

IT'S ALL ABOUT

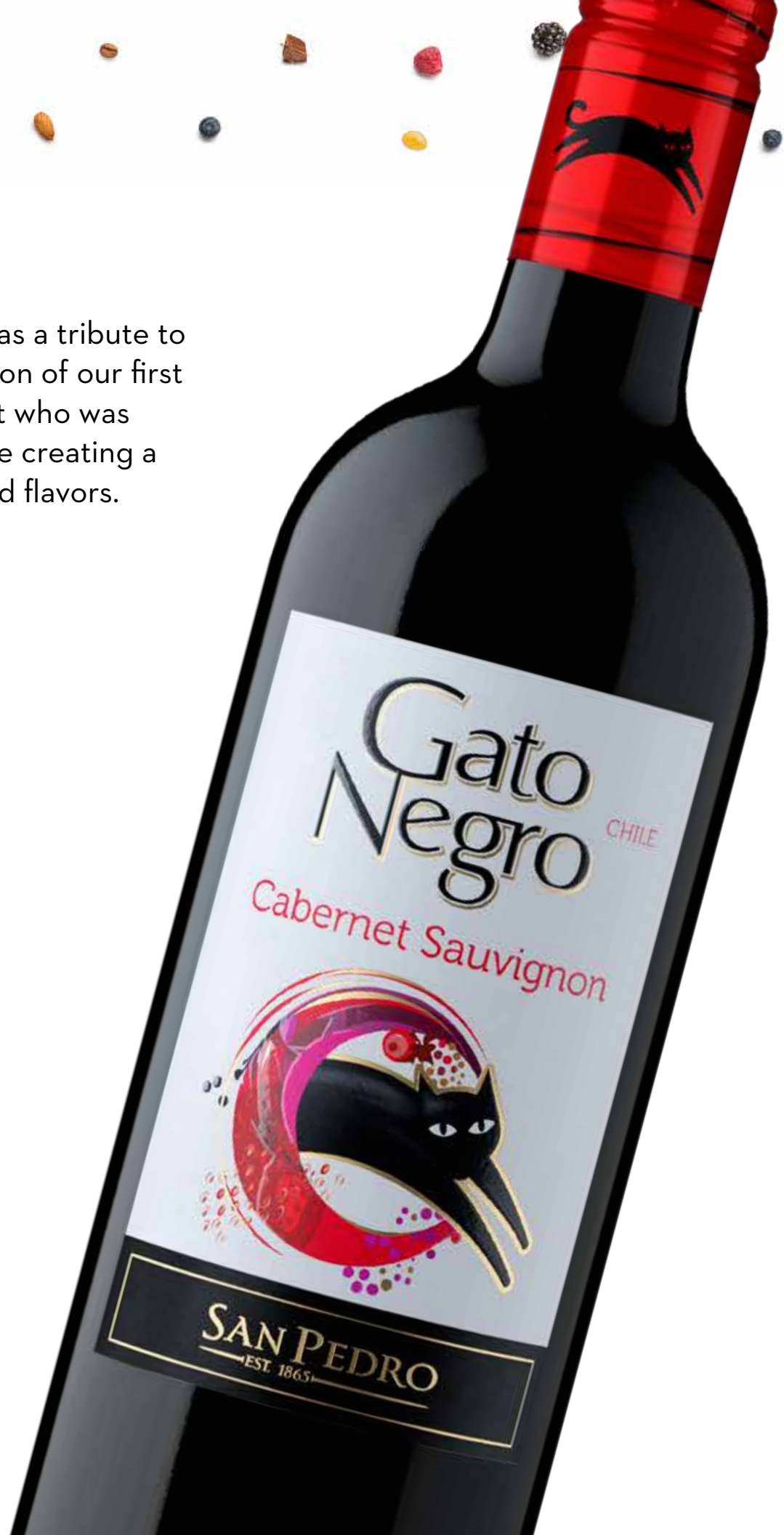
FLAVOR

Press Kit 2020



IT'S ALL ABOUT
FLAVOR

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



INTRODUCTION:



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 60 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.
- A wine brand of incredible flavor, which produces fresh and fruity wines.
- One of the leading exports of the Chilean wine industry.
- GatoNegro is the first Chilean wine brand priced at \$5 to receive three Best Buys in one issue

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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

Nace Gato Blanco.

2010

50 years of GatoNegro!



2013

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



HISTORY Gato Negro

'60

Nace GatoNegro vino tinto.



2020

GatoNegro reveals a new label representing it's best attribute Flavour!



2018

Launch of GatoNegro Breeze.



2015

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



2014

Launch of GatoNegro Pinot Noir!



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HIGHLIGHTS

GatoNegro



SOLD AROUND
THE WORLD



**TOP
GLOBAL
WINE BRAND**

GLOBAL BRAND POWER INDEX 2020
Sexta marca de vino más poderosa en los mercados de
vinos más importantes a nivel global.



by Wine Intelligence



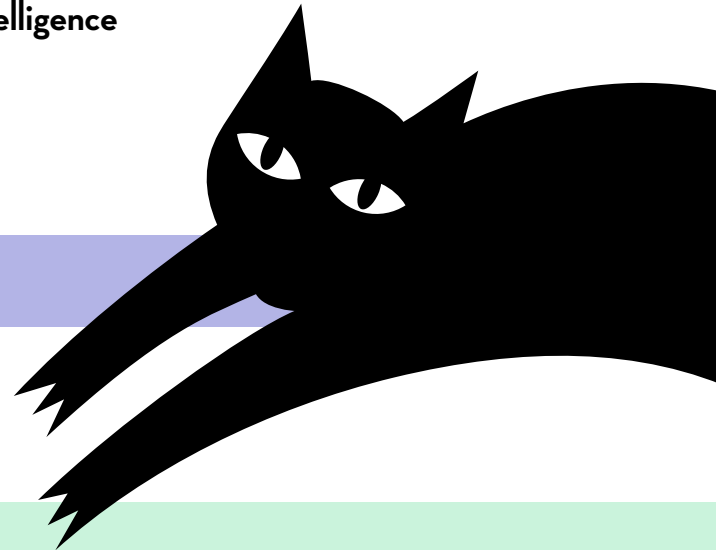
✓ **Best Selling** wine Brand in Finland



✓ **Best Selling** wine Brand in Finland



✓ **#1 Wine brand** in Colombia in it's price segment



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GatoNegro



WINEMAKER **VIVIANA MAGNERE**

She started working at Viña San Pedro since 2006, where her focus was mainly the elaboration of varietal and organic wines.

Finishing 2014 Viviana was given a new challenge, being the actual leader of the most global brand of our winery: GatoNegro, present and adored in more than 80 countries all over the world.

Viviana Magnere graduated as an Agricultural Engineer at Universidad Católica de Chile, specializing in enology, where she entered Curicó grounds joining our vineyard.



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GatoNegro

GATO NEGRO PORTFOLIO

TRADITIONAL RANGE



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RECRUITING RANGE



RESERVE RANGE: GATONEGRO 9LIVES



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GatoNegro

INNOVATION RANGE



Alcohol Free



Low White



Low Red Blend



For Life



Breeze





ACCOLADES

Accolades GatoNegro



2017 Pinot Noir

Sakura Japan Women's Wine Awards
Gold Medal
Concours Mondial de Bruxelles



2017 Merlot

Concours Mondial de Bruxelles



2017 Carmenere

Sakura Japan Women's Wine Awards
Silver Medal
Decanter World Wine Awards
Silver Medal
Concours Mondial de Bruxelles



2017 Sauvignon Blanc

Decanter World Wine Awards
Bronze Medal
Concours Mondial de Bruxelles
Wine Enthusiast
Best Buy

2018

Decanter World Wine Awards
Bronze Medal



2017 Cabernet Sauvignon

Concours Mondial de Bruxelles
Silver Medal
Wine Enthusiast
Best Buy

2018

Wine Spectator
Concours Mondial de Bruxelles
Silver Medal
Decanter World Wine Awards
Bronze Medal



2017 Chardonnay

Sakura Japan Women's Wine Awards
Silver Medal
Concours Mondial de Bruxelles

2018

Concours Mondial de Bruxelles
Gold Medal
Decanter World Wine Awards
Bronze Medal

2019

Sakura Japan Women's Wine Awards
Silver Medal

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GatoNegro



ACCOLADES



**2017
Blend (CS-ME)**

Wine Enthusiast

Best Buy

**2018
Blend (CS-ME)**

Wine Spectator

Best Values & Top Values (2 BSC)



**2018
Merlot**

Decanter World Wine Awards

Bronze Medal

Accolades GatoNegro 9 Lives Reserve



**2017
Sauvignon Blanc**

The Global Sauvignon Blanc Masters

Bronze Medal

Decanter World Wine Awards

Bronze Medal

Concours Mondial de Bruxelles

**2019
Sauvignon Blanc**

Sakura Japan Women's Wine Awards

Silver Medal



**2017
Cabernet Sauvignon**

Sakura Japan Women's Wine Awards

Silver Medal



**2018
Chardonnay**

Concours Mondial de Bruxelles

Gold Medal

**2019
Chardonnay**

Sakura Japan Women's Wine Awards

Silver Medal

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