

PIONEROS EN EL VALLE DE UCO



LA CELIA

SINCE 1890

PRESSKIT 2017



MENDOZA • ARGENTINA

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NEW

WE LAID THE KEYSTONE
PLANTING THE FIRST MALBEC IN THE UCO VALLEY



PIONEERS
IN THE UCO VALLEY
MENDOZA ARGENTINA


LA CELIA
SINCE 1878

INTRODUCTION

Founded in 1890 –and now over 125 years old, the winery is the oldest in the Uco Valley, Mendoza, Argentina.

It was the first winery to plant Malbec in the region, which is now the country's flagship variety on an international level.

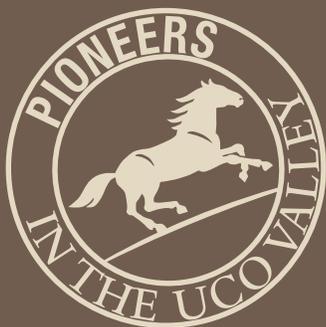
La Celia's most important markets are in Latin America, especially Brazil, Argentina and Colombia , as well as some

European countries such as Ireland. Its product lines consist of Supremo, Heritage, Elite and Pioneer.

In 1994, La Celia became part of Viña San Pedro.

In 2008, it was part of the merger between Viña San Pedro and Viña Tarapacá, giving rise to USPT Wine Group – the second largest wine exporter in Chile.





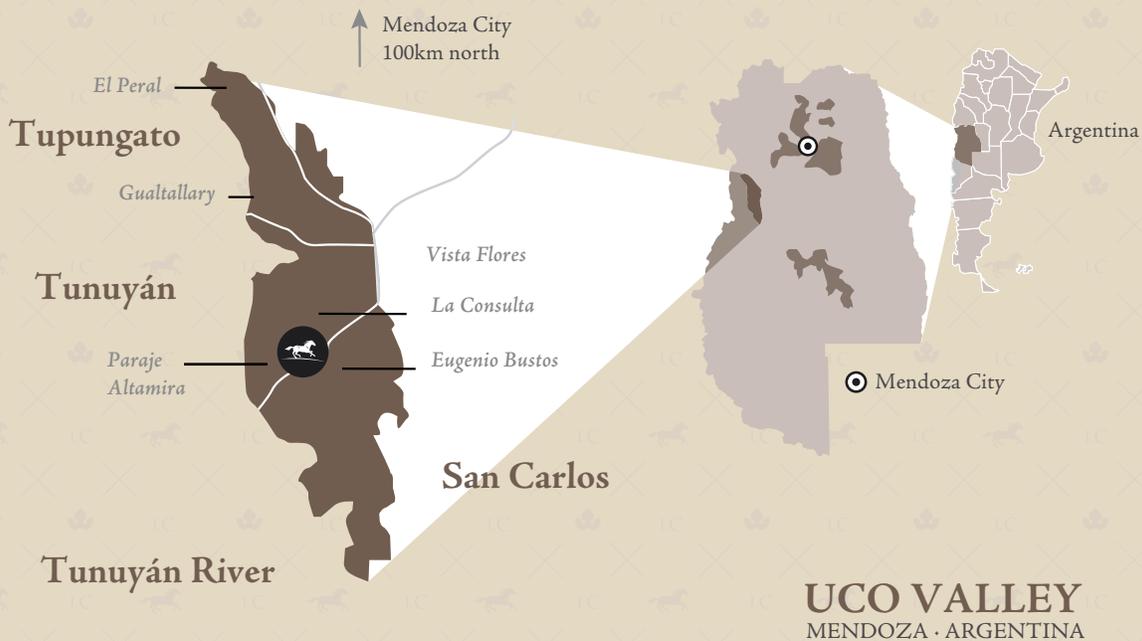
THE STORY OF A PIONEER

The founder, Eugenio Bustos, was the first person to plant Malbec –which originated from France– in the Uco Valley. He received the variety as payment in return for his finest horses. La Celia farm was therefore born in 1890, named in honor of his daughter. Today his tradition lives on in our wines, which express one of the world's most unique terroirs.

“Pioneers are people who leave remarkable legacies. Eugenio Bustos was one of those”



VINEYARD



UCO VALLEY

La Celia has 400 hectares under vine, for which we have strived to find, maintain and orient our work towards the varieties that give the best quality possible, under the conditions we have.

La Celia is located in the Uco Valley, 100km south of the city of Mendoza, amongst the provinces of La Consulta, Eugenio Bustos and Altamira. The terroir is unique – with international prestige, and is set upon alluvial soils with a high Calcium Carbonate content (similar to the soils of Burgundy, Rioja and Barolo) and elevations of 1,000 to 1,100 m.a.s.l. This means that, added to the continental climate of low rainfall (150-200mm per year, concentrated in summer), there is the unique characteristic of high temperature variation from day to night (170 average). These conditions translate into long, structured wines boasting minerality, elegant tannins and chalk properties.

The diversity of microclimates, high temperature variation as well as different soils and elevations give for a unique ecosystem

for growing the highest quality Malbec grapes in the Uco Valley – a valley that is internationally renowned for the production of Premium wine. We have therefore selected our main varieties as Malbec, Cabernet Sauvignon, Cabernet Franc and Chardonnay. Smaller productions of Petit Verdot, Tannat and Syrah are grown for blending, and used depending on the qualities of section we strive to achieve.

La Celia is expressed to the world through its wines, which maintain the beauty of tradition and the power of legacy. Elegant, balanced wines conjure up unforgettable memories of its history, as well as the secrets of the land, the winery, and the people of the trade who have a passion for the Uco Valley.



PORTFOLIO

RESERVA

This range portrays a description of La Celia's history in its label, exhibiting its legacy through a standard of quality and elegance.

*Malbec
Cabernet Sauvignon
Pinot Grigio
Malbec & Cabernet Franc*

PIONEER

Has been represented in vine leaves which grow and enlarge, just like the cultivation of the first Malbec variety, planted in Uco by Eugenio Bustos. He was able to leave a prestigious legacy; not only in viticulture history, but also through the quality of this range.

*Malbec
 Cabernet Sauvignon
 Cabernet Franc
 Chardonnay*

HARVEST	2012	2012
MA		
HARVEST	2012	2012
CF		
HARVEST	2012	
CS		
HARVEST	2012	
CH		





ELITE

The new design embodies an image of delicate leaves, shoots and clusters with superior attributes, representing the finest selection of these essential elements, which give origin to this incredible wine.

Malbec

HARVEST

2011

Decanter[®]



HARVEST

2011

WINEENTHUSIAST



HARVEST

2011

2012

**DES
COR
CHA
DOS**



HERITAGE

The new label portrays the Bustos' family heritage, reflected in the Uco Valley's prestigious terroir, which has kept its essence and sublime characteristics for 125 years.

Malbec

HARVEST	2011	2008	
			
HARVEST	2008		
			
HARVEST	2011		
			
HARVEST	2011	2012	
			





CHIEF WINEMAKER LA CELIA

ANDREA FERREYRA.

Andrea Ferreyra was born in Mendoza in the year 1972. She graduated in winemaking from the Universidad Juan Agustín Maza, where she also completed a postgraduate degree in Quality Management from Vineyard to Wine.

Andrea has 20 years' experience in the industry. She began working at several wineries in Mendoza, gaining technical training at Bodegas y Viñedos La Rural and Bodega y Cavas de Weinert.

With her vast experience in the wine industry, she joined La Celia for the 2006 harvest. Her dedication, ability and passion for wine earned her the title of Chief Winemaker in 2012.

Today, Andrea takes on a new challenge as Chief Winemaker for La Celia. She will represent this pioneering brand in the Uco Valley, responsible for crafting the brand's prestigious wine ranges.





SUSTAINABLE WINEGROWING



360° SUSTAINABLE PROGRAM:

Sustainability is a crucial element of USPT Wine Group's strategic plan. For this reason, since 2009 we have been working on the concept through our specific, robust project, the 360° Sustainable Program. We strive to identify all aspects and opportunities for improvement, in order to become an agent for change as well as to harness a threefold positive impact -economic, social and environment-for the company.

Consequently, we have incorporated sustainability into everything we do and we take all relevant subjects into account when making decisions: the environment, suppliers, clients and customers.

One of the highlights of La Celia is the Fair Trade certification since 2013. This certification is a commitment to strengthen distribution and support our communities in Argentina.

In our 360° Sustainable Program, our areas of operation are orientated towards 4 pillars:

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- › *Environment*
 - › *Water Measurement and Management*
 - › *Social Commitment and Wellbeing*
 - › *Quality*

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