

CRAFTED WITH PASSION

- Since 1942 -



PRESS KIT 2020



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 IS THE #1 WINE BRAND IN PARAGUAY.

> SANTA HELENA IS THE NUMBER ONE WINERY FOR SALES IN JAPAN.

> SANTA HELENA IS AMONG THE TOP 3 MOST RENOWNED BRANDS IN BRAZIL.

> EXPORTS OVER 2.8 MILLION C9L TO OVER 50 COUNTRIES AROUND THE WORLD.



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

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.

Identity and quality point to a great representative of the Chilean winemaking industry, through wines that are crafted with passion since 1942, which surprise and impress the most diverse and demanding palates.



PORTAFOLIO

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.



Santa Helena Varietal:



A range with young, balanced wines which are incredibly expressive with fresh fruit flavors. Pleasant, easy-to-drink wines available in a wide range of red and white varieties.



Santa Helena Reserva:



A traditional range of high quality and prestige, which is renowned for its winemaking consistency and for expressing the perfect balance of fruit and oak.



Santa Helena Gran Reserva:



A range noted for the quality of its grapes which, combined with incredible winemaking, gives for highly complex, full-bodied wines with excellent structure.



WINEMAKER

Mauricio graduated in Agricultural Engineering from the Iberoamerican University of Science and Technology, and has worked at the wine group—one of Chile's largest exporters—for over 18 years.

His extensive industry experience resulted in him becoming Chief Winemaker for the Domestic Market, a position which he held for many years. He then led the winemaking innovation department, taking part in the creation of new products, and he is noted for his excellent work to date.

Chief Winemaker for Santa Helena, a wine portfolio renowned for its history and dedication, which has won over consumers as a result of its quality and convenience for over 75 years.

Mauricio is responsible for producing the ranges Santa Helena Gran Reserva, Santa Helena Reserva and Santa Helena Varietal.



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 consumers, Government.

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





SANTA HELENA