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Chateau Chantal Winemaker Invited to Speak at Texas Seminar

August 25, 2010 Traverse City, MI: Winemaker Mark Johnson has been invited to speak at the T.V. Munson Center of Viticulture and Enology's seminar on Argentina: Creating Synergies with US Partners. The seminar takes place on September 20th in Grapevine, Texas and is sponsored by Grayson County College, a school that has offered grape growing and wine making degrees since 1974.

Chateau Chantal has been growing the Malbec varietal of grape and making wine in the Lujan de Cuyo region of Mendoza, Argentina since 2004. Mr. Johnson has overseen the project since inception and travels to the country three times a year to attend to winemaking and business duties. The wine is then shipped to Chateau Chantal's Traverse City winery for cellaring, bottling, and sales as single varietal Malbec. This particular varietal, as well as many other deep red wine grapes, do not grow well in our cool climate where we lack the heat to ripen them properly. Rather than simply purchasing the wine from the bulk market, the winemaker prefers to have control of the farming and winemaking techniques to create the best possible product. Chateau Chantal is the only winery in Michigan with overseas vineyard holdings.

Mr. Johnson was sought after for this seminar to share his expertise in the area of Argentine winemaking and business operations. He has been asked to speak about how Chateau Chantal, as a US winery, has established sustainable partnerships in the Argentine wine market. He will present to an audience of Texas wine industry professionals, a state that is the 5th largest wine producer in the union, ahead of Michigan. Mr. Johnson comments, "It really has been an eye-opening experience managing a vineyard and making wine in Argentina. We have been very happy with the synergism between our two totally different vineyards. I'm excited to meet with many of my fellow vintners in Texas and talk about what has happened for us and what might be able to happen for them."

More information regarding this seminar can be found by contacting Bob White, Enology Programs Coordinator at Grayson County College whiteb@grayson.edu.

Chateau Chantal is a unique development that combines a winery, vineyards, bed and breakfast, residence, six private home sites, and winding roads, all of which combine to create a "retreat into the Old World." The 65 acre site sits high atop a ridge 12 miles north of Traverse City, Michigan on the beautiful and historic Old Mission Peninsula. Chateau Chantal crafts many styles of wine, allowing the grape to dictate the style. The location's unparalleled views and outstanding staff play host to Be&B activities, cooking classes, wine education opportunities, Tapas Tours, conferences and meetings, small weddings, and friendly regional wine events.

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