

PIONEROS EN EL VALLE DE UCO



LA CELIA

SINCE 1890

PRESSKIT 2019



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 –with over 125 years’ history– La Celia is the oldest winery in the Uco Valley, Mendoza, Argentina.*

*It was the first winery in the region to plant the Malbec variety, which is currently the country’s signature variety around the world.*

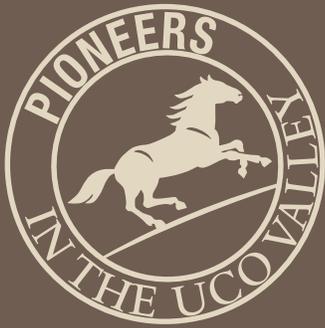
*The most important markets for La Celia are in Latin America, more specifically in Brazil, Argentina and Colombia, as well as some European countries such as Ireland.*

*Ranges for La Celia include 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, which gave rise to USPT Wine Group: the second-largest exporter of Chilean wine and number one in sales in the fine wines segment in the Chilean market.*





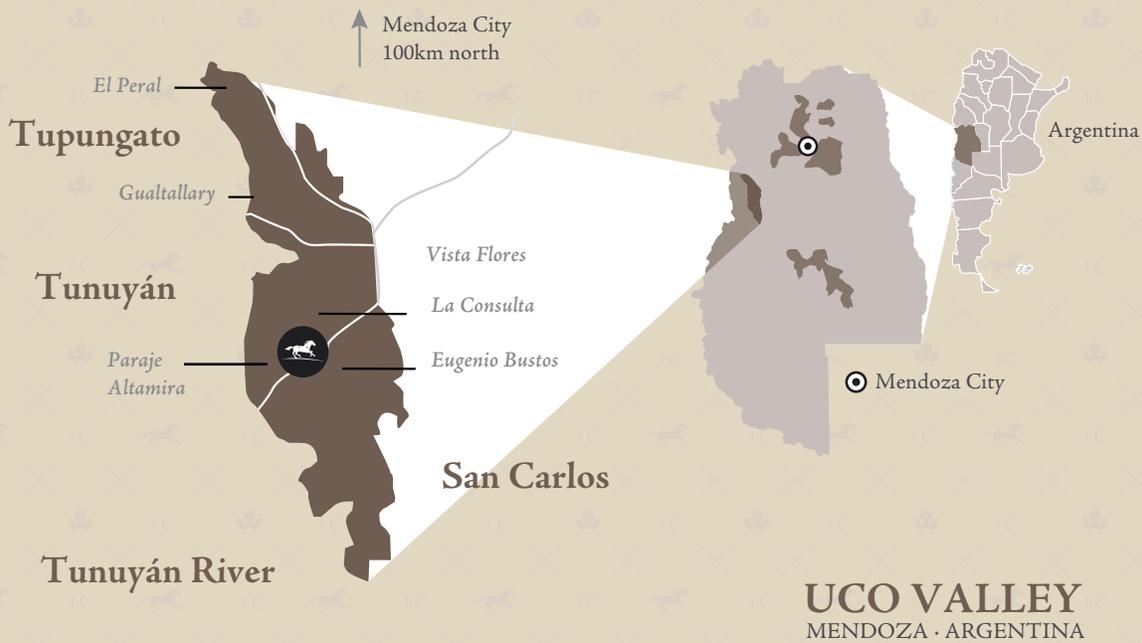
## HISTORY OF A PIONEER

Eugenio Bustos, founder of La Celia, was the first to plant the Malbec variety –originally from France– in the Uco Valley. He had received the variety as payment for the sale of his finest horses. As a result, Finca La Celia was born in 1890, named in honor of his daughter. Today, the tradition lives on in our wines which are the expression of a terroir that is unique to the world.

*“Pioneers are those who leave unique legacies. Eugenio Bustos was one of them”*



# VINEYARD



## UCO VALLEY

*La Celia consists of over 400 planted vineyards, where we have strived to discover, maintain and tailor our work to those varieties which bring the best-possible quality for our climate.*

*La Celia is located in the Uco Valley, 100km south of Mendoza, between the La Consulta, Eugenio Bustos and Altamira districts. It is a unique terroir with huge prestige at an international level. Its alluvial soils with high calcium carbonate content (similar to the soils of Burgundy, Rioja and Barolo) are situated at an altitude of 1,000 to 1,100 m.a.s.l. This means that, in addition to the continental Mendoza climate of low rainfall (150 to 200mm per year, concentrated in summer), there is high temperature variation from day to night (17° on average). These conditions give for long, vertical wines, minerality on the palate, as well as elegant tannins and chalk characteristics.*

*The diversity of microclimates, large temperature variation, different soils and altitudes, provide a unique ecosystem for growing the Uco Valley's highest-quality Malbec grapes, and the region is internationally renowned for its Premium wine production. In this way, the main varieties have been defined as Malbec, Cabernet Sauvignon, Cabernet Franc and Chardonnay, followed in lower quantities by Petit Verdot, Tannat and Syrah used in the blends we make, in accordance with the objective quality of each sector of our vineyards.*

*The wines of La Celia express the charm of tradition and the strength of legacy. Enclosed are elegant, balanced wines which remind us of unforgettable moments in its history, along with the winery and terroir secrets, combined with vintners passionate about the Uco Valley.*



# PORTFOLIO

## RESERVA

*In its label, this range expresses the elements which make up La Celia's history, revealing its legacy through its standards of quality and elegance.*

HARVEST	2015	2016
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### Malbec



JAMES SUCKLING 1



JAMES SUCKLING 1



### Cabernet Sauvignon

### Pinot Grigio

COSECHA	2015	2016
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### Malbec & Cabernet Franc



JAMES SUCKLING 1



JAMES SUCKLING 1



92 POINTS

**PIONEER**

*This range is depicted through vine leaves which grow and enlarge just like the cultivation of the very first Malbec grape variety in Uco by Eugenio Bustos. He left a prestigious legacy, not only in Argentinian viticultural history, but also in the quality of this range.*

*Malbec - Cabernet Sauvignon - Cabernet Franc - Chardonnay*

HARVEST	2015	2016
MA		 
		
		
HARVEST	2015	2016
CF		
		
		
COSECHA	2016	
CS		
COSECHA	2016	
CH		
		





## ELITE

*Its new design sports an image of delicate leaves, bunches and branches, which are superior in quality. They represent the finest selection of the essential elements giving origin to this great wine.*

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*Malbec*

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HARVEST

2016

MA



## HERITAGE

*The new label portrays the value of the 'Bustos' family patrimony, reflected in the prestigious Uco Valley terroir, which has retained its essence and sublime characteristics for 125 years.*

*Malbec*

HARVEST	2014	2015
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Decanter



JAMES  
SUCKLING

MA



90 POINTS



WINEENTHUSIAST





CHIEF WINEMAKER LA CELIA

# ANDREA FERREYRA.

*Andrea Ferreyra was born in Mendoza in 1972. She graduated in oenology from the Universidad Juan Agustín Maza, where she also took her postgraduate studies in Vineyard Quality Management for Wine.*

*Andrea has 20 years' experience in the industry, ever since she began working in different wineries in Mendoza. She worked at Bodegas y Viñedos La Rural, and Bodega y Cavas de Weinert, which molded her in terms of technical training.*

*In light of her vast experience in the viticultural industry, she joined La Celia for the 2006 harvest. Andrea's dedication, talent and joy for her work resulted in her being appointed Chief Winemaker in 2012.*

*Today, Andrea takes up a new challenge as Chief Winemaker of La Celia, and she will represent Uco Valley's pioneer brand and be in charge of wine production for each of the acclaimed ranges.*



# SUSTAINABLE WINEGROWING



*Sustainability is key to the sustainable development of the USPT 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.*

*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.*

*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.*

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

*sustainable winegrowing*

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