

Santa Carolina in the USA Media



Wine Enthusiast's 2015 Wine Star Award Nominees

The leading magazine in global wine lifestyle announces its nominations for the coveted award.

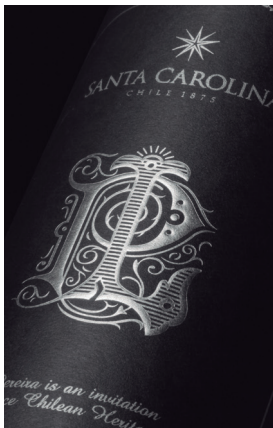
New World Winery of the Year

Viña Santa Carolina (Santiago, Chile)

A rare urban winery in this agricultural nation, Viña Santa Carolina is celebrating its 140th birthday this year. The original bodega, rebuilt in 2012 following a disastrous 2010 earthquake, has been a national monument since 1973. Exporting nearly 80% of all its production globally, top Santa Carolina wines include Herencia Carmenère and Reserva de Familia Cabernet Sauvignon.

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Carolina Wine Brands Bolsters Chile's Fine Wine Image With Upscale Moves

September 16, 2015

The U.S. lineup is led by Santa Carolina Reserva de Familia (\$25), which features a Chardonnay, Cabernet Sauvignon, Pinot Noir, Carmenere and Malbec. There's also VSC (\$50), a Petit Verdot-based Meritage. Further up the ladder is Herencia (\$99), a luxury Carmenère. Herencia was the portfolio's most upscale label until the recent release of Cabernet-based Luis Pereira (\$150), named for Santa Carolina's founder.

Luis Pereira, whose inaugural vintage is 2012, has an unusual provenance. After Chile's earthquake in 2010, workers uncovered a hidden chamber in Santa Carolina's cellars that contained wines from the '50s, '60s and '70s. The discovery inspired the company to conduct an in-depth study of how those wines were produced—a project that included research into its oldest pre-phylloxera vineyards in Maipo, Colchagua and Maule. Some 3,000 bottles of the highly allocated Luis Pereira 2012 were released.

"With Luis Pereira as our icon Cabernet, we now have eight wines at the upper tiers," says managing director Santiago Larrain. "At the highest pricing levels, our wines are super-icons that also offer great value. We won't be selling huge volumes of Luis Pereira, but we're showing what Chile-and Santa Carolina-can do."