuisine where, say, kaiseki and curry are at two extreme ends of the spectrum. But you will always find a Hugel wine that will complement the flavours of an Asian dish," he said.

Hugel wines are an outstanding match for Chinese cuisine, in particular. Be it Szechuan or Shanghainese dish, there's always a bottle of Hugel that will highlight it.

The lively 2006 Riesling is a match made in culinary heaven for chilled Shanghainese appetisers and starter; the floral and fruity notes of the 2006 Gentil (a blend of Gewürztraminer, Pinot Gris, Riesling & Muscat) make for the perfect companion to fish and seafood dishes; spicy favourites like prawns with X.O. sauce bring out the prominent rose hints in the 2006 Gewürztraminer.

Wine lovers will be able to enjoy the same great taste in Hugel wines year after year. "We do not change the way we make our wine to fit trends or changing palates. We look for new palates that appreciate and enjoy our wines."

Savour the enduring decadence of Hugel & Fils wines with an Asian meal and discover another side to this alluring French classic.

Please contact Maxxium HK Ltd at 2831 7207 or visit www.hugel.com for more information about Hugel & Fils. ■

FROM LEFT Etienne Hugel enjoys a glass of Gewürztraminer; All grapes on the Hugel vineyard in Alsace, France are handpicked; Hugel white wines have been named the best for pairing with Asian Cuisine by numerous discerning sommeliers **OPPOSITE** The Hugel family has been producing wines for 12 generations