

P R E S S   K I T   2 0 2 0



More information: Corporate Communications,  
Bianca Jamarne. mail: [bjamarn@vsptwinegroup.com](mailto:bjamarn@vsptwinegroup.com)

[www.sanpedro.cl](http://www.sanpedro.cl)

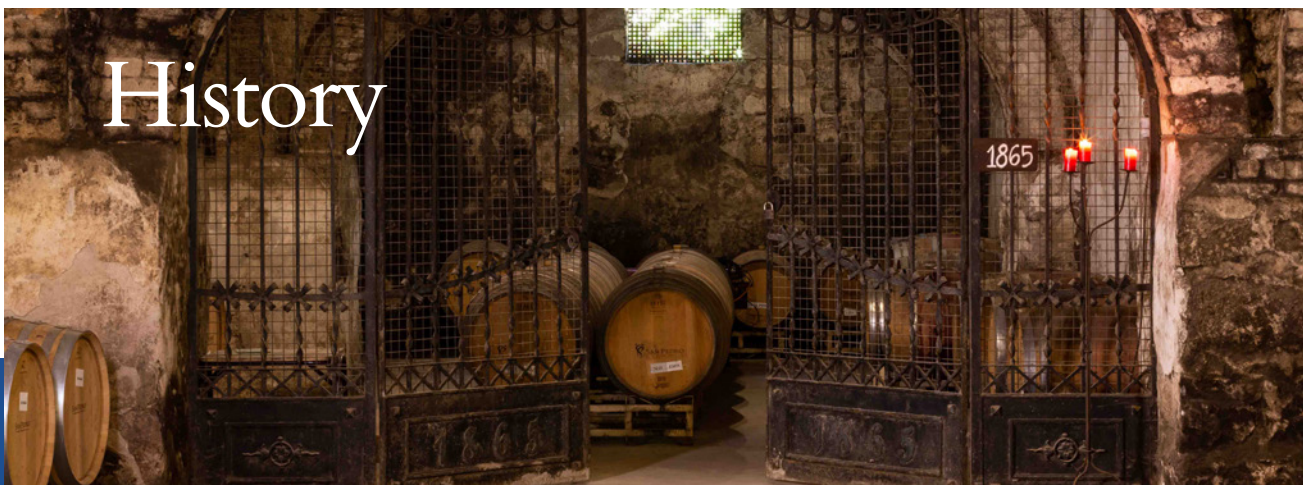
# Introduction



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 has more than 155 years old, continuing its pledge of making the best wines of chile.

# History



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. Altaïr 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.

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.

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.

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 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.

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.

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.

In 2018, Viña San Pedro thanks 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



## Export Sales Volume

**More than 2.9 Million 9 lts cases sold in 2019.  
Delivery to over 72 markest in 5 continents.**

Total sales volume (including domestic market)  
More than 9 million 9 lts cases sold in 2019.

## Total sales in chile

**6,1mm 9lc.**

# Winemaking Identity and Excellence



- 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.

# Values



## Excellence

Produces wine of exceptional quality and remarkable value through global reach and reliability.

## Exploratory Spirit

Constantly looking for new valleys and origins to further the progress of Chilean winemaking.

## Product Diversity

A broad and unrivaled portfolio of diverse wines from distinct origins.

## Innovation and Sustainability

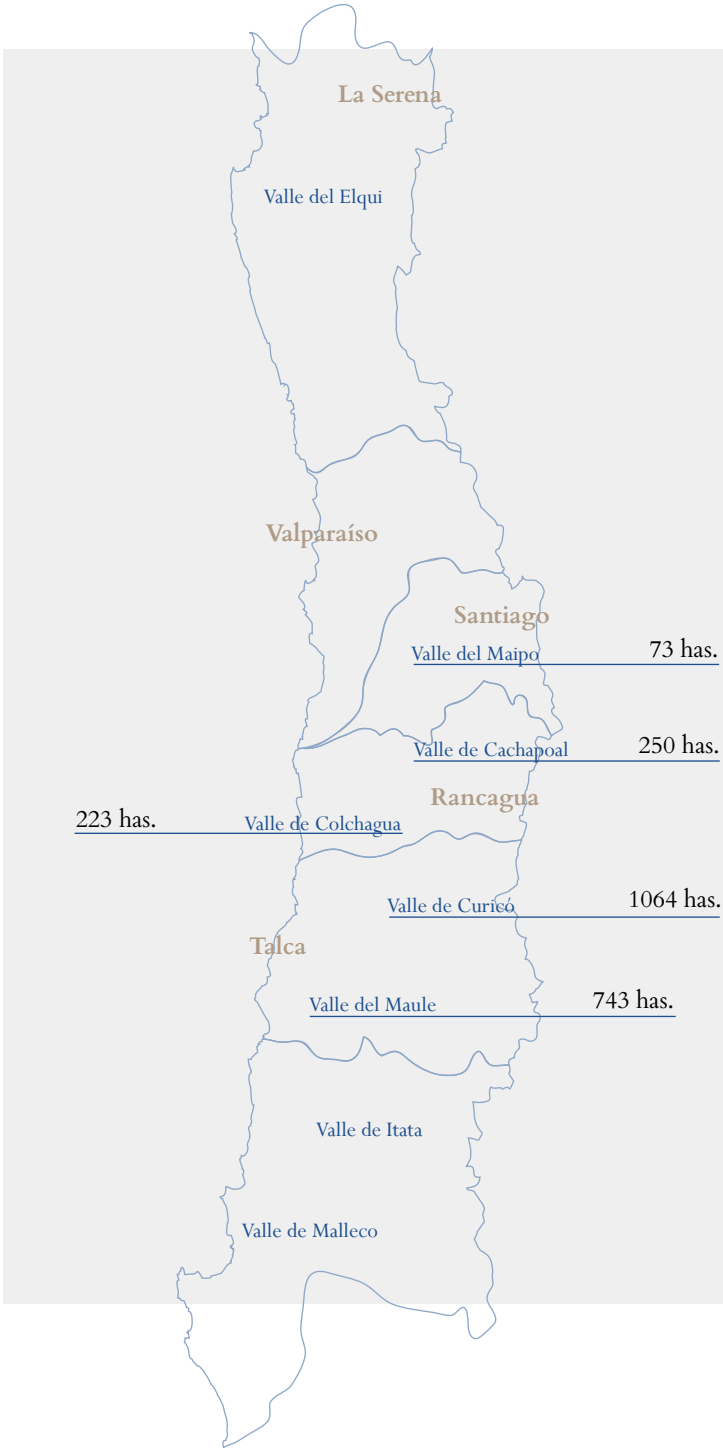
Works in harmony with nature and the environment to meet innovative and sustainable goals.



# 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



# Fine Wines



## Fine wines for creating the most memorable moments

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These are Viña San Pedro's iconic wines in San Pedro Cachapoal Andes Winery. Its objective is to produce, promote and distribute our finest wines.

The San Pedro 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.

# Portfolio

FINE WINES



Altaïr  
BLEND



Cabo de Hornos  
CABERNET  
SAUVIGNON



Sideral  
BLEND



Kankana del Elqui  
SYRAH



Tierras Moradas  
CARMENERA

# Collection Wines



## Distinct wines sharing the same vision to highlight unique regions and styles.

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These are Viña San Pedro's collection wines which are produced at Viña San Pedro's winery in Molina, Curicó Valley. 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.

# Portfolio

COLLECTION WINES

1865  
TASTE THE SELECT LIFE

## SELECTED VINEYARD



## SELECTED BLEND



## SELECTED COLLECTION





# Premium Wines

## Superior wines to elevate any occasion through excellence

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These are Viña San Pedro's premium wines which are produced at Viña San Pedro's winery in Molina, Curicó Valley. 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.

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.

# Portfolio

PREMIUM WINES

CASTILLO DE  
MOLINA



A photograph of a dining table setting. In the foreground, a plate of food, possibly a fish steak, is garnished with herbs and lemon slices. Behind it, a bottle of Gato Negro wine is visible, with a label that reads 'Gato Negro', 'LIVES RESERVE', 'GABERNET SAUVIGNON', and 'SAN PEDRO'. To the left of the bottle, there are salt and pepper shakers on a wooden tray.

# Everyday Wines

## Quality wines to celebrate each day with value and confidence.

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These are Viña San Pedro's everyday wines which are produced at Viña San Pedro's winery in Molina, Curicó Valley. This brand called 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. It has over 60 years of history; however it continues to surprise consumers with constant innovations.

# Portfolio

EVERYDAY WINES

## TRADITIONAL RANGE



## RECRUITING RANGE



## RESERVE RANGE



## INNOVATION RANGE





# Viña San Pedro Winemaking Team

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.



## Gabriel Mustakis

Chief Winemaker of  
Viña San Pedro's iconic wines

Agricultural Engineer and Winemaker graduated from the Pontificia Universidad Católica de Chile and a member of our winemaking team since 2018. Today Gabriel is responsible for the Cachapoal Andes winery, where he is in charge of the vineyard's five fine wines: Altair, Cabo de Hornos, Sideral, Kankana del Elqui, and Tierras Moradas.

"A passion for wine and the industry has given me the chance to embark on great challenges, allowing me to grow both professionally and personally. This new role is an important step in my career, and through it I hope to continue strengthening Viña San Pedro's Fine Wines portfolio."



## Matías Cruzat

Chief Winemaker of  
1865 and Castillo de Molina

Agronomist with a major in Viticulture and Enology from the Pontificia Universidad Católica de Chile. Matias became a part of our team in 2013 and has stood out for his experience, dedication, and talent. Today he is in charge of the 1865 and Castillo De Molina portfolio, with the challenge of taking them even further.

“My entire life has revolved around wine, ever since I was young and would observe my grandfather’s habit of always including good wine at the table. My winemaking philosophy is to make noble, transcendent wines that represent the work of an entire team, as well as the traditions of our country.”



## Viviana Magnere

Chief Winemaker of  
Gato Negro

Agricultural Engineer and Enologist, graduated from the Pontifica Universidad Católica de Chile. Part of the Viña San Pedro team since 2006, today Viviana is the Chief Winemaker of GatoNegro, the most recognized brand of the vineyard, present in more than 80 countries.

“Since I began in the world of wine, I’ve never stopped feeling surprised and energized by my work, which has become a constant source of inspiration, innovation, and learning. Today, I am as motivated as I was on my very first day to continue creating great wines for Viña San Pedro.”

# Sustainability



Sustainability is key for the sustainable development of Viña San Pedro, which is part of VSPT Wine Group. Since 2009 we have developed new initiatives to reinforce our commitment to sustainable winegrowing in harmony with our land and our people.

Within our “Action on Climate Change” focus, we have proposed wine production using 100% renewable energy for our electricity requirements by 2021. Our self-generated supply which contributes towards this commitment is currently made up of the following sources:

One of Viña San Pedro’s most important initiatives is the biogas plant located in Molina. This project began in 2009 and was inaugurated in 2016 as the world’s first Biogas Plant to use organic waste from harvest as the only fuel, in order to supply electric and thermal energy to the winery. The biogas plant can harness 1 MWh power and will provide the equivalent of 60% of the energy requirements of Viña San Pedro winery. This equates to the average energy consumption of 3,200 homes in one month.

Furthermore, Viña San Pedro has implemented two photovoltaic projects. The first project involves installing solar panels in eight agricultural estates, generating 1.8 MW power for our irrigation systems. This is equivalent

to the average monthly consumption of 5,700 homes. The second project, for which construction began in 2020, is a photovoltaic project at the Molina Plant in Curicó, which can harness 1.3 MW power for winemaking operations.

Some of these initiatives made us deserving of the “Leaders in Renewable Energy” award in the 2018 Green Awards, organized by the prestigious British magazine, The Drinks Business.





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With an aim to carry out business using cutting-edge, sustainable and environmentally-friendly practices which are in harmony with the communities where we operate, a project was born three years ago with the Buchahueico community in Malleco. This successful public-private project, which also had support from Indap and the National Irrigation Committee, began in 2015 with the implementation of an unprecedented model of collaborative work. The project began with two families from the Buchahueico Mapuche community in the Malleco Valley, Araucania Region, in order to produce Pinot Noir grapes.

Today there are a total of 15 hectares of planted vineyards in the Buchahueico Community's own lands, allowing six families to produce and yield a profit from them.

This is great example of groundbreaking work, opening new economic horizons for a group of families which, until now, had to abandon their land in search of employment opportunities, mainly in the forestry companies.

We hope that this sustainable, long-term and perfectly replicable business model will be the beginning of new forms of collaborative work with different communities across Chile.

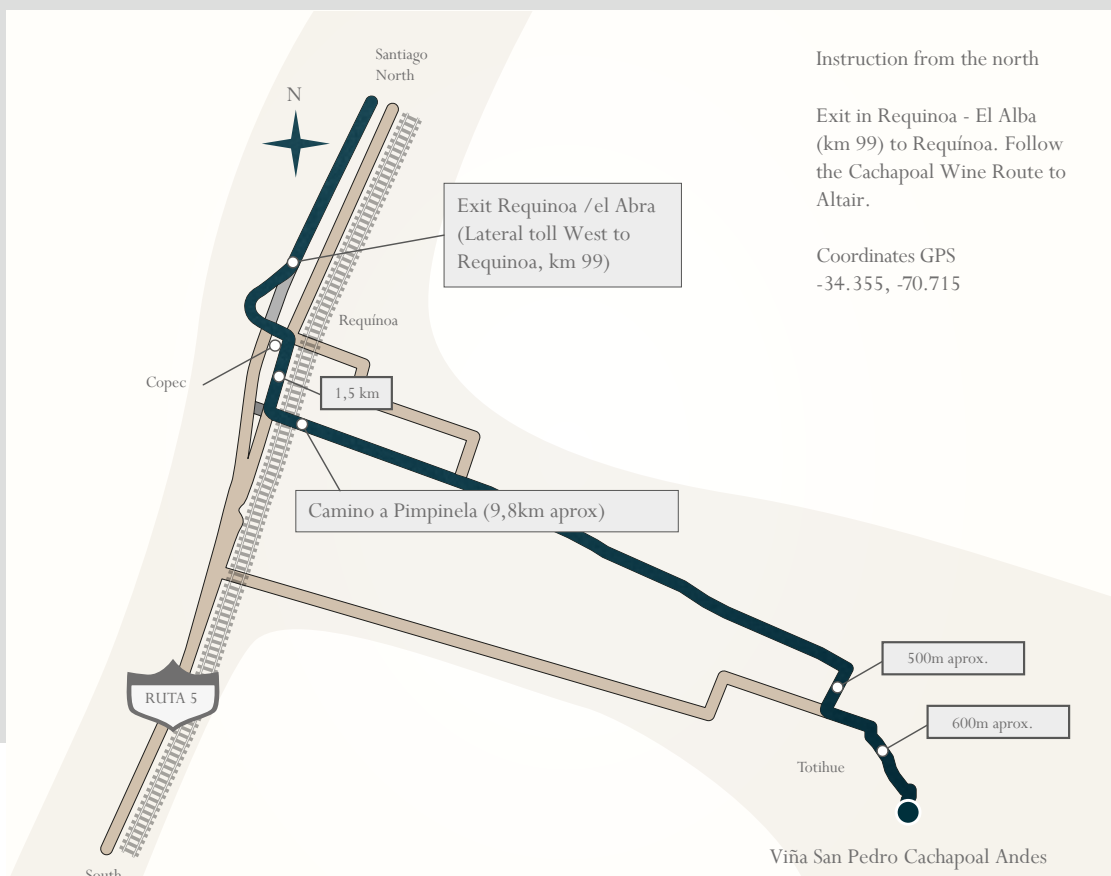
Meanwhile, the emblematic Buchahueico project from Viña San Pedro enabled us to receive the Ethical Company of the Year award, an acknowledgment from the same British magazine, The Drinks Business. The initiative, which has been hailed as the largest vineyard plantation with a Mapuche community in Malleco, also allowed us to win the "Human Rights" category of the Global Compact Principles Integration System from the United Nations.

# Tours



## Cachapoal Andes

The place, Cachapoal Valley hidden in the Andes Mountains and near the town of Requinoa it is located the wine cellar that is home to Viña San Pedro Cachapoal Andes. Here you can live customized experiences, ask for wine tastings with panoramic views to the vineyards, take tours to the modern wine cellar and countryside, and finally enjoy exquisite Chilean barbecues in the our quincho.



Instruction from the north

Exit in Requinoa - El Alba (km 99) to Requinoa. Follow the Cachapoal Wine Route to Altair.

Coordinates GPS  
-34.355, -70.715

# Tours



## BACO EXPERIENCE

A tasting and lunch full of fine, intense flavors in our Cachapoal Andes wine cellar.

Discover the secrets of Chilean cuisine, and raise a glass while enjoying a spectacular panoramic view of the Cachapoal Valley.



## TRIO CACHAPOAL ANDES

You'll be shown our gravity-flow winery, where wines age in French oak.

Here you will learn about each step of the production of our wines, a visit which culminates in a tasting of three Cachapoal Andes Valley wines: Sideral, Cabo de Hornos, and Altair.



## PICNIC SIDERAL

Enjoy a specially prepared picnic basket with a variety of gourmet sandwiches, cheeses, nuts, and a bottle of Sideral to share between two!

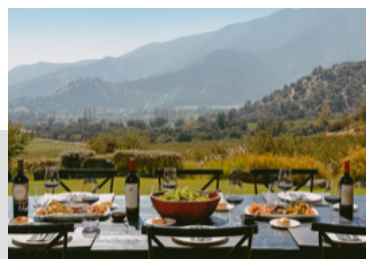
Come explore our vineyards and gardens, find your favorite spot to picnic, and enjoy the spectacular surroundings of Cachapoal, Andes.



## VERTICAL ALTAIR

Our team will guide you through the secrets of our land! You will be shown a "Calicata", a soil pit, to learn about the different soils and how they influence the vine.

You'll then visit the barrel cellar and have the privilege of tasting three vintages of Altair, one of the most prestigious fine wines from Chile, accompanied by a platter of exquisite cheeses.



## LUNCH IN VIÑA SAN PEDRO

If you want to enjoy lunch with a perfect wine pairing we invite you to reserve our outdoor tasting and dining space overlooking the vineyards. Discover the typical flavors of Chilean cuisine in an unrivaled setting offering a panoramic view of the Cachapoal valley.

A lunch full of special moments, accompanied by our winery's best wines. Cabo de Hornos, and Altair.

Viña San Pedro is part of  
**vspt.wine.group**

[www.sanpedro.cl](http://www.sanpedro.cl)

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