

CONCHA Y TORO PROMOTES ACTIVITIES WITH DISTRIBUTORS IN ALL FIVE CONTINENTS



Concha y Toro consolidates its presence in the United States

FETZER
THE EARTH FRIENDLY WINERY™

The McNab Vineyard, origin of Bonterra icon wine, in Mendocino County, California.

FOUR MONTHS AFTER THE ACQUISITION OF FETZER VINEYARDS IN CALIFORNIA, THE COMPANY ANNOUNCED THE CREATION OF A NEW DISTRIBUTION COMPANY FOR ITS WINES IN THE UNITED STATES, WHICH WILL BE JOINTLY MANAGED BY THE WINERY AND ITS CURRENT DISTRIBUTOR IN THE US SINCE 1998, BANFI VINTNERS.

In late April, Concha y Toro closed the acquisition of Fetzer Vineyards, strengthening the Company's presence and adding productive operations in a market of 330 million cases of wine per year.

The purchase of the California winery came with a brand portfolio attractively positioned in the US market as well as other assets located primarily in Hopland, California – 429 hectares of own and leased vineyards in Mendocino County, a 36 million-liter capacity cellar in Hopland, another 6 million-liter capacity cellar in Paso Robles and a bottling plant.

"The acquisition of Fetzer opens up unsuspected growth possibilities both in the U.S. and global markets with its core brands Fetzer and Bonterra. We are also certain the integration of this operation will allow us to absorb the pursuit of excellence of Fetzer's great team which has made these brands leaders among consumers", said Eduardo Guilisasti, Concha y Toro CEO.

Two distribution units

The Company has recently announced the creation of Excelsior Wine Company, a joint venture formed by Concha y Toro and Banfi Vintners, its current distributor in the U.S. This new firm will be managed jointly by the winery and Banfi and will distribute Concha y Toro's wines from Chile and from its Argentinian subsidiary Trivento, as well as the recently acquired California brands, Little Black Dress and Five Rivers. Excelsior Wine Company is expected to strengthen the winery's distribution system in the United States and will have a Sales & Marketing Division dedicated exclusively to the American market.

The distribution of Fetzer Vineyards brands will be carried out by another independent Sales & Marketing Division, especially created to exclusively distribute this company's brands: Fetzer, Bonterra, Jekel, Sanctuary and Bel Arbor.

"This new distribution structure will promote the expansion of both Concha y Toro and Fetzer Vineyards brands in the promising and dynamic US market", stated Eduardo Guilisasti.

DISTRIBUTION STRUCTURE IN THE UNITED STATES

Excelsior Wine Company.

Distributes:

- Concha y Toro brands, Chile
- Trivento, Argentina
- Little Black Dress and Five Rivers, California, USA.

Fetzer, California.

Distributes:

- Fetzer
- Bonterra
- Jekel
- Sanctuary
- Bel Arbor

According to Intangible Business:

Concha y Toro: The world's second most powerful wine brand

FOR THE SECOND YEAR IN A ROW THE COMPANY HAS REAFFIRMED ITS LEADING POSITION AS THE SECOND MOST POWERFUL WINE BRAND IN THE WORLD. IT IS THE ONLY CHILEAN WINERY IN THIS LIST.

RANKING	BRAND	COUNTRY
1	Gallo	USA
2	Concha y Toro	Chile
3	Robert Mondavi	USA
4	Yellowtail	Australia
5	Hardy's	Australia
6	Beringer	USA
7	Jacob's Creek	Australia
8	Sutter Home	USA
9	Lindemans	Australia
10	Blossom Hill	USA

Concha y Toro winery reasserts its prominence in the global wine industry. For the second year in a row, it has been ranked the second most powerful wine brand in the world, in the ranking published by British consultancy Intangible Business in its study "The Power 100, The World's Most Powerful Spirits & Wine Brands, 2011".

Preceded only by American company Gallo –who heads the list– Concha y Toro brand outperforms prestigious Robert Mondavi and Yellowtail brands from the US and Australia, respectively.

In the general beverages 2011 ranking, including both wine and spirits, Concha y Toro continues to be among the top 20 most powerful brands in the world, ranked number 18.

This study was prepared by expert panelists from the wine & spirits industry and analyzes nearly 10,000 brands worldwide. It considers a brand "powerful" according to its ability to generate value to owners. The consultancy firm studies quantitative variables, including market share, brand growth, price positioning and global presence; and qualitative variables such as brand recall, market relevance, history and tradition, as well as brand image strength.

Concha y Toro joins Marketing Hall of Fame



THE ENTRY OF CONCHA Y TORO TO CHILE'S MARKETING HALL OF FAME 2011 DISTINGUISHES ITS CONSISTENT TRACK RECORD IN MARKETING, LEADERSHIP AND GLOBAL POSITIONING.

On May 17, 2011 the ceremony celebrating the entry of Concha y Toro to the Marketing Hall of Fame® Chile 2011 was attended by the winery's principal executives and by representatives of the Chilean marketing industry and business community. This distinction highlights leading brands and their systematic implementation of an outstanding marketing strategy.

to its consumers and making the brand an undisputed leader in its category.

"The fact that Concha y Toro is globally recognized as a powerful brand is due essentially to the quality achieved by our wines and the leading position we hold in major wine markets. Supporting our brand is a wonderful team (...) it is to them I dedicate this distinction", said Concha y Toro President Alfonso Larrain during the awards ceremony.

Our Company was selected in the Great Chilean Brand – Company category, for its notable work in marketing leading to strong ties



Concha y Toro CEO awarded international distinction

EDUARDO GUILISASTI ROSE FROM THE 9TH TO 12TH POSITION IN THE 2011 LIST OF THE WORLD'S MOST POWERFUL WINE INDUSTRY PERSONALITIES, PUBLISHED BY UK WINE MAGAZINE DECANTER. HE WAS ALSO NAMED "BUSINESSMAN OF THE YEAR" BY PRESTIGIOUS GERMAN PUBLICATION MEININGER'S.



The list is published every two years by UK specialized wine magazine Decanter. In the present edition Eduardo Guilisasti, Concha y Toro CEO, climbed four positions in the ranking of the 50 most influential personalities in the wine world.

To be considered in this ranking, the person must exert direct influence on the style of wines consumers are drinking. To reflect market reality the list includes pioneering winemakers, legislators, politicians, leading company directors and communications media personalities.

For Decanter magazine "Guilisasti has headed Concha y Toro, by far Chile's most important wine company, since 1989 (...) The trick of Guilisasti's reign at Concha y Toro has been that the company's ever-increasing scale has not diminished its credibility or the consistency of its wines. A benchmark for big brands across the globe".



The top 10 most influential people in the wine industry:

1. Pierre Pringuet CEO, Pernod Ricard
2. Eric de Rothschild President, Domaines Baron de Rothschild
3. Robert Parker Publisher, The Wine Advocate
4. Mel Dick Senior Vice President, South Wine & Spirits of America
5. Robert Sands President & CEO, Constellation Brands
6. Annette Alvarez-Peters Wine Buying Director, Costco
7. Don St Pierre Jr CEO, ASC Fine Wines
8. Wu Fei Chairman and General Manager, COFCO Wines & Spirits
9. **Eduardo Guilisasti CEO, Concha y Toro**
10. Jancis Robinson MW Author, journalist, broadcaster and consultant

Meininger's Award



Thomas Domeyko, North Zone Corporate Export Director, receiving the award on behalf of Eduardo Guilisasti.

In Düsseldorf the prestigious German magazine Meininger presented the Meininger Award "Excellence in Wine & Spirit", an annual award that distinguishes those who have made an outstanding contribution to the world of wine. In the 2011 version and in the "International Wine Entrepreneur of the Year" category the distinction went to Concha y Toro CEO Eduardo Guilisasti.

Thomas Domeyko, North Zone Corporate Export Director, received and expressed his thanks for the award on behalf of Eduardo Guilisasti, "I say these words with great modesty, but also with great conviction: Concha y Toro today plays a key role in one of our country's emblematic industries, it is a foremost producer of quality wines and it is a company that shapes our identity as a wine producing country".

The winery presents its sustainability strategy in important international congress

IN MID-APRIL OUR COMPANY PARTICIPATED AS SPEAKER IN THE III WORLD CONGRESS OF CLIMATE CHANGE AND WINE IN MARBELLA, SPAIN, WITH THE PARTICIPATION OF RENOWNED EXPERTS ON THIS SUBJECT FROM AROUND THE WORLD AND WHOSE GUEST OF HONOR AND KEY-NOTE SPEAKER WAS FORMER UNITED NATIONS SECRETARY-GENERAL KOFI ANNAN.



The winery was asked to present the main projects it has developed in the field of Sustainable Development. Together with Emiliana Organic Vineyards they were the only Latin American wineries at the congress.

Before an audience of more than 1,000 people including congressmen, winemakers, sommeliers and the press, a tasting of Gran Reserva Serie Riberas vintages 2008, in its varieties Syrah and Carmenera, and Sauvignon Blanc 2010, was held to close the congress.

Our progress in sustainability issues



Sustainability has become a core element of Concha y Toro's business strategy. Environmental consciousness and care are at the genesis of our production management policy, as we are concerned with making business and respect for the environment and the community compatible.

Here are some of the important steps the Company has taken to develop future policies consistent with this objective:

1. *Estimating the carbon footprint from 2007 on, with external verification.*
2. *Light-weight Bottles Project for premium and varietal lines, which have meant up to a 14% reduction in bottle weight and reduced transportation -related CO2 emissions.*
3. *Study of riverside area terroirs as potential havens from climate change for quality wine production.*
4. *Estimation of the Water Footprint using the Water Footprint Network methodology.*
5. *Change of lighting fixtures in bottling plants and warehouses to reduce energy consumption.*
6. *Joining Clean Production Agreements to improve waste management.*
7. *Joining the Chilean wine industry's Sustainability Code.*
8. *Creation of programs designed to care for the quality of life, work safety and promote training of Company employees.*

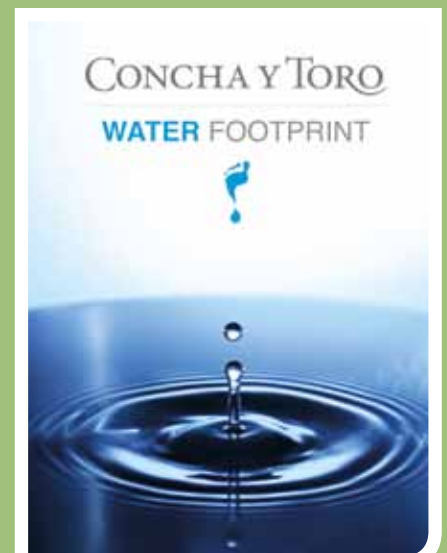
The process began a year ago:

Concha y Toro completes water footprint measurement

Results from measurements carried out jointly with Fundación Chile and the Water Footprint Network indicate the winery uses 40% less water to produce a glass of wine than the average estimate for the global wine industry. Concha y Toro is the first winery in the world to measure its water footprint using the prestigious Water Footprint Network methodology.

These figures are very significant as the winery registers a lower water footprint than the estimated average measurements in selected regions of France, Argentina, Australia, Italy, USA and Spain.

"These results demonstrate our current water resources management is highly efficient and challenges us to work hard to maintain our leadership in this issue", said Valentina Lira, Sustainable Development Assistant Manager.





Several traditional Cambodian dances were presented during the Gala Dinner at Thommanon Temple.



The first day in Cambodia, visitors traveled along the River Siem Reap in gondolas.



The destination for the Asia Zone 2011 Convention was the city of Siem Reap, known for its ancient temples.

In Siem Reap, Cambodia: III Asia Zone Distributor Convention

THE MAGIC OF CAMBODIA MARKED THE THIRD COMPANY SUMMIT IN ASIA, WHERE CONCHA Y TORO AMAZED ITS DISTRIBUTORS WITH AN ENCOUNTER FULL OF SURPRISES COMBINED WITH THE PRESENTATION OF AN INTEGRATED WORK PLAN FOR 2020.

Just as in 2002 the convention was held in China's Great Wall, in 2004 in Phuket, Thailand, the third Concha y Toro Asia convention in 2011 had to take place in a special location. Siem Reap, the most visited city in Cambodia, Southeast Asia, was chosen. The meeting was attended by 46 people representing the Company's distributors in 17 Asian countries. The purpose of this convention was to inform of the winery's current status, its brand plans, goals for each area and the future challenges that must be faced to reach a promising 2020.

It all began on April 1 with a memorable gondola ride through the Siem Reap River while tasting Casillero del Diablo Sparkling wine. Then, at the Raffles Hotel, it was time for the Welcome Dinner, where guests were warmly greeted by Company executives.

The following day at the Borei Angkor Hotel, Cristián López, Asia Zone Corporate Export Director and Andrés Ballesteros, VCT Asia General Director gave their presentations recounting the Company's activities in recent years and establishing clear strategic guidelines for 2020. Isabel Guilisasti, Marketing Director Origin Wines, led an Icon Wine Tasting attended by journalists from major communications media in Hong Kong, China, Singapore, South Korea and Malaysia.

Evening arrived and with it a much anticipated event – the Gala Dinner. Surprising everyone, the Gala Dinner was held at the Thommanon Temple, built in the 12th century and a UNESCO World Heritage site. Entertainment for the evening included various traditional Cambodian dances, classical music played by the Chamber Orchestra of Cambodia and finally a show of devil fire-eaters to honor the Company's classic Casillero del Diablo line, which has exhibited remarkable penetration in Asia.

For those who had time, the evening included a tour of the different sacred temples in the area, including the legendary Angkor Wat Temple, the largest religious complex in the world, and Ta Prohm Temple, which gained fame due to the movie Tomb Rider.



Visitors enjoying Casillero del Diablo Brut on the gondolas.



Casillero del Diablo Fire-eaters Show, Gala Dinner.



Patricio de la Fuente, Links (Hong Kong) and Guy Nussey, Retail Asia Zone Sales Director.



Cristián López, Asia Zone Corporate Export Director and Andrés Ballesteros, General Director VCT Asia presenting awards to distributors.



Icon wine tasting.



Asia Zone distributors in Thommanon temple.



Distributors participated in the traditional Cambodian music and dance show.



Lydia Li, Summertime (China) and Danielle Thompson, On Trade Marketing and Fine Wine Sales Director at the welcome cocktail.



Shinya Imura-san, representing Mercian (Japan), during the Gala Dinner.



Isabel Guillisasti, Marketing Director Origin Wines with foreign press representatives.



Group photo of South Zone distributors at the end of their tour of Old Trafford Stadium in Manchester.

In Manchester, England: VII South Zone Convention

WITH FOOTBALL SETTING THE TONE, GUESTS TO THE 2011 SOUTH ZONE DISTRIBUTORS CONVENTION MET TO STRENGTHEN THEIR BRAND-BUILDING WORK IN THEIR RESPECTIVE COUNTRIES.

This is the first time a South Zone Distributors Convention is held in a country outside those who make up the region.

The destination was Manchester, England, home of football team Manchester United. The meeting took place on April 5-9, 2011 and was attended by 70 representatives of the Company's distributors in 27 countries. During the sessions attendees had the opportunity of reviewing the Company's role in Latin America and the Caribbean and the challenges that must be faced to strengthen its presence in these markets.

The Welcome Dinner held at The Midland Hotel included a historic awards ceremony in which the Company distinguished as "Best Distributor" those clients who from 2003 onwards have shown outstanding work.

Following a presentation of the current status of the Company's premium wines, guests were offered a tasting of the 2007 and 2008 vintages of icon wines Don Melchor, Gravas del Maipo and Carmín de Peumo. Later they enjoyed a Manchester city tour, ending with a Fine



Opening dinner.



Cristóbal Goycoolea, Global Brands Marketing Director, Sebastián Aguirre, Casillero del Diablo Assistant Manager, Leopoldo Perrier and Rodrigo Ramírez, of Ramírez Díaz de Espada (Paraguay) together with Gary Pallister, Manchester United legend and Raúl Manríquez, South America Exports Assistant Manager.



Gary Salter, Morrell and Co. (Tortola) and Damian Moreau, representing Phillipsburg Liquor Store (St. Maarten) arriving at Old Trafford.



Women's team in The Cliff.



Breakfast in Manchester United's stadium.



Omar van der Dijs, President Licores Maduro (Curaçao), Jorge Miranda, Compagnie Antillaise de Distribution (Antillas) and Milton Harms, Romar Trading (Aruba).



Jan Holterman, Rolando Carvajal and Eduardo Solano, Hi Cuvee (Costa Rica).



Casillero del Diablo celebration in Panacea restaurant.

Origin Wines Dinner at the exclusive Stock Restaurant located in the middle of the city's financial sector. A musical performance in which singers suddenly appeared amongst the diners ended with everyone present participating enthusiastically.

details of the winery's strategic alliance with the British football team. Later everyone was called over to The Cliff, the original training area of the famous team and where all had to participate in a strenuous training session led by Manchester United coaches.

The legendary Old Trafford Stadium was another not-to-be-missed destination. There, guests listened to the presentations on Casillero del Diablo's performance in the South Zone, as well as to Jonathan Rigby, Manchester United Marketing Manager, who presented the

To finish, visitors were invited to watch the eagerly-awaited match between Manchester United and Fulham in the "Theatre of Dreams" and to experience first-hand all the emotion of the world's most popular sport.



Visitors team in Old Trafford Stadium.



Rodrigo Ramírez Díaz de Espada, Ramírez Díaz de Espada (Paraguay), Luis Roberto Urquiza, Proesa (Bolivia) and Francisco Kantor, Almena (Uruguay).



Cristián Ceppi, South Zone Corporate Export Director, Felipe Cordovez and Mrs Sandra Molinari, representatives of Cordovez (Ecuador).

Concha y Toro North Zone Convention

TASTINGS OF THE COMPANY'S MOST EXCLUSIVES WINES, LED BY THEIR OWN WINEMAKERS, MARKED THE BEGINNING OF SEVERAL DAYS OF WORK AND ENTERTAINMENT, IN A CONVENTION WHERE GUESTS EXPERIENCED THE EMOTION OF A PREMIER LEAGUE MATCH.



Official photo of North Zone Summit in the middle of Old Trafford Stadium.

The Concha y Toro North Zone Convention, which took place on May 19-22 in Manchester, England, gathered 60 clients representing Company distributors in 36 countries and around 20 winery executives. Work sessions focused on strategies and principal objectives for the Company's brands to strengthen their positioning in Europe, the Middle East and Canada.

The first day, at the Hilton Hotel, there were three exclusive Origin Wine tastings. The initial tasting was led personally by prestigious winemaker Enrique Tirado, who presented the winery's icon wines: a vertical tasting of Don Melchor (1993, 2001, 2005 and 2008 vintages) and the 2008 vintages of Gravas del Maipo and Carmín de Peumo. The second tasting focused on ultra premium wines Amelia and Terrunyo, and was guided by a video prepared by winemaker Ignacio Recabarren and by Isabel Guilisasti, Marketing Director Origin Wines.

Next came the turn of winemaker Marcelo Papa, who presented the super premium wines Serie Riberas and Marques de Casa Concha. In

addition, "Best Practices" conferences were given by certain distributors with an exceptional performance in their markets and who presented the Company's situation in each of their countries.

On Saturday the day began with a visit to Old Trafford. Following a tour of the stadium were presentations on the objectives for Casillero del Diablo in the North Zone markets for 2011-2013.

Guests also visited the golf course at the elegant Mere Golf Resort & Spa, where British football legend Sir Bobby Charlton was waiting for them to enjoy cocktails and practice a few golf shots. Later, guests tried their luck at "Cloud 23", the hotel's exclusive bar with a Casino set up especially for them.

To close the meeting, the winery's clients watched the last Premier League match in which Manchester United won against Blackpool, winning its 19th title and becoming the team with a record number of triumphs in this championship.



Sir Bobby Charlton, Manchester United legend and Alfonso Larraín, President of Concha y Toro.



Francisco Reutter, Assistant Manager North Zone Exports, Owen Aisien, representing Josien (Nigeria), Diego Baeza, North Zone Export Manager and Joe Aisien, Josien (Nigeria) in Manchester United's stadium.



Daiva Maliskiene, Zydrunas Krapukaitis and Tadas Abisala, representatives of SPI (Lithuania) with Artur Ghazaryan, Marcom (Ucrania) the day of the last Premier League match.



Janine Wilhelm, Mack & Schühle (Germany), and Zorick Umansky, Marcom (Ukraine) at the Fine Origin Wines Tasting.



Sameer Sheikh, Viva Productline (Kenya) during his Casillero del Diablo presentation in Old Trafford Stadium.



Felipe Neira, Jaakko Siimeslahti, Daniel Berström and Anne Eliasson, representing Concha y Toro Nordics, Finland, Sweden and Norway respectively.



Distributors missing their shots in the Mere lake, near Manchester.



Denis Kirstein (Germany) and Gonzalo Faria, representatives of Intramuros (Angola).



Maurício Ortuondo, Origin Wines Brand Manager, Alexander Lochman, Bacchus Vins & Champagnes (Czech Republic), Sławomir Kojło, PWW (Poland), Evgeny Polischuk and Anna Dovgaleva, Whitehall (Russia), Thomas Domeyko, North Zone Corporate Export Director and Evangelos Evangelou, CEDC Group.



Top, left to right: Manny de Atougua, Liquor City (South Africa) and Dan Muntean (Romania). Bottom, left to right: Andrew Barrett, Nixan Wines (South Africa), Owen Aisien and Joe Aisien, Josien (Nigeria).

Concha y Toro offers Icon Wines Master Tasting in Vinexpo 2011

THE WINERY HELD AN UNPRECEDENTED TASTING IN THE WORLD'S MOST IMPORTANT INTERNATIONAL WINE SHOW, WHERE ITS ENTIRE RANGE OF ICON WINES WERE PRESENTED BY THEIR RESPECTIVE WINEMAKERS. THE WINERY PRESENTED ITS ICON BRANDS FROM CHILE, ARGENTINA AND THE UNITED STATES.

Concha y Toro participated in Vinexpo 2011, the most important wine trade fair which took place last June in Bordeaux, France. In privileged a location in the Club de Lac, the winery organized 14 exclusive tastings of its icon wines for the international specialized press, major clients, distributors and sommeliers from around the world.

Protagonists of these tastings were icon wines Quebrada Seca 2009, Viña Maycas del Limarí, The McNab 2009, Bonterra (California winery added to the Company's brand portfolio through the acquisition of Fetzer Vineyards), Eolo 2008 (Argentinian subsidiary Trivento), Carmín de Peumo 2008, Gravas del Maipo 2008 and Don Melchor 2008, presented by the winemakers in charge (Enrique Tirado, Marcelo Papa and Bob Blue).

Concha y Toro icon wines have class, character and a complexity that conveys their unique origin. Year after year these wines have been awarded the highest distinctions and reviews by the international specialized press and have helped position the Company and Chile as a world-class wine producer.

At this event the Company for the first time included its icon wine The McNab, from Bonterra, an undisputed leading wine in the premium organic wines category. It was presented in Bordeaux by its winemaker Bob Blue.

Alfonso Larraín, President of Concha y Toro and Isabel Guilisasti, Concha y Toro Marketing Director Origin Wines, hosted the tastings.



Felipe Larraín, Almaviva General Manager and Isabel Guilisasti, Marketing Director Origin Wines.



Thomas Matthews, Wine Spectator Executive Editor (USA) and Paolo Basso, Best European Sommelier 2010 (Switzerland).



Concha y Toro stand's visitors.



Bob Blue, Bonterra winemaker (USA) presenting *The McNab*.



Marcelo Papa, Concha y Toro winemaker.



Alfonso Larrain, President of Concha y Toro.



Marcelo Papa, Concha y Toro winemaker; **Marta Kosková**, Sommelier and Brand Manager of Bacchus (Czech Republic); **Bob Blue**, Bonterra winemaker (USA) and **Enrique Tirado**, Concha y Toro winemaker.



Steven Spurrier, Consultant Editor Decanter (UK); **Bob Blue**, Bonterra winemaker (USA); **Dana Nigro**, Senior Editor Wine Spectator (USA); **Enrique Tirado**, Concha y Toro winemaker; **Annemarie Foild**, President of Austrian Association of Sommeliers and **Héctor Vergara**, Master Sommelier (Chile).



Jorge Miranda, Vice President Compagnie Antillaise de Distribution (Antilles) and **Omar van der Dijs**, President of Licores Maduro (Curaçao).



Robert Symonette, Sommelier The Bristol Group of Companies (Bahamas).

More outstanding scores

Since its beginnings in 1976 the quality of Marques de Casa Concha has been distinguished by most diverse international specialized media. This wine's 1999 vintage marked a milestone, as from that year onwards and for all subsequent vintages Marques de Casa Concha has been acclaimed for its consistency and awarded excellent scores, all above 90 points, for all its varieties.

MARQUES
de
CASA CONCHA

— TIMELESS HERITAGE —



CARMENERE 2009
91 pts
Wine & Spirits
June, 2011

CABERNET SAUVIGNON 2008
93 pts
Wine & Spirits
February, 2011

MERLOT 2009
90 pts
Wine & Spirits
June, 2011

90 pts
Wine Enthusiast
February, 2011

CHARDONNAY 2009
90 pts, Smart Buy, Wine of the Week, 13 Enticing Whites from Chile
Wine Spectator
May, 2011

SYRAH 2008
92 pts
Wine & Spirits
February, 2011

Marques de Casa Concha 2011 campaign

SHAPING THE CHARACTER, NOBILITY AND ELEGANCE OF A CONTEMPORARY CLASSIC.

Well-dressed men gathered in a classic lounge, or sitting at table with attractive, intellectual women are images belonging to the new Marques de Casa Concha publicity campaign, launched earlier this year and currently printed and online worldwide.

"This campaign seeks to express the essence of Marques de Casa Concha – the brand's character, nobility and elegance. We have named it a 'modern classic', as it lives up to its tradition and past but at the same time remains fully alive today", says Francisca Sole, Origin Wines Marketing Communications assistant manager. The story is based on capturing the image of the entrepreneur's world which has endured through the years and across different cultures, and remains current to this day ('Timeless Heritage').

The chosen location Santiago's Club de la Union, meeting-place for the country's foremost businessmen. The club was founded in 1865 and the aim was to reflect its elegance, architectural style and interior decoration. "The story recounts a meeting of these characters in this place, and its seductive atmosphere is enhanced by wine", said Francisca Sole.



CONCHA Y TORO

DESDE 1883

MARQUES
CASA CONCHA

— TIMELESS HERITAGE —



London International Wine Fair 2011



Concha y Toro had a prominent participation in the 31st edition of the London International Wine Fair (LIWF), held in mid-May in the UK. The Company participated with the full range of each one of its brands.

During the wine show, specialized magazine Decanter presented its "World Wine Awards" – and Casillero del Diablo was distinguished with Gold and Silver Medals. The International Wine Challenge results were also presented and TRIO and Casillero del Diablo won Silver Medals.

Over 14,000 people visited the fair with its more than 1,000 exhibitors including the world's most prestigious and important wineries.

ProWein 2011



Many meetings with important clients from Western and Eastern Europe marked the participation of Concha y Toro in ProWein 2011. The wine show, which took place on March 27-29 in Dusseldorf, Germany, is among the most important wine industry trade events and this year there were over 3,600 exhibitors from all over the world.

At the encounter Company executives, participating in the stands of two German clients, Mack & Schühle and Bernard-Massard, held very productive meetings with distributors from continental Europe. During the meetings, sales plans for markets such as Germany, Russia, Poland, Ukraine, Turkey and Estonia, among others, were revised and several agreements and negotiations were fine-tuned.

Outstanding reviews for Terrunyo 2007

The Terrunyo wine range featured excellent reviews for its Carmenere, Cabernet Sauvignon and Syrah varieties in the February 2011 editions of American magazines Wine Spectator, Wine Enthusiast and Wine & Spirits.

Terrunyo – headed by winemaker Ignacio Recabarren – is one of Concha y Toro's ultra premium wine lines whose underlying philosophy is the search for maximum expression from a specific lot within a vineyard.

CARMENERE 2007

95 pts
Wine & Spirits

92 pts
Wine Enthusiast

91 pts
Wine Spectator

CABERNET SAUVIGNON 2007

92 pts
Wine & Spirits

91 pts
Wine Enthusiast

91 pts
Wine Spectator

SYRAH 2007

92 pts / Editor's
Choice
Wine Enthusiast

91 pts
Wine Spectator



* All scores for February 2011.

Casillero del Diablo and Manchester United media campaign is launched globally

SINCE LAST APRIL THE PUBLICITY AD FEATURING MEDIEVAL KNIGHTS CAN BE SEEN ON TELEVISION IN EUROPE AND LATIN AMERICA. THE CAMPAIGN ALSO INCLUDES ADVERTISEMENTS IN AIRLINES THROUGHOUT THE WORLD.



The now famous publicity spot Casillero del Diablo used to communicate its strategic Alliance with Manchester United has a achieved global presence.

The publicity, with a script linking medieval knights and football, was launched from April onwards in Latin America on TNT, CNN, Sony, Fox, Warner and Discovery Channel, among others with great success. In Europe the advertisement was aired in early May on National Geographic, AXN, FoxLife, ESPN, EuroSports and many other television channels.

The ad was developed using the Motion Capture technology, which stores human actors' movements and later uses them for digital animation of 3D figures.

The publicity campaign in magazines of prestigious global airlines such as British Airways, KLM, United Airlines, LAN and South African Airways among others, has already begun. It is expected to reach about 90 million passengers during the year.

In Sao Paulo's Morumbí Stadium Elías Figueroa present at Casillero del Diablo and Manchester United campaign launching in Brazil

THE BRAND'S NEW CAMPAIGN WITH FAMOUS BRITISH FOOTBALL CLUB, MANCHESTER UNITED, WAS LAUNCHED LAST MAY.

More than 200 guests, including the most important sports, business and food & wine journalists and major VCT (Concha y Toro winery) clients in Brazil, were at Morumbí Stadium, Sao Paulo for the official launching of the new Casillero del Diablo and Manchester United campaign.

The event took place in the stadium's Unyco Bar and special guest was former Chilean football player, Elias Figueroa, who is considered one of the best central defense players of all time and elected three



times the best football player in America. "For Concha y Toro it is honor to have Elias Figueroa with us, as he is the foremost exponent in the history of Chilean football and his career in Brazil crowned him as an idol", said Francisco Torres, VCT Brazil General Manager.

With Figueroa and other well-known Brazilian football players the details of the campaign were revealed, including an online promotional contest and a whole battery of sales point merchandising.

Casillero del Diablo strengthens presence in China

CASILLERO DEL DIABLO ARRIVED AT THE GREAT WALL AS PART OF A SIX-DAY TOUR CARRIED OUT BY MARCELO PAPA IN VARIOUS CITIES IN CHINA. THE GOAL OF THIS VISIT WAS TO STRENGTHEN THE BRAND'S PRESENCE IN THAT COUNTRY.



Last May 23-29 the renowned winemaker of Casillero del Diablo and Marques de Casa Concha, Marcelo Papa, visited Shanghai, Hangzhou, Shenzhen, Guangzhou and Beijing with the aim of increasing knowledge of these wine lines in the Chinese market and also to launch the new Casillero del Diablo website (www.casilleroeldiablo.com.cn) which now offers all its products in Chinese.

Tastings, presentations for specialized press, bottle signing and galas were just some of the activities Marcelo Papa led in each of these cities, with the help of Summergate, the Company's principal distributor in China. The tour helped communicate the global reach of Casillero del Diablo brand and the popularity of Chilean wine in the region.

The winemaker also launched the two varieties of Casillero del Diablo Private Reserve, Cabernet Sauvignon / Syrah and Sauvignon Blanc and presented the entire range of Marques de Casa Concha wines in exclusive tastings.

New Casillero del Diablo Late Harvest



CASILLERO DEL DIABLO LAUNCHES ITS NEW LATE HARVEST WINE, ALREADY ON SALE WORLDWIDE.

Concha y Toro's most traditional wine range presents its new Late Harvest 2008, the new late harvest wine in the Casillero del Diablo line and which is now available in markets globally.

Originating in the Maule Valley, this wine is mostly Sauvignon Blanc. A thirty-month aging period in stainless steel tanks has produced a beautiful, vibrant yellow wine with golden hints, tropical aromas with strong papaya, peach and touches of honey. The wine has a sweet and pleasant fruity flavor with good acidity, very agreeable in mouth and a long finish.

Excellent awards for Casillero del Diablo



RESERVA PRIVADA CABERNET SAUVIGNON / SYRAH 2009
90 pts / "Best Buy"
Wine Enthusiast
June, 2011

Gold Medal
Concours Mondial
Bruxelles 2011
May, 2011

RESERVA MERLOT 2010
Silver Medal
Concours Mondial
Bruxelles 2011
May, 2011

RESERVA CHARDONNAY 2009
Gold Medal
Decanter World Wine
Awards
May, 2011

RESERVA PRIVADA SAUVIGNON BLANC 2010
Silver Medal
Decanter World Wine
Awards
May, 2011

RESERVA CABERNET SAUVIGNON 2010
Silver Medal
International Wine
Challenge
May, 2011

RESERVA CARMENERE 2010
Silver Medal
International Wine
Challenge
May, 2011

Fashion and Technology: The latest TRIO campaign

TRIO IS PRESENTING A RENOVATED IMAGE IN ITS NEWEST CAMPAIGN. USING THE FASHION WORLD AND DIGITAL COMMUNICATION, THE CAMPAIGN BECKONS CONSUMERS TO EXPERIENCE THE SENSATIONS EVOKED BY THIS THREE-VARIETY BLEND.



Modern, avant-garde men and women are this campaign's target group. "The aim of these advertisements is to speak from the consumer's point of view, using their codes and inviting them to experiment with TRIO blends", says Andrea García, TRIO Senior Brand Manager.

The campaign is already appearing in magazines and online publications globally. "We want consumers to know about this excellent quality wine available at an affordable price", says Andrea García.

Destacados Reconocimientos para TRIO

**MERLOT / CARMENERE /
CABERNET SAUVIGNON 2010**

Silver Medal

Korea Wine Challenge 2011
June, 2011

**CHARDONNAY / PINOT
GRIGIO / PINOT BLANC 2009**

Prestige Trophy

Citadelles du Vin
June, 2011

Excellence Trophy

Citadelles du Vin
June, 2011

**MERLOT / SHIRAZ /
CABERNET SAUVIGNON 2009**

Silver Medal

International Wine Challenge
May, 2011

Best White Wine

"Other Varieties", in
Descorchados 2011 (Best
Wines under Ch\$5.000),
July, 2011

**IN ITS FOUR VARIETIES
2009 / 2010**

Silver Medal

Concours Mondial
Bruxelles 2011, May, 2011



The new TRIO website

www.trioconchaytoro.com offers greater interaction with users allowing them to post comments. It also incorporates articles by wine experts and a complete food & wine pairing guide. The site can be accessed from iPhone, Blackberry or any other smartphone.



Your next big choice



Trio_wine

As from August 2011 New Frontera campaign



Frontera is officially launching its new campaign, inviting the spectator to discover new horizons, in the more than 120 countries it is today present.

To the slogan "Chile in a glass", which reflects the brand's spirit –to be a representative of the country across the world– the campaign incorporated a more emotional element, by inviting the viewer to explore new frontiers through different means of travel: a plane, a train, a boat.

"This new campaign gives an adventurous feel to the brand. The focus is to invite the consumer to participate in the experience of traveling across Chile, to see for himself the country's deserts, mountains, sea and southern glaciers", said Ignacio Donoso, Frontera Senior Brand Manager.

These new images will be exhibited worldwide both in sales points and media such as television, magazines and others.

Concha y Toro in the world



Casillero del Diablo sponsors international golf championships

Casillero del Diablo was the official wine of major golf tournaments organized by HSBC globally. The first to have Casillero del Diablo as sponsor was the HSBC Women's Golf Championship held in April in Singapore. The tournament brought together players such as Yani Tseng of Taiwan and Jiyai Shin of South Korea. In October this year it will be the turn of the men's championship, which will have this wine brand as sponsor for the fourth consecutive year.

Casillero del Diablo was also the official wine of the LPGA HSBC Brazil Cup 2011, held in Rio de Janeiro on May 26-29 at the Itanhangá Golf Club. The brand's wines were present at lunch and dinner during the event.



Casillero del Diablo in Hungary, Czech Republic and Poland

As part of the strategic alliance between Concha y Toro and Manchester United, in early June Casillero del Diablo hosted tastings in Hungary, Czech Republic and Poland, accompanied by AON, another sponsor of the British football team.

The tastings were held in football schools in these three East European countries. AON invited its major clients and their children to play football with Manchester United coaches. While the children enjoyed the sport, these important executives enjoyed the Reserve wines of this classic Concha y Toro wine.



Concha y Toro present at Latin American Art Fair in London

With tastings of premium wines our Company was present at Pinta 2011, the second Latin American Art Fair which took place last June 6-9 at Earls Court Exhibition Center in London. More than fifty Latin American and European galleries and projects participated in the fair, while Concha y Toro held tastings for visitors with its premium blend, TRIO, in the Branding Latinoamerica stand as well as at the VIP opening dinner. Pinta has become one of the most important international scenes for Latin American art, showcasing a wide range of works and prominent artists.



Marques de Casa Concha in South Africa

On May 30, in Pretoria, a Marques de Casa Concha dinner was hosted in the residence of the Ambassador of Chile in South Africa, Francisco Marambio. Guests at the dinner were Concha y Toro's key clients in the country and ambassadors from other countries, including Peru, Uruguay, Ecuador, Dominican Republic, Mexico, Spain, New Zealand, Singapore and Cuba.

Premium Chilean wines were presented to the Ambassador's friends and colleagues, who were very interested in promoting Chilean products in this market. In turn, Marques de Casa Concha was presented to the Company's major clients in this country, such as Makro, Pick'n Pay supermarkets and some hotels. The varieties tasted were Chardonnay, Merlot, Cabernet Sauvignon and Carmenere.



Concha y Toro and Cisco

A tasting of our super premium wines was the activity chosen by Cisco Systems to present a new technology. Cisco is an American company dedicated principally to the production and sale of telecommunications systems. The tasting, held on March 29, 2011 and led by renowned Spanish sommelier Pascual Ibáñez, was used to launch 'TelePresence' technology worldwide. The Marques de Casa Concha and Terrunyo tastings were held in Santiago, in seven American and two Canadian cities at the same time. Those present at the tastings were able to share their opinions simultaneously and in real time.



Marques de Casa Concha in Harvard

Our Company's consistent performance over time led to an invitation by prestigious American institutions to explain how Concha y Toro has become one of the most important wineries worldwide.

The presentations took place at Harvard University, Boston and at the University of Chicago on April 18 and 19, respectively. Attendees were Business School students and members of each university's Wine Club, who had the possibility of tasting the entire range of Marques de Casa Concha wines.



Food & Wine tour in Belgium

Renowned Chef Ruth Van Waerebeek and the winery's Sommelier Gabriel Salas joined Belgocatering, the leading catering firm in Belgium, to create special menus that spoke of Chile and Concha y Toro wines.

Antwerp, Ghent and Brussels where the cities where, between March 25 and April 8, Belgocatering visited its client companies to offer a gourmet lunch for executives accompanied by Concha y Toro wines Marques de Casa Concha, Amelia, Don Melchor and Late Harvest. Some of the companies visited were Ernst & Young, Mercedes-Benz, Siemens and Price Waterhouse.

Summergate visits the winery in Chile

Seven regional managers of Summergate, an important Company distributor in China, visited the winery's many facilities in Chile and Argentina last June 6-9. The goal of the visit was to offer a training course on the situation of Origin Wines and Casillero del Diablo in the Chinese market with several marketing presentations and tastings.

The visit included Ian Ford, Managing Partner of the Chinese company and Andrés Ballesteros, General Director of VCT Asia, who were hosted by Cristián Lopez, Asia Zone Corporate Export Director and other Concha y Toro executives who accompanied guests to the Puente Alto and Pirque estates. They also visited Finca Los Vientos in Mendoza, and had the opportunity of tasting the most exclusive wines of our subsidiary winery in Argentina, Trivento.

