

SANTA CAROLINA IN THE **Top 100 Best Buys** to WINEENTHUSIAST®

Once again, the prestigious magazine Wine Enthusiast praises Santa Carolina, this time by choosing **CAROLINA Reserva Sauvignon Blanc 2018** as one of the **Top 100 Best Buys of 2019**.

According to Wine Enthusiast, "the Top 100 Best Buys list is a ranking of the most attainable, buzzworthy, well-priced and simply delicious pours available," selected from over a thousand bottles from all over the world.

The grapes for **CAROLINA Reserva Sauvignon Blanc 2018** are sourced from the Leyda valley, where they receive the influence of the Pacific Ocean in the form of morning fogs and cool breezes. This allows the grapes—particularly the white varieties—to develop slowly and undergo a slow ripening process, delivering expressive and balanced wines.

This pale yellow Sauvignon Blanc is expressive in the nose, with notes of pink grapefruit and subtle undertones of herbs and stones. The palate is juicy and fresh and exhibits nice balance between citrus fruit, peach, and passion fruit, as well as an intense mineral character. Its texture offers a pleasant creaminess, making it an excellent pairing wine.

The 2019 ranking will be officially disclosed in the November issue of Wine Enthusiast. **You may communicate the good news to your customers beginning on October 1st.**



Richard Scelfo

CWB USA MANAGING PARTNER



Hi Everyone,

We have just completed a very solid first half, with overall sales growing at 11% in a market that has basically become a share fight.

Our South American portfolio continues to grow despite some softening in that Category, with projected depletion showing solid growth in Santa Carolina Reserva and Reserva de Familia, and Viña Casablanca categories. The Santa Carolina growth was bolstered by Costco in the Mid-West, BJ'S in the Southeast and Hannafords in New England, all adding new placements. Again our winemakers have helped make our job easier by providing great wines that are receiving top scores highlighted by 95 points from Decanter on Nimbus Sauvignon Blanc 2018 and I have to mention the great achievement of our Santa Carolina Reserva de Familia Cabernet Sauvignon 2015, being named #3 of the "The Enthusiast 100" ranking of 2018 by Wine Enthusiast!

Pasqua Winery also had success stories in the first half of 2019, with the 11 Minutes Rose continuing to grow at +30% in the first half. This item, with unique packaging and great quality, has a bright future ahead. Also, we have had continued growth in the Amarone and Passimeto categories. In addition, we have added new distribution in many key chains including Meijers, HEB, Giant Eagle and Bevmo to name a few. We are also launching an exciting project in Hey French, which you can read about in this newsletter. Alessandro Pasqua, along with his team of Lara Roush-Hernandez, Dave Nowak and newly appointed, Tiffany Werne, have been invaluable in their help growing the portfolio. We look forward to a solid second half for the Pasqua portfolio with a number of key chains awaiting approvals.

Our Baron de Ley and Museum portfolio was highlighted by Tempranillo growing at a +43% rate, with our new Faux Wood 6 pack shipping second half, that growth should continue on its upward path. We have a solid plan for the second half on our priority Reserva category, with an exciting offer that due to state and distributor regulations had a delayed start, but we are loaded for the second half to exceed our expectations. Also, this just in Baron de Ley Rose 2018, has received 90 points in Wine Spectator. It's really super and we will be out in force sampling and selling this winner of an item. Our Museum business has been steady, the wine is made from old vine Tempranillo, and is a blockbuster. We would also like to welcome Sergio Soriano who is moving to Miami to help us continue the growth of Baron de Ley and Museum in the US.

And finally, I like to announce that effective January 1st, 2020, I will be taking a smaller role in continuing the growth of CWB USA, and Mark Raymond will be appointed VP- National Sales Manager. I will continue to have an ownership position and be part of the Board of Directors. Also, I will be involved in the strategic planning of the company. I'm confident Mark will take us to new levels and will be a breath of fresh air, with new ideas to maximize our great portfolio. I would like to thank our sales team, brokers and distributors for helping us grow the past 12 years into successful organization, and the best is yet to come!

New additions to the team



Carolina Wine Brands USA

STEPHANIE ARNOLD -VP of National Chain Sales. Her responsibilities are call on chain buyers across the US to sell in items and programing and organize tastings, marketing and advertising for the chains that have supported our brands.

CARLOS AVILA -Southeast Regional Manager . In this new position, he assists in implementing various regional and national programs both on and off premise and help in other markets as needed by Regional Manager for blitzes, distributor sales meetings, high profile tastings and dinners, strategic supplier interaction and performance within the Region. Responsibility includes a large focus on broadening distribution, through development of a broader account base or increasing sales with distributor



BARON DE LEY

SERGIO SORIANO -Export Director for the Americas. At Baron de Ley he has been responsible for the business of the group in the UK, Sweden, Finland, Russia, Ireland, Canada and Mexico. In March 2019 he was appointed as Export Director for the Americas and moved to the US, a key market and a priority for the company.



PASQUA

LARA ROUSH-HERNANDEZ -Western U.S. Sales. She recently re-joined the CWB USA team, this time working directly for the Pasqua family. Since 2005, Lara has worked in various areas of the wine industry. Her experience includes Pasqua premium wine sales and distribution, winery operations, grower relations and farm labor management.

TIFFANY WERNE -Southeast Regional Manager. With an extense knowledge of the Wine & Spirits Industry, she has the Certified Specialist of Wine (CSW) from Society of Wine Educators and an International Sommelier Guild Certification. She in charge of developing the business of Pasqua in the US, conduct sales plans and marketing activities in partnership with distributors.



PASQUA

Hey French: You Could Have Made This But You Didn't

Deeply rooted in the territory, strongly projected into the future: it just takes a few words to describe what has been achieved by the innovative and ambitious oenological project that Pasqua Vigneti e Cantine presents and intends to revolutionize the market of still white wines.

A wine whose name reveals the path of experimentation by the winery and that is also a declaration of intent towards the top names of the international winemaking tradition.

Hey French: You Could Have Made This But You Didn't.

The challenge of Pasqua Vigneti e Cantine, always devoted to the appreciation of the terroir and predominant use of native varieties, was to create more than a white wine, a superbianco. The result is a multi-Vintage blend of Garganega, Pinot Bianco and Sauvignon (with grapes harvested, fermented and jealously preserved from the 4 best vintages of the decade: 2013, 2015, 2016 and 2017), expression and synthesis of the unique characteristics of the vineyards of origin of the grapes, located in several different tracts on the side of Mount Calvarina, in the easternmost part of the Soave area.

Hey French: You Could Have Made This But You Didn't is an elegant and structured wine that is prevalently Garganega, giving strong acidity and promising potential longevity, as well as structure and freshness on the palate. A taste of this wine reveals how the different vintages assembled express a succession of floral suggestions and notes along with hints of chamomile, hazelnut, citrus and tropical fruit.



BARÓN DE LEY

A Pioneering Winery inside an ancient Monastery

Barón de Ley's latest expansion includes a new space with room for 30,000 casks, ensuring the winery will have room to grow while still maintaining the quality and consistency of the wines. Whites and rosés are becoming increasingly important at Barón de Ley. A new facility has been custom built to make these wines the traditional way, using small batches in 9,000-litre cement tanks.

As for the reds, Barón de Ley has returned to the use of cement tanks for ageing the wines. This practice promotes slower evolution of the wine, which in turn fosters fresh and fruity flavors. In addition, the oenological team completed an R&D project to identify indigenous yeasts and installed the technology necessary to produce them in the winery. These changes are aimed at producing wines with even more personality and individuality.

Barón de Ley's winery has already been expanded twice and its continual growth is driven by two main factors. Firstly, the expansion is a testament to the worldwide success and popularity of its wines, which are sold in over 50 countries. Secondly, a winery specializing in Reserva and Gran Reserva wines requires ample space to age its wines – both in barrel and bottle.

But Barón de Ley's greatest changes are yet to come. Over the past two years, the team have pushed hard to maintain business as usual while major construction work has been underway. But for the winemakers, the latest project has been a great opportunity as well as a great challenge, as they were able to shape design of the new winery as it was built.

In 2019 Barón de Ley will be at the forefront of winery technology in Rioja, giving the winemakers new tools to express their creativity and explore their curiosity.



Catch up on the latest of Santa Carolina

We are proud to present the new addition to Santa Carolina: **Carolina Special Edition**.

Carolina Special Edition is a red blend, easy-to-drink wine with a light structure and medium body, which makes it the perfect choice for an everyday wine. The label design follows Carolina Reserva's art but features a more premium look in black and gold.

With an intense purple color with ruby red sparks, this wine delivers aromas of juicy red fruit, vanilla, nutmeg, smoke and tobacco leaves. It has engaging tannins, notes of fresh red fruit, a floral undertone of violets, dark chocolate, and a finish of dry herbs that lingers pleasantly on the palate.



**GREAT
WINES OF
THE ANDES
USA • 2019**

- ◆ **SAN FRANCISCO**
September 29 - Golden Gate Club
- ◆ **CHICAGO**
October 1 - City Winery Chicago
- ◆ **NEW YORK CITY**
October 3 - IAC Manhattan
- ◆ **MIAMI**
October 4 - The Moore Building



Santa Carolina, Viña Casablanca and Finca El Origen Will Participate at Great Wines of The Andes USA

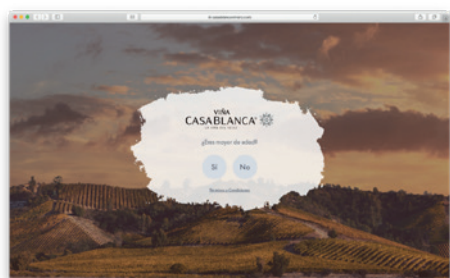
The three main wineries of Carolina Wine Brands Chile will take part once more in the event organized by renowned wine critic, James Suckling. This year they will be participating in two cities: **San Francisco on September 29** and **New York on October 3**.

Chief winemakers Andrés Caballero (Viña Santa Carolina) and Gonzalo Bertelsen (Viña Casablanca and Finca El Origen) will attend the event.

Viña Santa Carolina will present two of its best Cabernet Sauvignon: **Luis Pereira** and **Reserva de Familia**. Viña Casablanca will have two iconic varieties of the Casablanca valley: **Céfiro Pinot Noir** and **Nimbus Sauvignon Blanc**. And directly from Argentina, Finca el Origen will present two **Malbec: Reserva and Gran Reserva**.

Viña Casablanca has a new website

VIÑA CASABLANCA, The Winery of the Valley, is launching its new website. Just as we refurbished the image of our Nimbus "Single Vineyard" and Cool Reserve - Céfiro wines, the style of our new online platform zeroes in on closer communication and relationship with the consumer, that clearly represent the message we seek to convey as a winery.



CWB USA National Accounts Conference

The Key Account Managers conference from our Top Distributors in the USA was held in late March this year to develop our Chain Store Plans moving forward. Attended by 20 participants, the seminar took place in Seabrook Island and it was moderated by Steve Raye from Bevology.



Barón de Ley Tempranillo has new shippers

Replying the success we had with the wooden cases, Baron de Ley has a new pack. This time is a new cardboard-wood display for 12 bottles, that will be available for all year long.

Accolades & Awards

SANTA CAROLINA

Herencia	96 pts. James Suckling / Carmenère 2012
VSC	93 pts. Wine Enthusiast / Assemblage 2015
Reserva de Familia	91 pts. Wine Spectator / Cabernet Sauvignon 2016 92 pts. James Suckling / Carmenère 2016 92 pts. Tim Atkin / Chardonnay 2017
Carolina Reserva	91 pts. James Suckling / Cabernet Sauvignon 2017 90 pts. Wine Spectator / Pinot Noir 2018 Best Buy Wine Enthusiast / Carmenère 2017 Best Buy Wine & Spirits / Sauvignon Blanc 2018

VIÑA CASABLANCA

Pinot del Cerro	94 pts. Tim Atkin / Pinot Noir 2015
Nimbus	95 pts. Decanter World Wine Awards / Sauvignon Blanc 2018 93 pts. James Suckling / Syrah 2017 93 pts. James Suckling / Pinot Noir 2017 93 pts. James Suckling / Chardonnay 2017 90 pts. Tim Atkin / Cabernet Sauvignon 2017 90 pts. Tim Atkin / Merlot 2016
Céfiro	91 pts. James Suckling / Pinot Noir 2018 91 pts. James Suckling / Cabernet Sauvignon 2018 90 pts. Decanter Asia Wine Awards / Sauvignon Blanc 2018

FINCA EL ORIGEN

Phi	93 pts. Wine Enthusiast / Blend 2012
Gran Reserva	92 pts. Wine & Spirits / Malbec 2017 91 pts. James Suckling / Cabernet Sauvignon 2017
Estate Blend	90 pts. James Suckling / Blend 2018
Reserva Estate	93 pts. James Suckling / Cabernet Sauvignon 2018 91 pts. James Suckling / Malbec 2018
Estate	90 pts. Tim Atkin / Rose 2018

BARÓN DE LEY

3 Viñas Reserva	95 pts. Gold International Wine Challenge / 2014 93 pts. Guía Peñin / 2013
7 Viñas Reserva	90 pts. Wine Spectator / 2012
Baron de Ley Gran Reserva	93 pts. James Suckling / 2012 91 pts. Wine Enthusiast / 2012
Baron de Ley Reserva	91 pts. James Suckling / 2014 90 pts. Guía Peñin / 2014
BDL Rosado	90 pts. Best Buy Wine Spectator / 2018
Finca Monasterio	92 pts. Guía Peñin / 2014 90 pts. Silver International Wine Challenge / 2015

PASQUA

Famiglia Pasqua	91 pts. Robert Parker / Amarone della Valpolicella 2013 91 pts. James Suckling / Amarone della Valpolicella 2013
11 Minutes	Gold Medal Concours Mondial de Bruxelles / Rosé Trevenezie 2018 90 pts. Decanter / Rosé Trevenezie 2017 91 pts. James Suckling / Rosé Trevenezie 2017
Mai Dire Mai	92 pts. Wine Enthusiast / Amarone della Valpolicella 2011 93 pts. James Suckling / Amarone della Valpolicella 2011
Romeo & Juliet	90 pts. IWC / PassioneSentimento Veneto Bianco 2018 90 pts. Decanter World Wine Awards / PassioneSentimento Veneto Bianco 2017 91 pts. James Suckling / PassioneSentimento Veneto Rosso 2016