

Product Function Endorsement

By Peter Kwong

On 8th, Feb 2008. I conducted taste tests on red / white wine , whisky and brandy with the MagicFlavor wine pourer. The results were impressive: this wine pourer applies a magnetic field to enhance the taste and fragrances of the above mentioned drinks. Various samples were tested with different settings.

The test result is as below

1)Le Chole Dedmond 2005 – Bordeaux – Red

Original : Light, scents of peach , plum and wood are not too outstanding

Suggest setting: 8

After treatment: better fullness, stronger presence of tannins, rounder, richer, more expressive,

2)Busman’s Gully Shiraz Cabernet 2006-Australia

Original: The fruitiness is very simple, strong scents of strawberry, high density of tannins and tightly-knit , fruitiness and tannins are not too balanced.

Suggest setting: 3

After treatment: became lighter and fresher, the tannins became very light and softer , the fruitiness became more lively. Taste became more pleasant.

3) Montes Cabernet Sauvignon /Carmenere 2005- Chile

Original: Typical Chile wine, aggressive, strong scents of blackcurrant, strong tannins, rustic, mixed scents of pepper and sulphuric, aggressive

Suggest setting: 4

After treatment: Fragrances became more natural. Tannins became softer, aggressiveness was eliminated and appeared to have the scents of preserved lemon and more pleasant to drink.

4) Original: Typical Bordeaux style, ideally mature , medium richness, well balanced.

Very soft tannin, scents of blue berry and mixed with the scents of duck meat . Very delicate wine.

Suggest setting: Tried few settings but did not see significant effect, It is probably due to the tannins are already too soft and the wine too mature, so the magnetizer could not do any better.

5) Wydham Bin 222 Chardonnay 2007 – Australia

Original: Australian melon fruitiness. Strong scents of roasted wood, aggressive

Suggest setting: 2

After treatment: the fruitiness became fresher, more acidic, scents of roasted wood has faded away, became very pleasant overall.

6) Fleur du Cros 2004-Loupiac

Original: Scents of Apricot, honey and preserved grape, too sweet and lack of acidity, insufficient balance.

Suggested setting: 2

After treatment: more acidic, more attractive compared to original, stronger sensation in the finish.

7) French brandy Bardinet

Original: Not too aggressive

Suggest setting 5 : stronger sensation of grape.

8) Remy Martin XO

suggest setting: 8

After treatment: lighter in colour , rounder, better fullness,

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9) Johnny Walker Black Label

Suggest setting: 5

After treatment: lighter in colour , Rounder, softer

10) Johnny Walker Gold Label

Suggest setting: 4

After treatment: Lighter in colour , more creamy, strong milky sensation

Conclusion:

Setting 1/ 2 : The scents of fruitiness become more outstanding, the natural acidity and sweetness overrides the scents of the Tannins. This setting works well for the more full body and young wine, after using these settings, the scents of wood will be faded. The taste and smell becomes fresher.

Setting 4/5: These settings turn the Red wine softer, the wine becomes more vintage.

These settings give the Whisky or Brandy a very creamy and good milky sensation.

Setting7/8: These setting make weaker body red and white wine more powerful and impart a stronger strength of Tannins.

Peter Kwong's personal profile

Professional Qualification	Award Institute	Year Obtained
● 1 st Runner-up of the Grand Prix SOPEXA 1994 du Sommelier Hong Kong Final	Sopexa	1994
● Winner of the Best Sommelier of Hong Kong	Hong Kong Wine Society	1995
● Winner of the Grand Prix SOPEXA 1996/97 du Sommelier Hong Kong Final	Sopexa	1996
● Represented Hong Kong in the International Sommelier Championship in Paris ranked 2 nd in Asia and 16 th in the world	Sopexa	1997
● Chairman of the Hong Kong Sommelier Association		2003
● <i>L'Ecole du Vin de Bordeaux Accredited Educator</i>		1995 till now
● Wine Lecturer for SOPEXA		1998-2007
● Wine Columnist of the "Wine Now Monthly Magazine"		2003-2006
● Wine Columnist for Ming Pao Daily	L'Ecole du Vin de Bordeaux (Bordeaux Wine School)	2006