



THE CHILEAN GRAPE
CARMÉNÈRE
CONCHA Y TORO



CONCHA Y TORO®



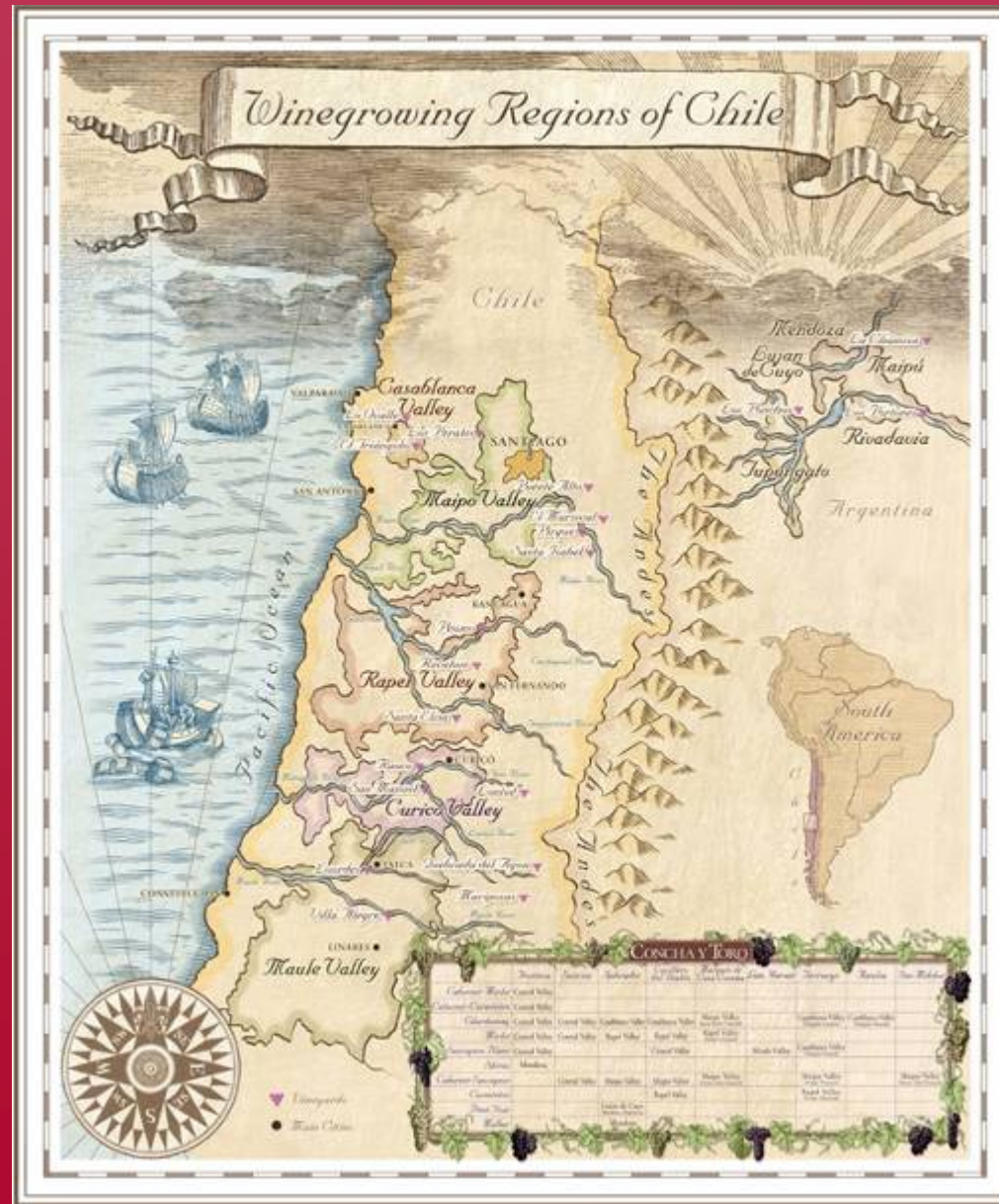
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Carménère \Carm-men-AIR\ *n* : A red grape exclusive to Chile.
Charmed by the sun, this distinct varietal produces delicious red wine.



Chile is a very long strip (2,700 miles) of land on the western coast of South America.

Thanks to its climate, the country is ideal for growing grapes. In addition to the usual varieties, Chile is the only home to a very unique grape, Carménère.





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The History

Carménère was once a noble grape planted extensively throughout France. This grape was a key component in the country's great wines. After phylloxera devastated the vineyards of Europe in the late 19th century, Carménère became virtually extinct.



Phylloxera is a root-feeding insect that attacks grapevines. It has probably had a more damaging impact on wine production than any other vine pest



The History



Carménère was introduced in Chile in the mid 1800's before phylloxera and it was harvested together with Cabernet Sauvignon, Cabernet Franc and Merlot. Chilean growers mistook Carménère for Merlot, or



more precisely an unusual clone of Merlot. The grape was eventually nicknamed "Merlot selection" or "Merlot Peumal" (after the Peumo Valley in Chile where it is grown to perfection).

The History



Carménère was re-discovered as a distinct varietal in Chile in 1994 by French ampelographer Jean Boursiquot. Officially recognized as Carménère by the Chilean government in 1998, this discovery has revolutionized the Chilean wine industry.



Ampelography is the science of description and identification of grape varieties



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The Grape

The Grape



Carménère

For many years, Carménère was harvested together with Merlot. Carménère, however, is part of the Cabernet family, so it should be grown and harvested differently than Merlot.



Cabernet Sauvignon

The Grape



Chile is the main producer of Carménère in the world. Experts note that the quality of Chilean Carménère surpasses any other because of the ideal climatic

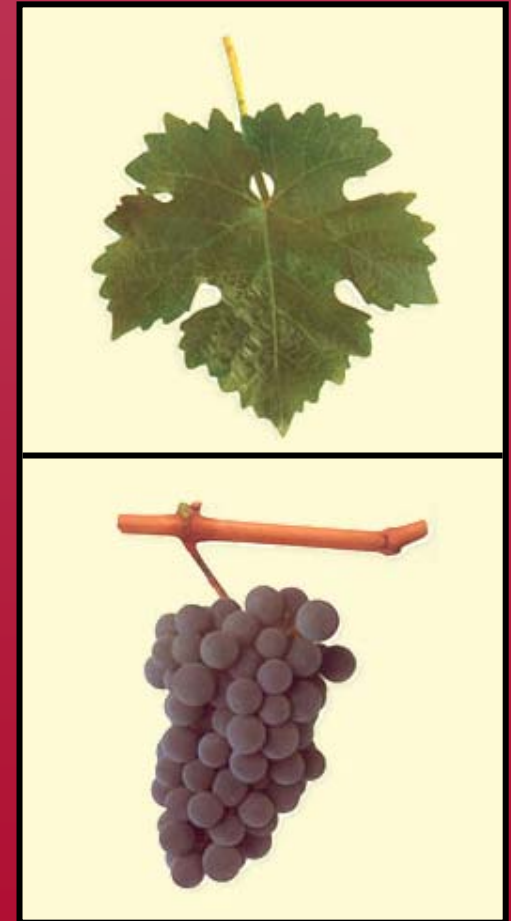


conditions under which it is cultivated. Fertile soils and Chile's warm, temperate climate make Chilean Carménère an exclusive varietal with a unique identity and unsurpassed quality.

Merlot



Carménère



Carménère ripens 2 to 3 weeks later than Merlot and has a lower yield. Carménère also has a unique leaf shape and color. Its leaves turn crimson (*carmine*) before dropping.

The Grape

A close-up photograph of a green grapevine. A white rectangular label is pinned to the vine with two black push-pins. The label has the number "0323 01" and the word "CARMENERA" printed on it. The background shows green grape leaves and a thin vine with small, developing grape clusters.

0323 01
CARMENERA

Since Carménère was being harvested too soon, the resulting wine sometimes had subtle grassy or green notes that are not desirable in Merlot varietals. Now that the winegrowers know the difference and treat the grapes individually, consumers have a great new varietal, Carménère, as well as an improved Chilean Merlot!



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Carménère
Facts

♠ *Carménère's name derives from the intense crimson (carmín in Spanish) hue of the wine and the tones of its autumn leaves*



♠ *Carménère is a member of the Cabernet family.*



- ♠ **Carménère buds and flowers 3 to 7 days later than Merlot**
- ♠ **Carménère ripens 2 to 3 weeks later than Merlot**
- ♠ **It is a more difficult vine to handle and has a lower yield, which means Carménère has a stronger, more concentrated juice**



Carménère Facts

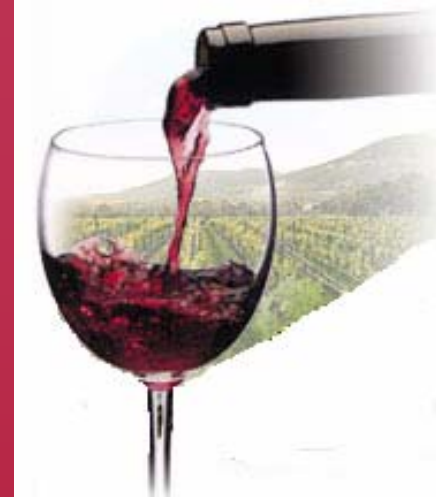


- ♠ **Carménère produces bold, layered wines with rich fruit with notes of berry and spice.**
- ♠ **Many producers prefer Carménère to Merlot. It is deep in color, rich in body and soft in texture. Aromas hint of blackberries and, often, chocolate and coffee.**
- ♠ **Carménère, in addition to being a delicious varietal on its own, also has great potential to improve other varietal blends thanks to its rich, ripe fruit and soft, sweet tannins.**

Carménère Facts



Carménère is generally a young wine that is deep purple-red in color (crimson) with intense red ripe fruit aromas and a dash of spices that gives it a special unique touch. It has a velvety texture with soft, ripe tannins and lush flavors of black fruits, cherries, oak, and spice.



Food Pairings:

- ♠ Due to its freshness and exuberant flavors, we recommend Carménère to accompany light dishes based on meats, vegetables and fresh herbs.
- ♠ Specifically, the following foods pair well with Carménère: chicken, duck, pork, lamb, pastas and pizzas.

Carménère Facts



As the leading winery in Chile and the #1 imported Chilean wine in the U.S., Concha y Toro is bringing Carménère to wine lovers in the U.S.

Concha y Toro is offering consumers a chance to taste something special that is uniquely offered by Chile.

Concha y Toro has 3 different brands of Carménère to chose from, suitable for an assortment of experiences

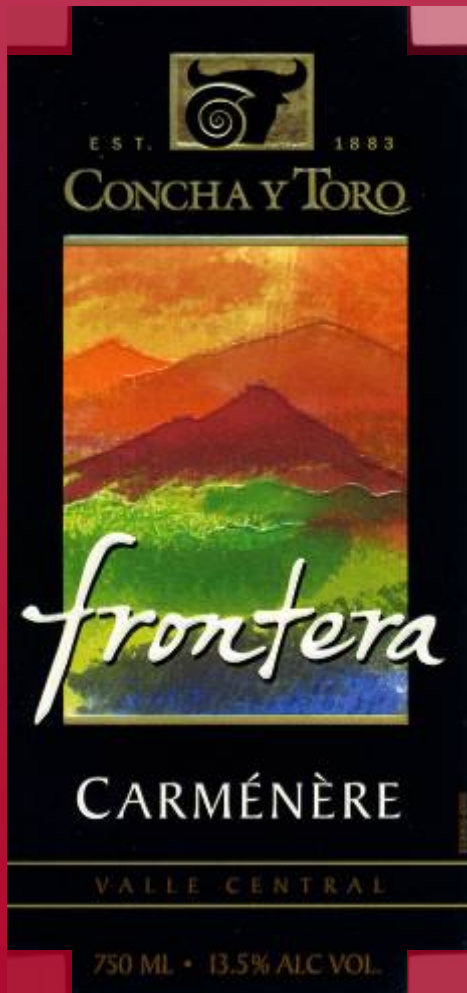


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Carménère
Wines

CONCHA Y TORO®

THE CHILEAN GRAPE CARMÉNÈRE CONCHA Y TORO



Frontera Carménère

- Source: Central Valley, Chile
- Varietal Composition: 85% Carménère, 10% Cabernet Sauvignon, 5% Syrah
- Production Technique
 - Grapes are hand & mechanically harvested.
 - 100% stainless steel fermentation
 - Aged 3 months in American oak



Winemaker Hector Urzúa



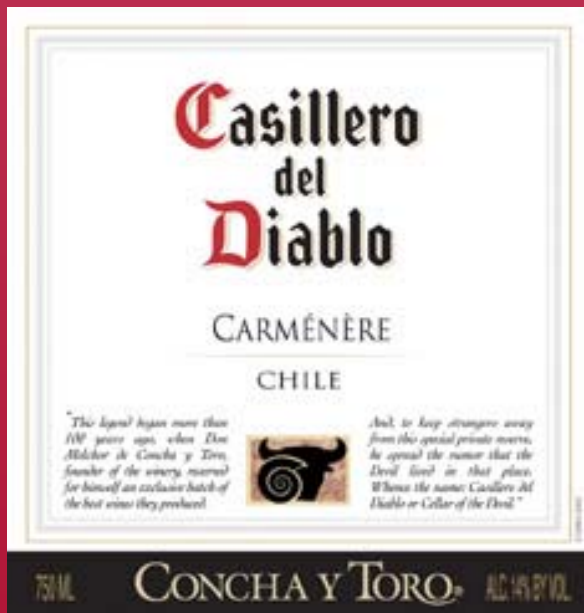
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Frontera Carménère

- Bouquet: Pepper, plums, toast and vanilla
- Taste: Good and soft body, harmonic and with great balance and persistence
- Perfect accompaniment to pastas, mature cheeses, and meats
- Cellaring Potential: 3 - 4 years



THE CHILEAN GRAPE CARMÉNÈRE CONCHA Y TORO



Casillero del Diablo Carménère

- Source: Rapel Valley, Chile
- Varietal Composition: 85% Carménère, 10% Cabernet Sauvignon, 5% Syrah
- Production Technique
 - Grapes are hand & mechanically harvested.
 - 100% stainless steel fermentation
 - 70% aged in American oak for 8 months
 - 30% aged in stainless steel



Winemaker: Marcelo Papa

THE CHILEAN GRAPE

CARMÉNÈRE

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Casillero del Diablo Carménère

- **Bouquet:** Luscious fruit flavors: Dark plums and chocolate with hints of coffee and toasty American oak.
- **Taste:** Notes of dark plums and spice, generously framed by toasty American oak with a soft and well structured mouthfilling texture.
- **Enjoy with** barbeque, fresh vegetable dishes, and spicy beef and chicken
- **Cellaring Potential:** 4 years



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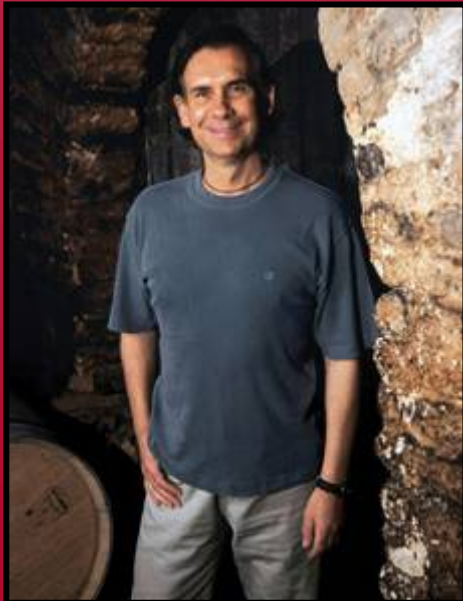
CARMÉNÈRE

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Terrunyo Carménère

- Source: Rapel Valley, Chile
- Varietal Composition: 85% Carménère, 10% Cabernet Sauvignon, 3% Cabernet Franc, 2% Merlot
- Production technique
 - 100% hand harvested
 - 100% stainless steel fermentation
 - Aged in French oak barrels for 19 months
 - Combination of 60% new barrels, and 40% one year barrels



WineMaker: Ignacio Recabarren

THE CHILEAN GRAPE

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Terrunyo Carménère

- **Bouquet:** Hints of berries, chocolate, cigar box, pepper and mineral notes
- **Taste:** Tasty and full-bodied with a bright, deep red color. It is an elegant, powerful wine which lingers in the mouth.
- **Enjoy the distinctive taste of Terrunyo Carménère with steaks and chops, wild rabbit, old cheeses, and pastas.**
- **Cellaring Potential:** 6 - 8 years





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For more information on Chilean wines, please visit www.conchaytoro.com



Enjoy Carménère!