

Baron Philippe de Rothschild releases limited-edition Escudo Rojo Baronesa P. into global travel retail

By **Jas Ryat** on June, 9 2020 | Spirits & Tobacco



The new premium limited-edition wine is produced in the Chilean Maipo Valley terroir, where the Baroness Philippine de Rothschild established the Escudo Rojo label in 1999

Baron Philippe de Rothschild will unveil a new premium limited-edition Chilean red wine from its Escudo Rojo label into global travel retail this September.

Named 2018 Escudo Rojo Baronesa P. in tribute to Baroness Philippine de Rothschild (1933-2014) and dominated by Cabaret Sauvignon, the wine features five grape varieties. The highly-rated wine is produced from the French premium winemaker's Maipo Valley vineyards in Chile, where the Baroness

established the Escudo Rojo label in 1999. Tasted by James Suckling, the internationally-acclaimed wine critic, Escudo Rojo Baronesa P. has been awarded a rating of 97/100 for a 2018 red wine vintage.

Set to feature in the duty free channel alongside other successful wines from Baron Philippe de Rothschild's Escudo Rojo and Mouton Cadet labels, which are listed with the likes of Dufry and Heinemann, the wine will be available across travel retail and domestic markets.

Produced in the Chilean Maipo Valley terroir, where Baron Philippe de Rothschild's wine estate covers 60 hectares, this fine wine has been aged for 14 months in French oak barrels and blends the following grape varieties: Cabernet Sauvignon (76%), Carmenere (9%), Petit Verdot (5.5%), Cabernet Franc (5%) and Syrah (4.5%). According to Baron Philippe de Rothschild, the product stands out because of its complex fruit and spice aromas and flavors and historical connection.

"[We are very excited about the prospects for Escudo Rojo Baronesa P. and already receiving significant advance orders for this exceptional wine. It will be a key product in our mission to grow the market for Chilean wines in global travel retail.

This niche product, which has an outstanding appearance and a great shelf appeal, fits perfectly with the premium environment of airport retail and offers travelers the chance to purchase a fine red wine that will be very hard to come by in local markets."

The timing of Escudo Rojo Baronesa P.'s release will coincide with the beginning of airport retail's recovery and, with this great new product's help, we expect to finish the year very strongly in the travel retail market," states Henri Brunel, Director Duty Free & Travel Retail, Baron Philippe de Rothschild.

Tasting notes (at bottling):

- With violet and ruby-red highlights, the color is intense
- With predominant notes of blackberry, blackcurrant and black cherry, the nose is potent
- Gradually coming to the fore, spices such as black pepper combine with subtle scents of cedarwood, vanilla, caramel and toasted hazelnuts imparted by oak aging