



## **An interview with Luis Felipe Edwards Jnr**

### **What was your motivation to join LFE?**

After a successful career at Citigroup, I decided I'd like to use my experience and continue to develop my strengths within the family company. I was full of energy and having realised I had the ability to create value in a company, I felt at age 31 it was time to move on. I have always been passionate about building a successful business. To me, it's more than just making money; it's about producing a successful product. I was eager to encourage consumers to understand the traditional values behind LFE and to express the commitment of the whole family.

### **How would you like LFE to be seen?**

As Chile exports mainly raw materials, wine is one of the few products where you can really show the spirit of your soul. I want LFE to be known for producing the best wines in the country; to be seen as unique with an extreme commitment to quality. We are people who are doing things; it's all about working with the grape. We work extremely hard, putting in maximum investment to get the best results. Who else is planting vines at 800 metres? Who else has an average yield of 9 tonnes per hectare across a total of 450 hectares?

### **How did you feel about leaving Citigroup?**

I didn't want to be just an employee, I wanted to be an entrepreneur. Like fruit, I was ripe enough to take the challenge and successful enough that my father knew he could trust me. We have a very close relationship and I wanted to take all I had learnt and put it into the family business.

### **What are your goals for LFE?**

I want to see LFE continue to have a well-balanced distribution (in both the on and off trade) with a diverse portfolio of wines being distributed through different channels. I'd be more than happy to see 1 million cases of LFE in the UK by 2010. I want LFE to be regarded as the best; to be named as one of the top three Chilean wines for quality.

### **What does it mean that LFE is a family-run business?**

As a family-run business, we have the right people for the job. We're a very strong family with sound values and very capable individuals. The family values translate to the whole team – we all stick together, watch each others backs and we're all in it for the long term. As a result, we're a strong team as well as a strong family. It's a team that I can rely on and delegate to. When you have your name, your father's name and you son's name on a bottle of wine, you must be extremely proud of what you are doing. I am selling my name and my family's name – it's a big responsibility.

**What can you tell us about your own family life?**

I met my wife through cycling. She was Cycling Champion of the Metropolitan region at the age of just 17. I met her when I was 24 and it was then I gave up the chance to study at Harvard, no regrets there. We have five children and I couldn't do what I do without their support, they ensure I'm a well-balanced individual. I do miss spending time with my kids but I have a very strong relationship with them and my wife.

**Chile vs Australia?**

Chile is still learning how to market products but the country is better prepared and can be more profitable than Australia. Chile has a healthier industry and is prepared to fight to increase its market share. In my opinion, nowhere else in the world has the same weather and soil stability and entrepreneurial talent as Chile. Australia is a 100m sprinter, Chile is a marathon runner!