

# 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.

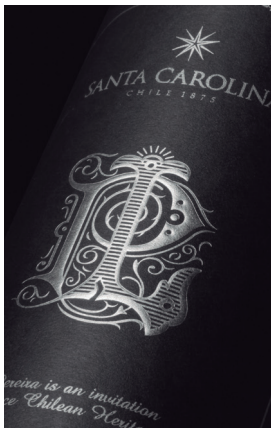
### New World Winery of the Year

**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."*