



**PRESS RELEASE**  
**FOR IMMEDIATE DISTRIBUTION**



**A Meeting of Greats**

*EQ and Barons de Rothschild celebrate one of the century's best vintages*

**KUALA LUMPUR, 18 April 2024** – The year 2012 saw Barack Obama reelected as President of the United States of America. The year also marked Queen Elizabeth II's Diamond Jubilee, and her 60<sup>th</sup> year on the English throne, while nearer to home, the grand doyenne of Malaysian hospitality, Equatorial Hotel announced plans for its redevelopment. Seven years later, the stunning EQ would be revealed.

In oenology 2012 is considered one of the century's best years for French wines. Inclement weather conditions of a prolonged, freezing cold winter and then scorching heat was then followed by a cool spring with little sunshine. Hail and torrential rain buffeted the wine regions until the end of July when the August heat saved the 2012 vintage. The harvest was small, but yielded grapes of exceptionally rare quality, which made for one of the best vintages of its century.

With only 18,500 bottles and 2,000 Magnums, the Rare Collection Blanc de Blancs Vintage 2012 is much sought after around the world, its desirability being further driven by the fact that this 100 percent Chardonnay is produced from the four Grand Crus of the actual Côtes des Blancs slope - Avize, Cramant, Le Mesnil-sur-Oger and Oger.

In an elegant coup of exclusivity, EQ has become the only hotel in Malaysia to have in its cellars 240 bottles of this outstanding vintage. The only other hotel in the world to have been bestowed the honour of this level of exclusivity has been Ritz Paris.

Additionally, Barons de Rothschild has designed exclusive presentation boxes for the Rare Collection Blanc de Blancs Vintage 2012 sold at EQ. Each bottle comes encased in a hinged box of dark grained wood embossed with the coat of arms of the Barons de Rothschild, a raised engraved metal plate denoting the vintage and year, and right at the top of the case, EQ's 50<sup>th</sup> year anniversary logo. The stellar wine is priced at RM3,888 per bottle.

The Rare Collection Blanc de Blancs Vintage 2012 is crafted with the definitive essence of the de Rothschild style. Exclusively composed of Grand Crus of Chardonnay vinified by individual plot, a long ageing period of more than nine months, and regular batonnage, the wine was aged in the bottle for over eight years before being allowed to rest for at least 12 months before disgorgement.

The finished product is an exceptional champagne with all the expression of harmony and purity that has come to characterise the Barons de Rothschild. On sight it is a lovely pale gold, nearly iridescent in its shimmer. The fullness and richness of this sunny vintage are complemented by a fresh, chalky minerality. Notes of white-fleshed fruits and candied lemon are followed by aromas of roasting and dried fruits and nuts, such as apricots and grilled almonds. On the palate it bursts with freshness and complexity with notes of citrus fruit and lemon zest underpinning a long finish of toasty mocha and vanilla overtones, creating a perfect blend of freshness and character.

The shimmer, elegance and layered complexity of this champagne play off the rose gold and bronze sophistication of EQ's interiors beautifully, making it the perfect celebratory vintage for the hospitality brand's 50<sup>th</sup> year of delivering exceptional experiences.

EQ General Manager Gerard Walker says that Barons de Rothschild's willingness to allow exclusivity of the Rare Collection Blanc de Blancs Vintage 2012 is a hard-earned privilege, and the result of the hotel continually seeking to be at the top of its game. "Just as Barons de Rothschild has refined its winemaking over centuries of diligent craftsmanship, so has EQ always striven to be the ultimate purveyor of Malaysian hospitality internationally. Our collaboration with Barons de Rothschild enables the celebration of our 50<sup>th</sup> anniversary to go on long after the calendar date has passed. The trust underpinning this exclusivity makes us even more committed to making EQ a world-class expression of Malaysian warmth, hospitality and excellence," said Walker.

The Rare Collection Blanc de Blancs Vintage 2012 will be launched at EQ on 17 April 2024, and will be available for purchase after the date at the price of RM3,888 per bottle. Each bottle will be housed in the exclusive EQ 50<sup>th</sup> Anniversary gift box designed by Barons de Rothschild.

---

### **About EQ**

The re-making of Hotel Equatorial Kuala Lumpur as EQ has been a milestone in Malaysia's hospitality industry. Named by *Travel + Leisure Asia* as #1 City Hotel in Malaysia, #5 Travel + Leisure Readers' 15 Favourite City Hotels in Asia and #35 Travel + Leisure Readers' 100 Favourite Hotels in the World for 2023. EQ the brand is celebrating its fifth decade in the hospitality industry, is also TripAdvisor's #1 ranked hotel in Kuala Lumpur since 2019. Occupying the top floors of the award-winning 52-storey Equatorial Plaza, the hotel offers 440 stylish rooms, state-of-the-art banquet and meeting facilities, and an array of signature restaurants and bars such as the Bottega Lounge, Nipah Coffeehouse, Kampachi Japanese

Restaurant, as well as the impressive, must-visit Sky51 consisting of Sabayon, a contemporary European restaurant, and Blue, a stylish lounge with an outdoor bar offering the most stunning panoramas of the city. The 5-star hotel is also Green Building Index (GBI) Gold-certified making it one of the most energy and resource-efficient buildings in the country. Other facilities include Sanctum Wellness with its unique spa, 25m infinity pool, vitality Jacuzzi and state-of-the-art fitness centre.

Website: [www.eqkualalumpur.equatorial.com](http://www.eqkualalumpur.equatorial.com)

Facebook: [www.facebook.com/eqkualalumpur](https://www.facebook.com/eqkualalumpur)

Instagram: [www.instagram.com/eqkualalumpur](https://www.instagram.com/eqkualalumpur)

For press enquiries and interviews, contact:

Audrey Lee (Ms.), Assistant Public Relations Manager

Tel: +603 2789 7792

Email: [audreylee@kul.equatorial.com](mailto:audreylee@kul.equatorial.com)