

TARAPACA GRAN RESERVA



Press Kit 2020

THE GRAN RESERVA OF CHILE

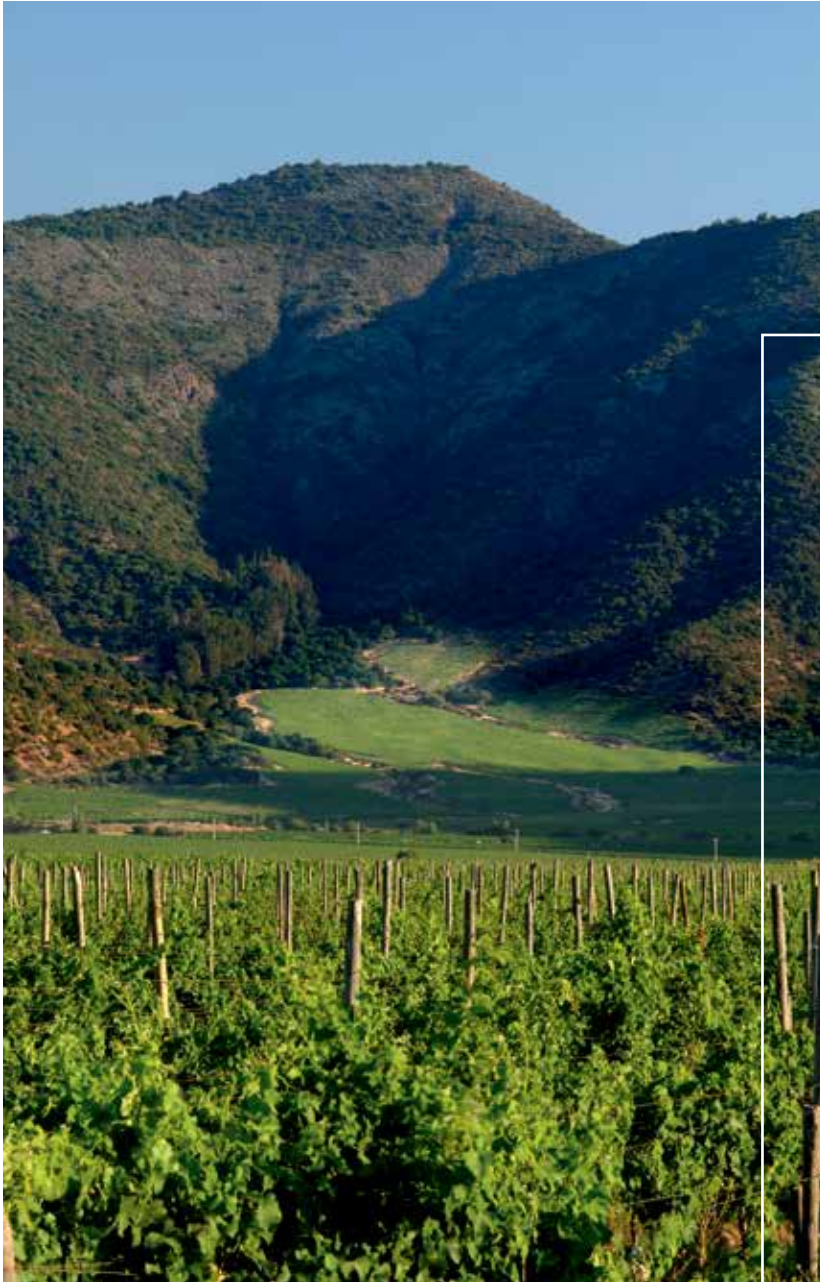
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VIÑA
TARAPACÁ
DESDE 1874

HISTORY

- Viña Tarapacá was founded in 1874 as “Viña de Rojas”, in honor of its founder Don Francisco de Rojas y Salamanca. He was a well-known and respected business figure at that time.
- The vineyards were established at the foothills of the Andes Mountain range, and grape varieties were planted that were originally from France, such as the red varieties: Cabernet Sauvignon, Merlot, Petit Verdot; and white varieties: Sauvignon Blanc and Sémillon.
- In 1875 Viña Tarapacá received its first nationwide acknowledgement: Silver Medal in the International Exhibition of Santiago and, one year later in 1876 the winery received its first international medal in the Exhibition of Philadelphia, in the USA.
- Years later, the winery was acquired by Don Antonio Zavala, and it became known as “Viña Zavala”. However, after the marital separation of him and his wife Mercedes Ulloa, the vineyard became her property as part of the divorce settlement. Doña Mercedes renamed it “Viña Tarapacá Ex Zavala”, in order to thank her lawyer Don Arturo Alessandri, who had the nickname: “El León de Tarapacá” (“The Lion of Tarapacá”).
- 1927: We built Viña Tarapacá’s guest house. It has a Tuscan style and is surrounded by a beautiful park of ten hectares with native species, which reflects all our tradition and trajectory. Currently, the house is the emblem of the labels and the seal of the bottles of the Gran Reserva Tarapacá brand.
- In 1992, Viña Tarapacá embarked upon an ambitious project: to tailor production to the international markets, bolstered by its century long tradition in the domestic market.
- During the same year, it acquired the “El Rosario de Naltahua” estates, which covered 2,600 hectares –of which 605 hectares were vineyards irrigated by the Maipo River.
- 2016: We launched our mini hydroelectric plant. This is a renewable energy project with the aim of taking advantage of the irrigation canal water fed by the Maipo River present in the vineyard, to generate electricity for the operation of our winery’s vineyard. Which is capable of generating 250 kWh of energy, which represents 60% of the electricity consumption of the winery.
- Currently, Tarapacá exports 980 thousand 9-liter cases per year, to over 50 countries across five continents. Its principal markets are Brazil, Mexico, United States, Canada, Czech Republic and Finland.



VINEYARDS AND WINERY

Viña Tarapacá's estates in Isla de Maipo are comprised of 2,600 hectares, of which 611 are vineyards planted. Bordered by the river Maipo, and surrounded by sections of the Andes Mountain range, the area boasts a host of microclimates, aspects and seven different soil profiles. These conditions are constantly and perfectly influenced by the river and the mountains, as well as the cool breezes and morning mists which originate from the Pacific Ocean –located just 40km away.

The grape varieties planted in the Isla de Maipo vineyards are: Cabernet Sauvignon, Carmenere, Cabernet Franc, Syrah, Merlot, Malbec, Petit Verdot, Sauvignon Blanc and Chardonnay.

Today, Viña Tarapacá fully understands the concept of the property, with total technical knowledge of the soils, vineyards, vigor, temperature, climate records and the most avant-garde methods for harnessing the potential of each lot within the estate.

The winery has a storage capacity of 12 million liters, a vinification capacity of 10.5 million liters, and a barrel room consisting of 8500 units.



VALLEYS

MAIPO VALLEY

It is the finest and most traditional viticultural zone for the production of red wines. Its special geographical characteristics, combined with the influence of the River Maipo, create diverse microclimates which allow for the production and ripening of a large variety of grapes.

The Andes Mountain range provides a natural barrier that protects the vineyards. Both the Maipo and Mapocho rivers supply rainwater –a product of snowmelt– which has formed alluvial plains over millions of years, which gives for good drainage. There are also rocky and clay soils.

The vineyards in turn are irrigated with the same spring snowmelt which originates from the Andes Mountain range.

The weather conditions in the Maipo Valley are characterized by four well-defined seasons, with rainy winters, dry summers and a suitable temperature oscillation between night and day. These conditions have enabled the development of excellent raw material, which is the basic element for high-quality wines – those which Viña Tarapacá has been producing for over a century.

OTHER VALLEYS

• CASABLANCA

Renowned in Chile for the production of cool-climate white wines, and considered the great discovery of the modern winemaking era. It is located in the Northern part of the country's central zone, near to the coast. It has a cool Mediterranean climate, set upon the outer side of the Coastal Mountain range, with a lower altitude allowing breezes from the Pacific Ocean to enter. Diaphanous sunny days are characterized by morning mists and fresh afternoons, allowing a slow ripening of the grapes. In turn, this allows a balance to be established between sugar, acidity, aromas, colors and astonishing flavors in the wine. In this valley, our Gran Tarapacá Sauvignon Blanc and Chardonnay are grown, as is some of the blend for other white wines, giving for a young wine style, characteristic of cool-climate valleys.

• LEYDA

Situated 40 kilometers south of Casablanca and just 12 kilometers from the Pacific Ocean, Leyda is considered one of the most promising viticultural zones in Chile. The strong maritime influence has brought excellent results with varieties that are suited to cool climates, such as Sauvignon Blanc, Chardonnay, Pinot Noir and Syrah. Our Gran Reserva Chardonnay and Sauvignon Blanc originate from vineyards located in the Leyda Valley.

Leyda's coastal climate is reflected in winters with moderate rainfall, totaling 250mm annually. Dry summers are due to the Pacific Ocean's anticyclone which prevents rainfall during the warmer months.





TARAPACÁ STATE

During 2013 Gran Reserva Tarapacá carried out in-depth research at its Tarapacá Estate where Viña Tarapacá vineyards are located, in order to understand the soil composition at a granular level, as well as influences from climate and topography. The aim was to strengthen knowledge about the estate and achieve a thorough understanding of its effect on the wines.

The estate is made up of 2,600 hectares, of which 611 hectares are planted.

With 373 soil pits across 712 hectares, one of the most in-depth studies on Chilean soil was carried out.

One soil pit was excavated for every 2 hectares, to a depth of 2 meters. It was carried out with Top Harvest, which is specialized in agronomic studies using cutting-edge professional tools in Chile.

Among important discoveries resulting from this meticulous work, was the existence of seven different soil series of volcanic origin – the majority of which is medium-depth with sharp stones (on slopes) and alluvial (in areas close to the river). Five of the series are used to produce the exceptional Gran Reserva Tarapacá wines.

Furthermore, the existence of a “natural clos” emerged, created by the mountain chains which surround the estate and the Maipo River. Because of this, the concept: Tarapacá Estate “Maipo Valley’s Natural Clos” was born.

BIODIVERSITY CONSERVATION

VIÑA TARAPACÁ HAS A GENUINE CONCERN FOR ITS ECOSYSTEMS & BIODIVERSITY

The hills surrounding our Tarapacá estate are thriving with endemic, native and introduced flora and fauna. As it is situated in one of the 36 Biodiversity Hotspots—regions with significant levels of biodiversity which are under threat because of humans— we are working hard to conserve over 2,000 hectares of native forest surrounding the vineyards and contribute to protecting the Earth.

This is a 7 year Master Plan to conserve and restore our Tarapacá Estate with more than 30 endemic and native species. To date, we have achieved a total of 6 hectares reforestation.



WINEMAKING EXCELENCE AND IDENTITY

The winemaking philosophy of Viña Tarapacá begins in the vineyards, since agricultural management is crucial in determining the quality of the wine. Each vineyard is classified into lots, and sub-lots according to the vigor of the vines, which can then be managed independently. The system allows a greater control, and the ability to achieve perfect ripeness in each of the lots.



WINEMAKING

SEBASTIÁN RUIZ **CHIEF WINEMAKER OF VIÑA TARAPACÁ**

In charge of the production of the emblematic Gran Reserva range. He also leads the winemaking team responsible for the varietal and reserva ranges.

Sebastián Ruiz firmly believes in the enormous potential of Viña Tarapacá, and his objective is to create distinct wines with origin, representative of the Maipo Valley but with the special conditions of “the terroir of Tarapacá State”. In this way, the unique style of the winery, and in particular the Gran Reserva range, can be harnessed.

Sebastián’s career is characterized by the results he achieved as Chief Winemaker at Viña Misiones de Rengo from the year 2001. His main focus was in developing fresh and juicy wines. The success of this brand enabled it to become a Best Seller in Chile; it has been the #1 wine brand in our country since 2006 in its price category.

Later on in 2012, Sebastián took up the simultaneous challenge within VSPT, becoming chief winemaker of two Argentine wineries: La Celia and Tamarí. He obtained excellent scores from the international media with his Argentine malbecs: 93 points for Heritage 2008, and 92 points for Heritage 2011 in Wine Advocate; and 92 points for the Pioneer 2012 in October’s edition of the Decanter magazine.

In 2014, Sebastián was summoned to lead the winemaking team at Viña Tarapacá, where he strives to maintain the winery’s oenological excellence and acclaim, whilst giving allowing for innovation and bringing back elements of terroir in his wines.

STUDIES AND INTERNATIONAL EXPERIENCE

Sebastián Ruiz studied Agronomy at the Universidad de Chile, with a “Merit Grant”, which he was awarded for his academic excellence. He carried out his specialization in Winemaking and Viticulture in the Pontificia Universidad Católica de Chile, and in 1995 he scored the highest result in the winemaking exam for his course.

With regards to his international experience, Sebastián made journeys to perfect his knowledge of wine production in France (Château Merlet –Bordeaux) and the United States (Beringer – Napa Valley).

TARAPACÁ WINES

Tailored to satisfy a range of customer segments, Tarapacá wines are designed for people who enjoy full-bodied wines, with a perfect combination of fruit and oak. Unique, complex wines are the result of a blend of different varieties and the extraction of character from each terroir, whereby the origin of the wine prevails.



THE GRAN RESERVA OF CHILE



From Viña Tarapacá's centenary tradition, Gran Reserva Tarapacá is born: wines of exceptional quality; distinct, elegant and memorable, that faithfully reflect their origin. The bottle bears a unique seal, which has been present at the most unforgettable of celebrations.

The portfolio is comprised of three labels: Gran Reserva Etiqueta Azul, Gran Reserva Etiqueta Negra and Gran Reserva Etiqueta Blanca.

GRAN RESERVA BLUE LABEL is the top-end wine of the Gran Reserva Tarapacá brand. It is a perfect blend of the finest lots in the Maipo Valley, which are only harvested in years that are considered extraordinary.

The three varieties that constitute it, Cabernet Franc, Cabernet Sauvignon and Syrah –in different proportions each year to give the wine a unique personality with each vintage, give for the best expression of the Maipo terroir.

GRAN RESERVA BLACK LABEL, is our finest Cabernet Sauvignon, with a long and successful history, resulting in a sublime expression of the Maipo Valley.

A journey across the finest vineyards for this variety gives origin to this classic wine which, combined with avant garde viticulture and winemaking, makes for one of Chile's best.

GRAN RESERVA WHITE LABEL, is the range of wines made using the finest grapes from along the Maipo Valley river basin. This wine embodies the true "savoir faire" tradition of Viña Tarapacá.

Crafted with rigor and deep understanding, this wine looks to faithfully reflect of each of the varieties' origins. These are modern-day, versatile wines that stick to their roots, ingrained in Chilean viticulture.



Sustainable Winegrowing

360° COMMITMENT PROGRAM

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 in Viña Tarapacá is the Master Plan already mentioned above, created with an aim to raise awareness about biodiversity.

Also we have the first Mini Hydroelectric in a winery in Chile with zero environmental impact. This project was inaugurated in 2016 with an aim to harness the water flow from the irrigation channel fed by the river Maipo at the Tarapacá Estate. In this way electric energy can be generated for the winery operations at Viña Tarapacá.

Another recent project is the Solar Panels which are installed in the winery and will harness the sun's energy. The aim is to power technical irrigation systems as well as a smaller percentage for the winemaking operation at Viña Tarapacá. This project is part of the VSPT challenge on becoming increasingly sustainable, producing wines using 100% renewable energy by 2021.

This prioritizes clean energy consumption, complementing the current setup and guaranteeing sustainable production in the long term.

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.

In our 360°Commitment Program, our areas of operation are orientated towards 5 pillars:

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

sustainable winegrowing