

Concha y Toro unveils first travel retail exclusive range



Casillero del Diablo Route of Cabernet Sauvignon - Maipo Valley with gift box

Viña Concha y Toro S.A., Latin America's leading wine producer and one of the world's top five wine companies, has unveiled its first-ever travel retail exclusive range from Casillero del Diablo, the world's top Chilean wine brand.

The Route of Cabernet Sauvignon range features three distinct Cabernet Sauvignons from three wine-growing valleys in Chile, taking consumers on a tasting journey to the Devil's Cellar in Pirque, where the story of Casillero del Diablo began.

The range will enter travel retail from April 2019, supported by a bespoke series of promotions.

Diego Baeza, Global Travel Retail & Duty Free Director, Viña Concha y Toro, said: "The launch of the Route of Cabernet Sauvignon marks a tremendous milestone for Concha y Toro and our flagship Casillero del Diablo brand. For the first time in our history, we have produced something exclusively for travelers – something original, storied and of exceptional quality. This is a confident step in Concha y Toro's travel retail journey, and we're very excited about our fantastic wines bringing new energy to the channel and helping to drive wine category growth."

He added: "This brand extension has been created as a result of the work done by the team in the Asia Pacific region to identify that there is a significant gap between the offer in the domestic markets and that in travel retail. The Route of Cabernet Sauvignon range is the solution to this, bringing together Asia's favorite wine variety, Chile's expertise in Cabernet and a powerful global brand in Casillero del Diablo."

Nani Mulet, Head of Marketing, Asia Pacific at Viña Concha y Toro, commented: “In the development of this range, we have considered not just the attributes of each of these fantastic wines, but also how we guide the consumer through the range. The use of different ageing statements is a cue that many travel retail consumers will equate with other categories, such as malt whisky, where longer equals better, and the same is true here. We look forward to showing this in innovative and engaging ways at the point of sale when we launch in April.”

Route of Cabernet Sauvignon range

The Route of Cabernet Sauvignon comprises three Chilean valleys and three ageing methods to produce three distinct wines.

Maule - Oaked 10 months in barrels: Aged in French and American oak barrels for 10 months, this Cabernet Sauvignon is well structured with a pronounced character and flavors of plums and black cherries, ending with a long finish. Retail price: US\$25.

Rapel - Oaked 12 months in barrels: Aged for 12 months in French oak barrels and foudres, this is a dark and deep red wine. Aromas of toasted cassis, cedar and blackberry, with hints of black pepper and a delicate, almost silky texture, are framed by soft tannins, leading into a long finish. Retail price: USD \$40.00.

Maipo - Oaked 16 months in barrels and casks: Sourced from two vineyards in Alto Maipo in the Maipo Valley, the Cabernet Sauvignon wines were aged 16 months in a combination of French oak barrels and 5,000-liter casks to create a wine that combines purity of fruit with seamless oak integration. Available in a premium gift box. Retail price: US\$65.