



SANTA CAROLINA

CHILE 1875

Brand Book

Chilean Heritage

Brand essence



Brand Essence

CHILE AND TRADITION

An actor of great relevance in the history of Chilean winemaking.

INNOVATION AND CREATIVITY

A brand that is alive. A pioneer in launching new varieties and formats.

QUALITY AND EXCELLENCE

Recognized over the years with numerous accolades and awards.



Highlights

- Currently belongs to the agro-industrial group Watt's S.A., owned by the Larraín family.
- Sales over 90 countries worldwide.
- Carmenère and Cabernet Sauvignon passionate and experts.



ABOUT US

Santa Carolina is the emblematic winery of Carolina Wine Brands, with a strong presence worldwide. Its main markets are Canada, Brazil, United States, Japan, Mexico, China and Chile.

Santa Carolina has a wide portfolio that allows consumers to offer excellent quality wines in all price ranges.

1875

Luis Pereira founded Viña Santa Carolina.

1889

Reserva de Familia Cabernet Sauvignon was awarded a gold medal in the “Exposition Universelle de Paris”, France.

2012

Reopening of the new and rebuilt city winery.

1877

The construction of the cellar begins.

1973

The cellar was declared National Monument.

2015

With 140 years, Santa Carolina was chosen New World Winery of the Year.

SANTA CAROLINA TODAY



CHILEAN HERITAGE

“Chilean Heritage” aims to consolidate the legacy of our winery throughout its more than 140 years of tradition by reclaiming successful practices and combining them with innovative techniques to produce superior wines that reflect our identity and history.

WINERY OF THE YEAR

Santa Carolina is more vibrant than ever. Proof of it, is the distinction as 2015 New World Winery of the Year by the prestigious Wine Enthusiast Magazine.



SANTA CAROLINA TODAY

OUR PARTNERS

Our history and commitment allow us to be proud today of the long term relationships that we have been able to build with our clients all around the globe.

Among them:

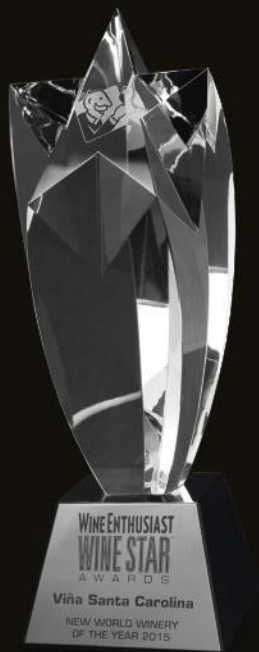




OUR VINEYARDS

With presence in Chile's main winegrowing valleys, Santa Carolina produces wines of great personality and complexity that seek to achieve the greatest terroir and fruit expression.





AND THE WINNER IS...

NEW WORLD WINERY OF THE
YEAR 2015



ACCOLADES & AWARDS



ACCOLADES & AWARDS



ACCOLADES & AWARDS



OUR WINEMAKERS



ANDRÉS CABALLERO
CHIEF WINEMAKER



ALEJANDRO WEDELES
WINEMAKER



IVÁN MARTINOVIC
WINEMAKER



OUR WINES



ICONS



ULTRA PREMIUM



PREMIUM



ICONS

LUIS PEREIRA 2012

Cabernet Sauvignon D.O. Chile

This icon wine exemplifies the flawless fusion between the past and the present. Grapes from the antique vineyards of the greatest valleys of Chile were processed following Santa Carolina's original recipe in order to complement contemporary experience and knowledge. As a result, LP comes to life, using the initials of the courageous visionary Luis Pereira, who founded Viña Santa Carolina in 1875.

Vintage 2012

95 pts Decanter World Wine Awards

93 pts Forbes Asia Magazine

91 pts Wine Enthusiast

Vintage 2013

97 pts Descorchados Patricio Tapia

93 pts Tim Atkin Chile Special Report 2017



ICONS

HERENCIA 2010

Carmenère D.O. Peumo

Tradition, innovation, passion. This is the core of Herencia, the icon Carmenère that summarizes Santa Carolina's over 140 years of experience. Being a true expression of the typical Peumo terroir, with a touch of the characteristic fruit notes from Los Lingues, this icon pairs the soul of two of Chile's top Carmenère appellations.

Vintage 2010

Trophy International Wine Challenge

94 pts Wine Enthusiast Editor's Choice

93 pts The Wine Advocate Robert Parker

93 pts James Suckling

92 pts Wine Spectator

Vintage 2011

94 pts Decanter Asia Wine Awards Best Chilean Red Blend



ICONS

VSC 2012

Assemblage D.O. Cachapoal

30% Petit Verdot / 35% Petit Syrah / 20% Cabernet Sauvignon 10% Carmenère / 5% Malbec

VSC stands for Viña Santa Carolina and is an Icon wine that embodies the philosophy and enological style of Santa Carolina. A wine of powerful personality and great concentration. With every new vintage, VSC seeks to offer new expressions of the best New World varieties that grow in the granite soil of the terroirs of Chile's central zone.

Vintage 2012

94 pts Wine Enthusiast Editor's Choice

92 pts James Suckling

91 pts Wine Spectator

Vintage 2011

Year's Best Chilean Reds Wine & Spirits



ULTRA PREMIUM

RESERVA DE FAMILIA

The Reserva de Familia range carries the weight of our more than 140 years of history. Complex and strong wines, with defined structures and classic typicities.

Available varieties:

Chardonnay, Pinot Noir, Carmenère, Cabernet Sauvignon.

Cabernet Sauvignon Vintage 2015

91 pts James Suckling

Cabernet Sauvignon Vintage 2014

94 pts Wine & Spirits

94 puntos Descorchados Patricio Tapia

90 pts Wine Spectator

90 pts Tim Atkin Chile Special Report 2017

Chardonnay Vintage 2014

92 pts James Suckling

Pinot Noir Vintage 2014

91 pts James Suckling

Carmenère Vintage 2013

90 pts Wine Enthusiast Smart Buy



ULTRA PREMIUM

SPECIALTIES

The Specialties range is about re-discovery, about old and forgotten grape varieties, dry farming and never ending root systems, old vineyards and small producers.

Available varieties:

Sauvignon Blanc, Field Blend, Mourvèdre, Carignan.



ULTRA PREMIUM

GRAN RESERVA

The Gran Reserva range is the lively expression of our National Monument Cellar. Wines with character and distinction, they are kept on the finest oak barrels.

Available varieties:

Chardonnay, Carmenère, Cabernet Sauvignon, Petit Verdot, Syrah.



PREMIUM

CAROLINA RESERVA

Santa Carolina is proud to present Carolina Reserva, a renewed line of wines inspired by Carolina Iñiguez the cofounder of the winery. She reminds people to share and enjoy, because no reason is too small to celebrate. Each variety, with its particular aromas and flavors, is the utmost reflection of Santa Carolina winery philosophy that seeks to portray the strong links between the land of best winegrowing valleys, the climate and the fruit. Discover the typicity and elegance of each region through our elegant, fruit-driven and complex Carolina Reserva wines.

Available varieties:

Sauvignon Blanc, Chardonnay, Pinot Noir, Syrah, Carmenère, Merlot, Cabernet Sauvignon.



PREMIUM ESTRELLAS

The Estrellas range is conformed by unoaked wines, which talk about fruit quality and respectful production.

Available varieties:

Sauvignon Blanc, Chardonnay, Merlot, Carmenère, Syrah, Cabernet Sauvignon Rosé.



PREMIUM SPARKLING

Elegance and quality acquire a whole new meaning with this renewed line of Sparkling wine that make any occasion the right time to enjoy them.

Available varieties:

Brut Reserve, Brut, Demisec, Rosé.



BLOQUE HERENCIA

RESCUE OF ANCIENT VINEYARDS

The Bloque Herencia grapevine rescue project is aimed to preserve the past based on a forward-looking approach. In 2012, the first stage of the project consisted of planting a garden of grapevine varieties at the Totihue Estate. Those mother plants are the virus-free, traceable vine material that will be reproduced in our own and in long-term producer vineyards.

Innovation Projects



96
Pts.

Patricio Tapia -
Descorchados

93
Pts.

Robert Parker –
The Wine Advocate

92
Pts.

Tim Atkin –
2017 Chilean Special Report

92
Pts.

James Suckling

DOLMEN

A terroir wine made with grapes from vineyards planted on slopes with 50-degree gradient with high slate content, the true reflection of Santa Carolina's alive and innovative spirit.



94
Pts.

Chardonnay 2016
Patricio Tapia -
Descorchados

94
Pts.

Sauvignon Blanc /
Semillón 2015
Patricio Tapia –
Descorchados

93
Pts.

Semillón 2014
Patricio Tapia –
Descorchados

CUARTELES EXPERIMENTALES

The new line of experimental wines that are the result of a winemaking research and innovation project.



RESERVA DE FAMILIA KEY VISUAL



THE MOST IMPORTANT SCORE
IS YOURS

100 points
Reserva y Familia

SANTA CAROLINA
CHILE 1875
CABERNET SAUVIGNON
RESERVA DE FAMILIA

94 WINE & SPIRITS 91 JAMES SUCKLING 90 ROBERT PARKER 90 WINE SPECTATOR

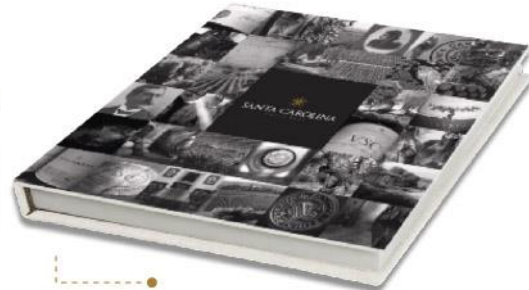
BRAND COMMUNICATION



• Santa Carolina display



• Open/Closed signs for stores



SANTA CAROLINA'S BOOK

History, Heritage & Innovation
Perfect final for the 140th Anniversary Celebrations

FIND OUT MORE

TOURS

Be part of our over 140 years history in a guided tour of the Santa Carolina facility. It crosses the park, the colonial house, the surface cellars and our subterranean cellar, built in the 1880s and declared a National Monument in 1973.

Discover and taste part of our wine portfolio.

EVENTS

If you want to celebrate a special moment in Santa Carolina, our facilities are available for weddings, events and any type of celebrations. For more information on values and availability of dates you should contact:

centroeventos@santacarolina.cl

Tel (56 2) 2450 3120



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VIÑA SANTA CAROLINA



SANTA CAROLINA

CHILE 1875

