

PASSAGE TO

CALITERRA

Savor the
Adventure



[Leave your map behind]

BY THE FAMILIES OF
ROBERT MONDAVI & EDUARDO CHADWICK

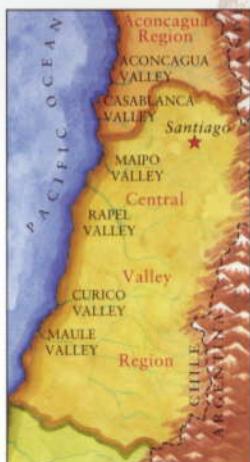
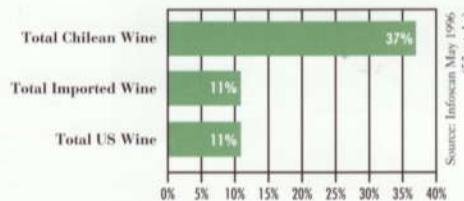
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Your Customer: The Journey Begins

More informed and adventurous than ever, today's wine consumer is heading south-of-the-equator seeking new flavors and tasty new wine experiences from South America.

As a result:

- Chilean wines have received enormous attention and widespread acceptance from American wine buyers.
- Chilean wines are receiving top press in both wine and non-wine newspapers and periodicals.
- High quality Chilean wines have taken the world by storm—consumers regard Chile as the next great wine-growing country.



Head South to Chile

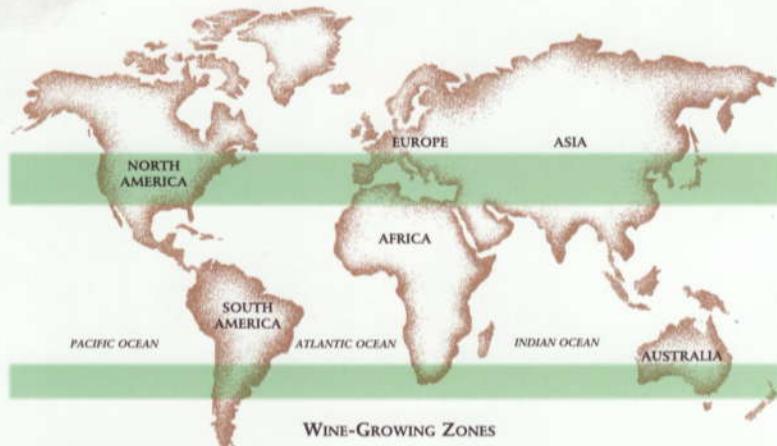
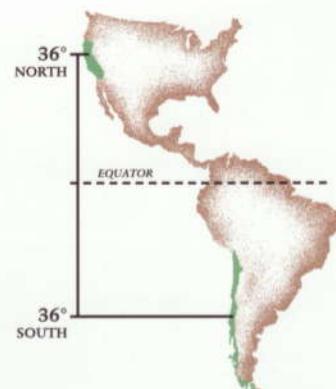
The wines of Chile are on fire, now the *number three import* in the United States behind Italy and France! In addition, Chilean wines are the *fastest growing import* in the United States.

- Growing three times as fast as the total imported wine category
- Growing over 34% last year (the wine industry averaged 9%)
- Growing over 37% year to date in 1996

Parallel Lines, Parallel Wines—

When it comes to wine, Chile and California have a lot in common.

- Both wine regions are located approximately 36 degrees from the equator.
- Both enjoy hot, dry summers and cool, moist winters – optimum viticultural conditions for producing world class wines.
- Both have a wine-growing heritage that dates back to the mid 1800's, when their lush valleys were planted with the finest quality grapes from France.



Passage to Caliterra

Viña Caliterra wines demonstrate the unparalleled quality (*calidad*) from the finest land (*tierra*) that is uniquely Chilean in style. This dedication to the soil is consistent with the natural wine-growing philosophy of Robert Mondavi. The result is Caliterra – delicious wines that express the highest quality of wines from Chile.

"If Chile had 100 Caliterra type wineries, its wines could conquer the planet."

Daily Telegraph, United Kingdom

"Caliterra Cabernet Sauvignon and Chardonnay are two of the world's greatest wine values."

Robert Parker
The Wine Advocate, USA



Chardonnay "Reserva", Cabernet Sauvignon "Reserva", Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc