

PRESS KIT 2019

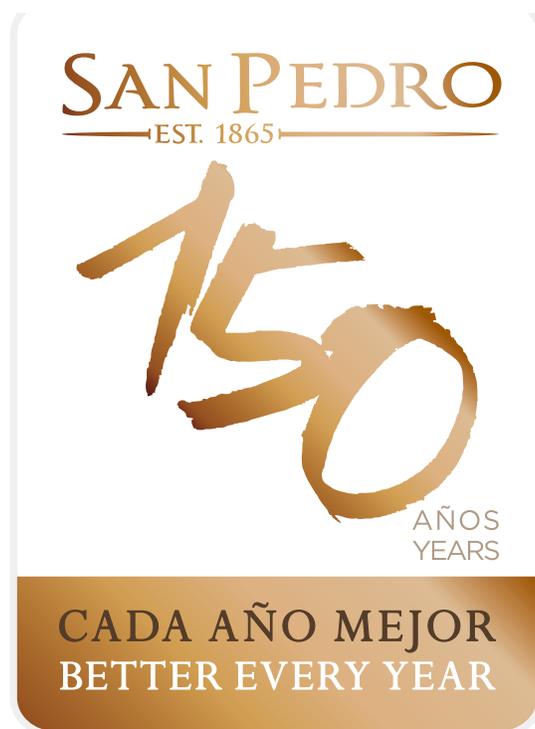
# SAN PEDRO

— EST. 1865 —

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# INTRODUCTION

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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

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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.

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.



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.

**Viña San Pedro opened its cellar 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**.

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.

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**.



San Pedro's innovation reaches new heights in **2012** with the launch of its new brand, **EPICA**. The wine was crafted for the millennial generation, originally focusing exclusively on the North American market.

In **2018**, Viña San Pedro thank's to its emblematic project “Buchahueico” wins at the Green Awards 2018 by The Drinks Business, and is chosen as Ethical Company of the Year. Also, it received first place in the “Human Rights” category, an acknowledgement awarded by the United Nations (UN) in conjunction with the Global Pact Principle Integration System.



# GLOBAL PRESENCE

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## EXPORT SALES VOLUME

**MORE THAN 2.9 MILLION 9 LTS CASES SOLD** in 2017.  
**Delivery to over 72 markets in 5 continents.**

## TOTAL SALES IN CHILE

**6,1MM 9LC.**

## TOTAL SALES VOLUME (INCLUDING DOMESTIC MARKET)

**MORE THAN 9 MILLION 9 LTS CASES SOLD IN 2017.**

# WINEMAKING IDENTITY AND EXCELLENCE

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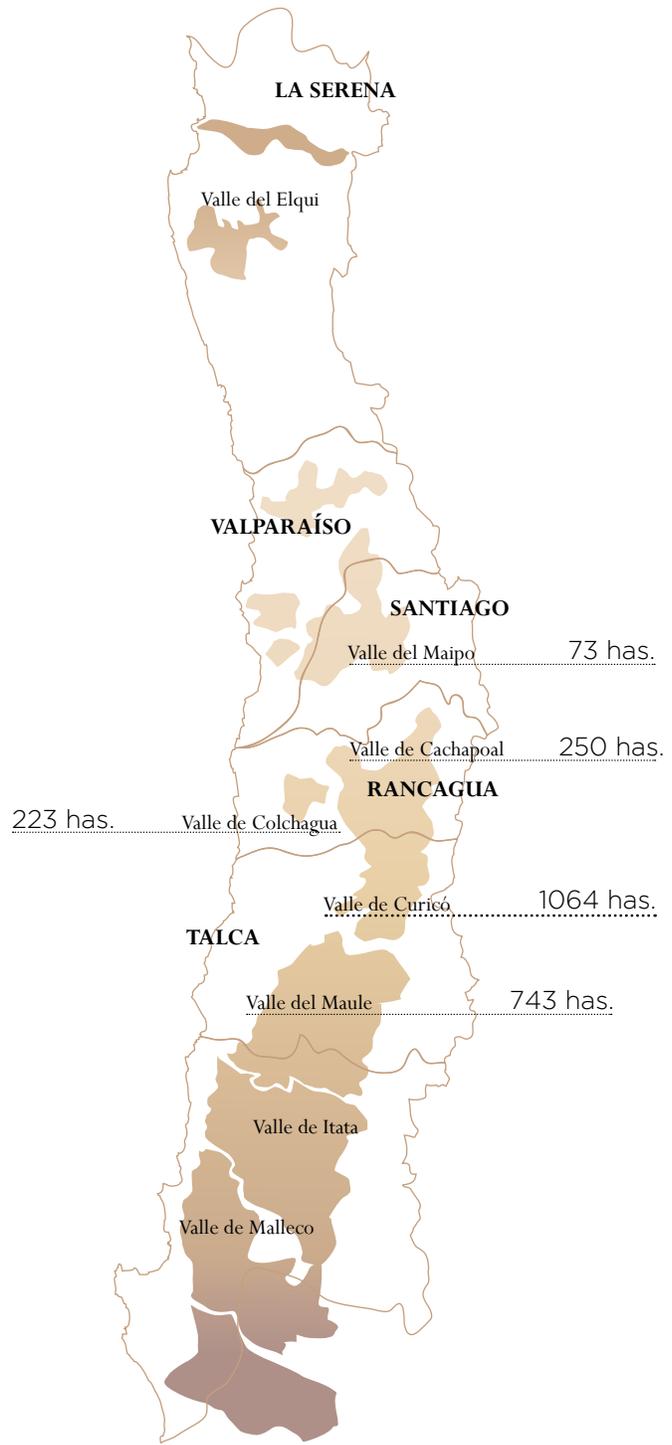
- In the past few years, Viña San Pedro has had a renewed emphasis on the winemaking processes. New winemakers have been employed for each wine segment, with special interest in new, emerging, cool-climate regions in modern Chilean viticulture.
- Significant investment and improvement projects have enhanced 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 2015, **Viña San Pedro developed an emblematic project called "Buchahueico"**. This entailed construction of the largest Chilean vineyard in collaboration with the Buchahueico Mapuche community in Malleco, making it worthy of this important acknowledgement.



# 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: 2354 HA. PLANTED }





# SAN PEDRO WINERY

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

The Cachapoal Andes Winery is located in the Cachapoal - Andes Valley, at the foothills of the Andes Mountains, where we handcraft and age our wines as well as receive our guests.

## CHARACTERISTICS OF ICONIC WINES

- 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

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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 carefully selected vineyards, which are planted in the best possible valley for each variety: Cabernet Sauvignon from the Maipo, Carmenere and Malbec from specific quarters of the Maule, a Syrah from Cachapoal Andes. And, since 2007, the first white variety of

the range, a Sauvignon Blanc from Leyda Valley. Then shortly after in 2014 two new additions which were launched: Pinot Noir and Chardonnay from the Elqui Valley.

Our vineyards are carefully managed, observing all the conditions of the variety: soil and climate, to produce wines with unique personalities and consistent quality over time.

Needless to say, these wines unify elegance, enological best practices while considering global trends to become a worldwide brand.



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## SELECTED VINYARDS

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



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## LIMITED EDITION

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*A limited production selecting some of the best terroirs.*

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## SPECIAL EDITION

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*Uniques wines that celebrate special occasions.*

IT'S ALL ABOUT

FLAVOR



Gato Negro



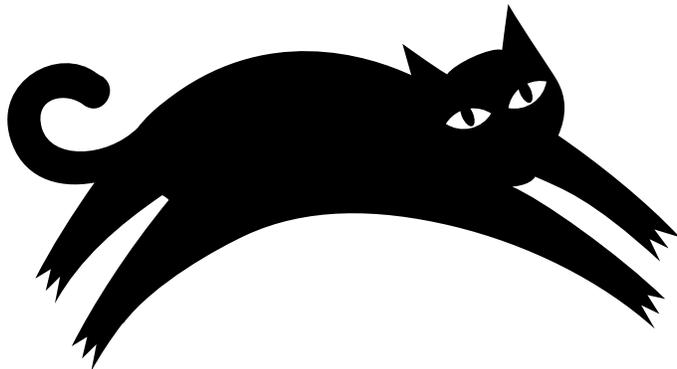
Cabernet Sauvignon  
CHILE - 2017

SAN PEDRO  
EST. 1985



IT'S ALL ABOUT  
**FLAVOR**

GatoNegro



# GatoNegro

GatoNegro was born as a tribute to the cheerfull companion of our first winemaker, a black cat who was always at his side while creating a wine full of aromas and flavors.



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 second two 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.
- GatoNegro es recognized worldwide for its incredible flavor.
- 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 the first Chilean wine brand priced at \$5 to receive three Best Buys in one issue.

IT'S ALL ABOUT  
**FLAVOR**

GatoNegro



'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!

2018

Launch of GatoNegro Breeze.



2013

Tagline "Adored Everywhere" and the launch of GatoNegro Red Velvet & Fruity White.



2015

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



GatoNegro is the first Chilean brand to receive 3 Best Buys.

2014

Launch of GatoNegro Pinot Noir!



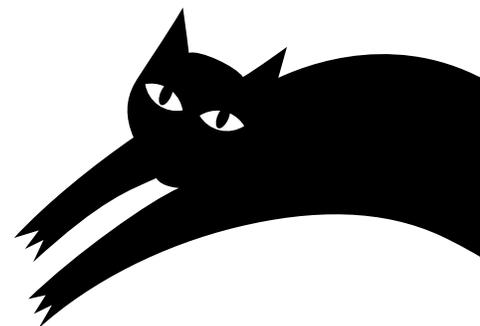
IT'S ALL ABOUT  
FLAVOR

GatoNegro



# PORTFOLIO GATO NEGRO

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# 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

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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.



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1. GABRIEL MUSTAKI

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**Chief Winemaker of Viña San Pedro's iconic wines.**



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2. MATIAS CRUZAT

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**Chief Winemaker of 1865 and Castillo de Molina.**



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3. VIVIANA MAGNERE

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**Chief Winemaker of Gato Negro.**



# SUSTAINABLE WINEGROWING

## 360° Commitment Program:

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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.

One of our most important initiatives is our Biogas Plant located in Molina, which opened its doors in 2016, inaugurating the world's first Biogas Plant to use harvest waste as its only fuel. Its aim is to supply the winery with electric and thermal energy using its own organic waste. The biogas plant harnesses 1MWh power and will provide the Viña San Pedro winery with 60% of its energy consumption. This is equivalent to the average energy consumption of 3,200 homes in one month.

In addition, we took up the challenge of using clean energy for their entire wine production within three years, so we

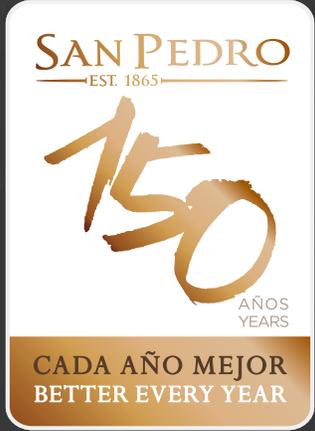
decided implementing a photovoltaic Project (solar panels) at Viña San Pedro, which aims to supply 1.3 MW of power for the winemaking operation at the winery.

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**

*sustainable winegrowing*



Viña San Pedro is part of  
[vspt.wine.group](http://vspt.wine.group)