



# SANTA HELENA

PRESS KIT



2019

## INTRODUCTION

Santa Helena is one of the country's most important wineries, which for over 75 years has charmed Chile and the world with its quality, consistence and typically-Chilean wines. They are reflected in its three ranges: Santa Helena Gran Reserva, Santa Helena Reserva and Santa Helena Varietal.

Santa Helena's most important markets are Brazil, Ireland, Paraguay, Finland and Colombia.



## STORYTELLING

At the beginning of the 20th century in Chile, a beloved winemaker fell seriously ill. His family and workers dedicated themselves to caring for him, meaning that the estate deteriorated considerably. His daughter Helena, upon seeing how the estate was losing its charm, decided to revive each vine in the valley. With determination and passion she managed to return it to its former quality, and once the father recovered, he decided to name his wines Santa Helena, in honor of his daughter.

Together they perfected and finished the oenological work, which remains in place until today.



## EXCELLENCE AND WINEMAKING IDENTITY

Santa Helena has been building its winemaking identity for over 75 years, continually striving to perfect its techniques and produce grapes with optimal results for each of its wine ranges.

The winery has a large winemaking team which strives to harness specific methods with an aim to fulfill the qualitative potential of each vineyard. In this way, the optimal harvest time is determined by chemical and sensorial analysis, aspiring for a better range of aromas and flavors with round, smooth tannins. The result is wines of great character which give the maximum expression of each variety.

Identity and quality point to a great representative of the Chilean winemaking industry, in which wines surprise and impress the most diverse and demanding palates.



## WINEMAKER

Andrea, an Agricultural Engineer from the Pontificia Universidad Católica, has excelled as a young but dedicated professional. She began her career in 2014 carrying out harvests abroad in the Sonoma Valley, USA, before becoming part of the Premium Wines team at Viña Montes.

Today she is the new Winemaker for the wine portfolio which is renowned for its history and for winning over consumers through its convenience and quality.

Currently, Andrea will be in charge of crafting the wines: Santas Helena Gran Reserva, Santa Helena Reserva and Santa Helena Varietal.



## PORTFOLIO

Over recent years, Santa Helena has focused on producing innovative wines of the highest quality. It has refreshed its wine portfolio, with a special emphasis on its premium ranges. This has allowed it to continue being a big player in the growing Chilean viticultural industry.



## PORTFOLIO



### **Santa Helena Varietal:**

A range of balanced, young wines which are remarkably expressive with fresh fruit notes. Palatable, easy-to-drink and with a great variety of both white and red varieties.



### **Santa Helena Reserva:**

A high-quality traditional range which boasts prestige and acclaim as a result of its winemaking consistency and a perfect balance between fruit and oak.



### **Santa Helena Gran Reserva:**

A range of balanced, young wines which are remarkably expressive with fresh fruit notes. Palatable, easy-to-drink and with a great variety of both white and red varieties.



## SUSTAINABLE WINEGROWING

Sustainability is key to the sustainable development of the VSPT Wine Group, being this element one of the five corporate values of the company. This is why, since 2009, we have developed new initiatives that allow us to enhance our commitment to continue growing sustainably, in harmony with both our land and our people.

With an aim to continue challenging ourselves and improving, since 2018 we began work on our 360°Commitment program, aspiring for sustainable management, over the next three years (2019-2021). All areas of our organization are involved, and we aim to consider all our relevant subjects and employ sustainable management across 100% of our value chain.

Within our 360°Commitment program, we orientate areas of action around five pillars: Our People, Innovation and leadership, From the vineyard to the bottle, Clients and Consumer, Government.

- Our People
- Innovation and leadership
- From the vineyard to the bottle
- Clients and consumers
- Government

