

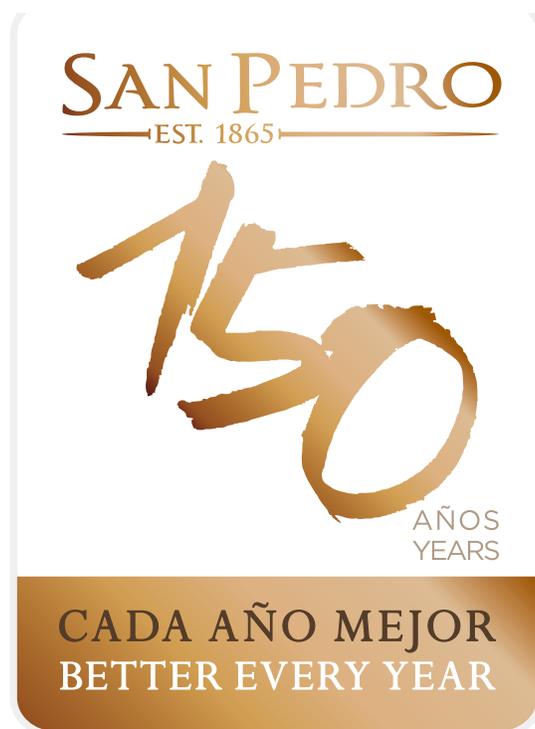
PRESS KIT 2017

SAN PEDRO

— EST. 1865 —

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INTRODUCTION



THE DREAM OF PRODUCING WINES ON CHILEAN SOILS
LED THE CORREA ALBANO BROTHERS, PIONEERS IN NEW
WORLD WINEMAKING OF SPANISH ORIGIN,
TO FOUND VIÑA SAN PEDRO IN 1865.

TODAY, THE WINERY TURNS 150 YEARS OLD, CONTINUING
ITS PLEDGE OF MAKING THE BEST WINES OF CHILE.

HISTORY

The Correa Family was the earliest of the twelve winemaking families that began viticulture in Chile in the mid 19th Century. The family arrived in Peru from Spain, before finally coming to Chile. From the beginning they settled in the Curicó Valley, and for four generations they were focused on livestock farming. Since they were familiar with the earth and with agriculture, they explored new activities and naturally came to discover the world of wine.



In **1865** the Correa Albano brothers, **Bonifacio and José Gregorio, founded Viña San Pedro** and the promise was to take their wines all over the world. This dream -that seemed crazy at that time- helped them to become pioneers in the Curicó Valley, where they began to make wine using the local grape varieties, known as the common grape or País.

In a short time, and in light of the impressive results they were achieving with these grape varieties, **the Correa Albano Brothers started to bring clones of the classic European grapes to replace the native varieties.** Over the years they brought **Cabernet Sauvignon, Pinot, Merlot, and Sauvignon Blanc** to our land, varieties that could evolve and produce high-quality wines. Success was recognized by everyone, and the neighbors were quick to follow their example, bringing new clones and varieties to the area.

Along with planting the first 242 hectares of French grape varieties, the

Correa Albano family started to build an underground cellar set above a rocky base, with pillars and ribbed faults joined using the famous “Cal y Canto” technique. This method, that was widespread in the era, joined bricks with a mixture of limestone and egg white in order to form the large interior arches. The architect’s name is not known, but it is assumed that there were influences from French architects, similar to other wineries at that time.

This pioneering and entrepreneurial vision for viticulture in Chile, lead them to legally register the brand “San Pedro” in the Ministry for Economy and Trade in **1885**. The name has remained since then, honoring the farm where the brand was born. In the same year, San Pedro’s wines began to be labeled with this name, a tradition that quickly spread around Chile.

In **1886**, Pedro Correa Ovalle, the son of José Gregorio, traveled to France to learn about new advances taking place in the winemaking industry in the Old World. This important milestone brought the introduction of technology to the wine industry.

By **1895**, Viña San Pedro had its own commercial network. The winery had a distribution center in Santiago and sales representatives in the most important cities in the country.

In **1898** San Pedro began to offer both boxed wine and in oval shaped barrels suitable for mules to carry. Their agents traveled along rugged paths over the





length and width of Chile in order to deliver on time. This spirit of hard work and perseverance marks the start of San Pedro's merchant history.

When José Gregorio Correa Albano dies, Viña San Pedro is left in the hands of his wife Delia Ovalle and her son Pedro Correa Ovalle, who in 1900 hired a renowned French winemaker, Paul Pacottet Moinchot. Pacottet had extensive viticultural knowledge -later shared in several books- because of his experience as Head of the Research Laboratory in the National Winemaking Institute and as Director of Viticultural and Winemaking Conferences at the National School of Agriculture in Grignon. Pacottet certainly brought new momentum to San Pedro's wine production, with a French style that was highly valued at this time.

In this way, they began to get a name for themselves within Chilean aristocracy, in times when selling was not so easy; as the Chilean upper-class preferred French wine to indicate their social status.

By 1905 San Pedro had adverts in the most distinguished magazines and leaflets of the era, giving rise to San Pedro's first communication campaigns.

In 1924, Viña San Pedro already had 242 hectares under vine and produced 60,000 arrobas of wine per year. This gradual increase in production, meant that years later the winery could embark on a new challenge: selling their wine beyond the Andes Mountain Range.



The pioneering spirit of the Correa family was strengthened in 1940 with the **beginning of exportation to the United States, Canada, Germany and Japan.** San Pedro was one of the first Chilean companies to export its products. Within a decade, San Pedro's exports came to represent **15% of the country's total wine sales.**

However, several generations later the Correa family sold San Pedro to the German company, Wagner and Stein. It was headed by Ernesto Wagner and Guillermo Stein Morig, the latter of which became President of Viña San Pedro.

In 1960, after 20 years of the German company's control, Viña San Pedro's exports came to represent **46% of Chile's total wine exports.** Moreover, at this time the brand **GatoNegro was established, with its red wine variety.** It owes its name to a fable from a traditional viticultural area around the Mosela River in Germany, in which a black cat patrols -with its arched back- a well known merchant's wine cellar. The black cat with its arched back had become a famous icon for German wines from this region: Schwarze Katze -in Spanish, GatoNegro. In honor of his birthplace and the unique, familiar cat icon, Guillermo Stein launches GatoNegro, which quickly becomes one of the main Chilean wine brands.

Concurrently, Viña San Pedro started to invest heavily in machinery for the countryside, improving crops by adopting the Californian and European model, with integrated machinery. Without doubt, this elevated production to another level.



At the end of the 60s, San Pedro changes its sales policy with an aim to penetrate new markets. San Pedro's wines started to reach Mexico and Australia.

In 1966 the winery began to reap new successes, receiving its **first gold and silver medals at international exhibitions** in Budapest, Czechoslovakia and Hungary.

In 1970 **GatoNegro** releases its **white wine variety** and one year later is exported for the first time to Sweden and the United States.

In 1974 Viña San Pedro ceases to be controlled by Wagner and Stein, passing into the hands of the Spanish company, Bayer Health Care (BHC). Under their direction, the brand **Castillo de Molina (1979)** was born.



Twenty years later, in 1994 the Spanish would sell the company to **Compañía de Cervecerías Unidas (CCU)**, creating a new trade name: **Viña San Pedro S.A.**, which began to sell shares on the Chilean Stock Market and Electronic Stock Exchange.

The successive change of owners never affected the founding spirit of the winery, and San Pedro continued on its path of innovation, with a new winemaking project that resulted in the first trademark wine of San Pedro: Cabo de Hornos. An elegant blend, crafted with a modern vision and a New World winemaking philosophy. **Cabo became one of the first trademark wines in Chile.**

One year later, in 1995, the renowned winery in Molina begins operations: vinification and aging, and is **among the most modern in Latin America.**

With an aim to focus on the Super Premium wine category, **1865 Single Vineyard** range is born in 1997. This terroir range commemorates the year Viña San Pedro was founded.

Towards the end of 1999, San Pedro incorporates a new brand, **35 South**, to its portfolio. This young wine was crafted to be a great representative of New World wines. Entering the new century, Viña San Pedro became the second winery for exports in Chile

In 2001, a **new project is established in the Cachapoal Valley - Andes**, an area that was conceived for top-end wine production, Iconic and Ultra Premium. **Altair and Sideral** were born, two wines that would later form part of the Grandes Vinos de San Pedro portfolio.

Over the next few years, San Pedro would start to pursue new terroirs in Chile and re-launch some of its main brands. So by 2007 a great Carmenere from Penciahue was born, Tierras Moradas. That same year, 1865 Single Vineyard Sauvignon Blanc from Leyda Valley turned into the first white of this range.



San Pedro keeps to its pioneering vision in **2010**, by incorporating a new designation of origin to the viticultural map, with the launch of **Kankana del Elqui Solar N°10 and 1865 Limited Edition**. Both wines are made with Syrah grapes from the Elqui Valley, which had previously just produced pisco and table grapes.



The greatest award that a winery from the New World can receive comes in **2011**, when Viña San Pedro is recognized as New World Winery of the Year by the North American magazine, Wine Enthusiast. The magazine is one of the most prestigious publications, specialized in wines from the USA and around the world.

The prize confirms both **Chile as a leading producer of the New World**, and also the importance of Viña San Pedro on the global winemaking stage, known for outstanding quality across a broad range of prices.

San Pedro's innovation reaches new heights in **2012** with the launch of its new brand, **EPICA**. The wine was craf-

ted for the millennial generation, originally focusing exclusively on the North American market.

In **2013**, GatoNegro captivates the digital world as one of the most followed brands on the social network, Facebook. Over 50 years of experience and widespread distribution in over 80 countries justifies the launch of its tagline "**Adored Everywhere**" the same year.

Grandes Vinos de San Pedro is born in **2014**, with an aim to produce, promote and distribute top-end wines. This was an important step in the construction of the Ultra Premium segment, a portfolio comprised of **Altaïr, Cabo de Hornos, Kankana del Elqui, Tierras Moradas and Sideral**.

Now in **2015**, **San Pedro celebrates its 150 year history**. Along with commemorating the pioneering vision of its founders, it also has an eye to the future with its conviction of being **Better Every Year**.



PRESENCIA INTERNACIONAL



MOST IMPORTANT DESTINATIONS

Norteamérica	25%
Central Europe and U.K.	24%
Eastern Europe, Northern Europe and Africa	23%
Latin America	11%
Asia and Oceania	10%
Brazil	5%
Others	2%

EXPORT SALES VOLUME

MORE THAN 3 MILLION 9 Lt boxes sold in 2014.
Delivery to over 70 countries around the world.

WINEMAKING IDENTITY AND EXCELLENCE

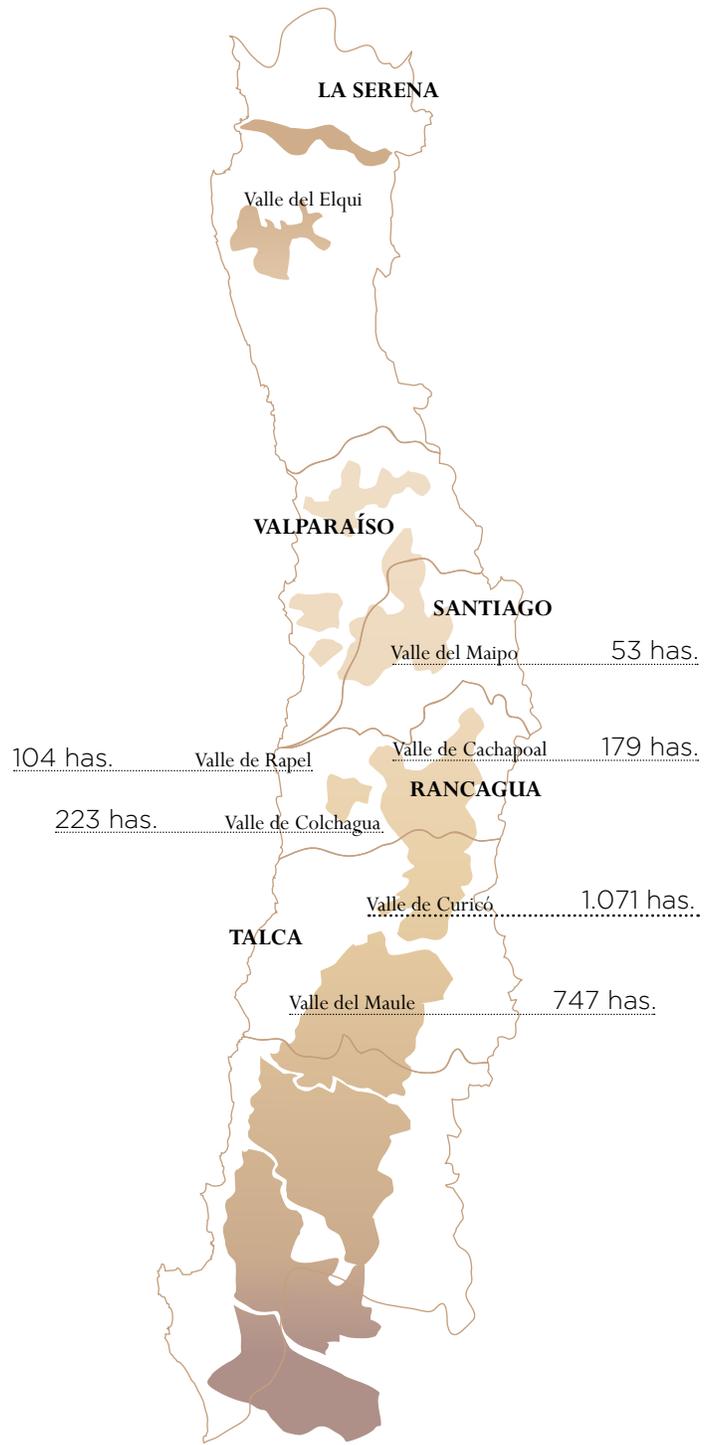
- In the past few years, Viña San Pedro has had a renewed emphasis on the winemaking processes. New winemakers have been employed for each wine segment, with special interest in new, emerging, cool-climate regions in modern Chilean viticulture.
- Significant investment and improvement projects have enhanced productive and commercial capacity, through new winemaking technology, bottling plants, storage space and land.
- The innovative spirit of Viña San Pedro, gave rise to the **first Sauvignon Blanc from the Elqui Valley** in 2006, launched under the brand Castillo de Molina.
- Other examples that define Viña San Pedro's winemaking identity are the **Syrah and Cabernet Sauvignon from the Alta Cachapoal and Maipo Valleys**, two of the best terroirs for these varieties in Chile.
- In 2007, **San Pedro expanded origins to the Leyda Valley**, one of the most acclaimed viticultural areas in the world. The valley allowed for the extension of the Ultra Premium brand 1865 Single Vineyard, which was previously just for red wines. From September 2007, the range offers crisp, elegant, delicate and mineral **Sauvignon Blanc from the Leyda Valley**.
- In 2014, the wine group's winemaking philosophy crosses new frontiers, with the launch of **Los Despedidos**. This clandestine winemaking project revives origins and non-traditional varieties such as **Cinsault and País from the Itata Valley**.



VINEYARDS AND CELLAR

San Pedro's main vineyard, cellar and centennial underground cave are located in Molina, 200km south of Santiago in the Curicó Valley. It is an area of gently sloping hills and loam soils above volcanic rock, with favorable climatic and geographical conditions for viticulture. Viña San Pedro is equipped with a level of infrastructure and technology that makes it a leader in the industry. Additionally it has one of the most extensive surfaces under vine in Latin America, with over 1,000 hectares planted in Molina, Curicó Valley as well as seven of its own estates in some of the most important viticultural regions in the country.

TOTAL: 2.378 HA. OWNED
TOTAL: 127 HA. RENTED





GRANDES VINOS DE SAN PEDRO

San Pedro winery has created a new unit: **Grandes Vinos de San Pedro**. Its objective is to produce, promote and distribute our finest wines: **Altaír, Cabo de Hornos, Sideral, Tierras Moradas and Kankana del Elqui**.

The **Grandes Vinos de San Pedro Winery** is located in the **Cachapual Valley**, at the foothills of the **Andes Mountains**, where we handcraft and age our wines as well as receive our guests.

The **GVSP logo** illustrates these vineyards and winery along with the five stars of the **Aquila Constellation**, each representing one of our wines.



CHARACTERISTICS OF GVSP

- **Unique**
- **Terroir wines**
- **Recognizable**
- **Limited production**
- **Expression of the viticultural diversity of Chile**
- **The result of precise, meticulous, controlled and dedicated work**
- **Collectible**
- **International recognition**



PORTFOLIO



1865

P R E C I S I O N
I N
W I N E M A K I N G



SAN PEDRO
EST. 1865

1865 WINES

In the year 1997, Viña San Pedro created the second raid of Premium wines launching the brand 1865, which was created in honor of the year of the winery's foundation, celebrating now more than 150 years of history.

The main characteristic of these wines is the emblematic varieties from different and distinctive wine regions of Chile. Each wine is obtained from unique vineyards, which are carefully selected and planted in the best possible valley for each variety: Cabernet Sauvignon from the Maipo Valley, Carmenere and Malbec from specific quarters of the Maule Valley, a Syrah from Cachapual Andes

and, since 2007, the first white variety of the range, the Leyda Valley's Sauvignon Blanc and two new additions which were launched in 2015: Pinot Noir and Chardonnay project from the Elqui Valley.

Each vineyard is carefully managed, observing all the conditions of the variety: soil and climate, to produce wines with unique personalities with consistent quality over time. That's why these wines unify elegance, enological research and global trend. 1865 brand has worldwide presence; however it highlights its sales in Asia, excelling in Korea, where it is the best-selling wine in its segment.



SINGLE VINEYARD

Our terroir line, produced from our vineyard's best grapes.



LIMITED EDITION

A limited production selecting some of the best terroirs.

SPECIAL EDITION

Uniques wines that celebrate special occasions.



EPICA

- Epica Wines aims at young adventurers who want to enjoy life to the fullest, live in the here and now, and keep things fun and simple.

It's the wine that encourages you to LIVE BIG.

It's an innovative brand of original and vibrant wines, available in six varieties: Red Blend, Cabernet Sauvignon, Sauvignon Blanc, Chardonnay, Malbec and Pinot Noir.

EPICA is one the fastest-growing brands in the USA over 2014-2015.

The brand is available in the United States, Canada, Korea, Japan, Puerto Rico, Sweden, Colombia & Chile.

EPIC A



RED BLEND

Maipo,
Colchagua
& Maule, Chile

CABERNET SAUVIGNON

Maipo,
Colchagua
& Maule, Chile

SAUVIGNON BLANC

Curicó &
Leyda, Chile

CHARDONNAY

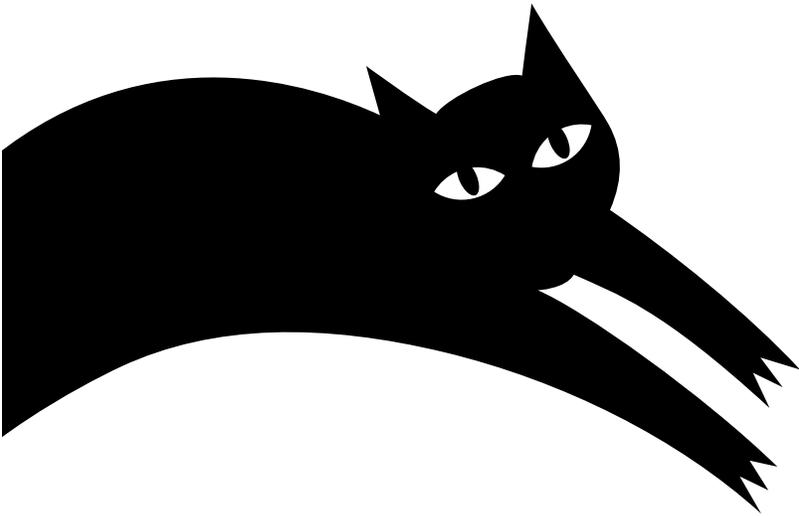
Rapel & Curicó,
Chile

MALBEC

Mendoza,
Argentina

PINOT NOIR

Cool coastal
valleys, Chile



GatoNegro

GatoNegro is the global brand of Viña San Pedro.
An easy-to-drink wine that is excellent value for money (price-quality ratio).



GatoNegro is a brand with 55 years of history; however it continues to surprise consumers with constant innovations.



Consistent winemaking and quality year after year.



Available in more than 80 countries.



Available in the main retailers around the world.

- GatoNegro is present and adored in more than 80 countries.
- Every 2 seconds, 3 bottles of GatoNegro are opened around the world.
- GatoNegro's Facebook page has the largest number of followers in the Chilean wine brand category, and is positioned at #3 for wine worldwide (More than 1MM followers).
- One of the leading exports of the Chilean wine industry.
- Worldwide recognitions: Viña San Pedro won New World Winery of the year 2011, by Wine Enthusiast.

'90

Growth and Global presence of the brand.

merlot
chardonnay!

2000

Launch of two varieties



Carmenère,
Shiraz,
Malbec,
Rosé.

2006

NEW image!



2008

NEW screwcap!



'80

D.O of the variety in the bottle.

GatoNegro has a big portfolio of red and white varieties!



'70

White variety of GatoNegro.



2010

50 years of GatoNegro!

2012

Rooftop campaign with social media support!



HISTORY Gato Negro

'60

First red variety of GatoNegro is born!



2015

GatoNegro presents new label with quality seal representing it's 55 years of history!



2014

Launch of GatoNegro Pinot Noir!

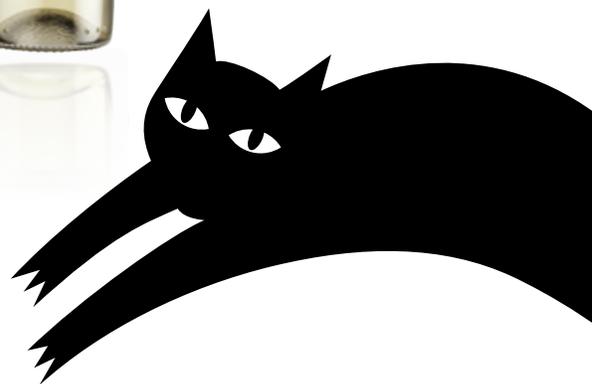


2013

Tagline "Adored Everywhere" and the launch of GatoNegro SemiSweet White and Red.



PORTFOLIO GATO NEGRO





Unplug to enjoy.



CASTILLO DE MOLINA



Castillo de Molina was born in the '80s as San Pedro's first Reserva range, subsequently achieving top ranking for the next 20 years. As it was exported virtually since its creation, the brand can today be found in more than 50 countries.

It is currently an excellent quality Reserva wine, which invites one to take a break from daily life, relax and enjoy the moments that help us to reconnect with ourselves and others.

This range of wine includes grapes from the most important wine valleys in the country, including Elqui, Casablanca, Rapel and Maule. Each one of the wines reflects their distinct origin, with elements that contribute to a wide range of flavors, bouquets and textures.

The range is formed by white varieties Sauvignon Blanc, Chardonnay and red wines Pinot Noir, Merlot, Carmenère, Cabernet Sauvignon and an elegant Rosé.



PORTFOLIO

CASTILLO DE MOLINA



WINEMAKING TEAM

Along with the vines' unmatched origins and soils, the other major factor in San Pedro's quality wines is the winemaking team. This technical and professional unit is led by talented and renowned individuals from across the international wine industry. Together, they are responsible for stamping the winery's unique style on each of its bottles.



1. MARCO PUYO

Chief Winemaker Officer of VSPT Wine Group.



2. GONZALO CASTRO

Chief Winemaker of Grandes Vinos of San Pedro.



3. MATIAS CRUZAT

Chief Winemaker for Viña San Pedro's Premium Wine Brands.



4. MIGUEL RENCORET

Chief Officer of enological operations and winemaker of Epica Wines, Varietal and Organic Ranges.



5. VIVIANA MAGNERE

Chief Winemaker of Gato Negro.



SUSTAINABLE WINEGROWING

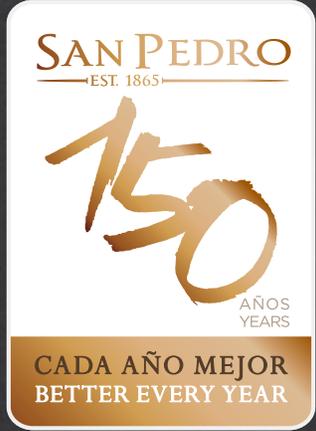
360° Sustainable Program:

Sustainability is a crucial element of VSPT 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.

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

1. **Environment**
2. **Water Measurement and Management**
3. **Social Commitment and Wellbeing**
4. **Quality**



Viña San Pedro is part of
vspt.wine.group