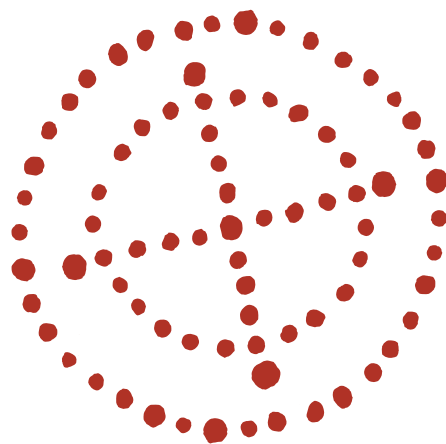


EPU

ELABORADO POR

Almaviva



Key Selling Points

1. Family owned: EPU is elaborated by Almaviva, a profound alliance between two historical wine families. (Baron Philippe de Rothschild, founded in 1853 and Concha y Toro, founded in 1883). More than 300 years of wine History. The special bond and profound commitment between the family owners has remained intact since 1997, when the partnership was sealed.

2. Exceptional encounter of two worlds, two cultures: Chile and France. Chile offers the force of nature, its soil, its climate, and its vineyards, while France contributes its winemaking *savoir-faire*, elegance and traditions.

3. The name and symbol: EPU, the name of Almaviva's second wine, means "two" in the language of the Mapuche, one of the main indigenous cultures of southern Chile. The symbol is a reference to the Tupu, an ornament which expresses fundamental aspects of the worldview of various ancient Andean civilisations.

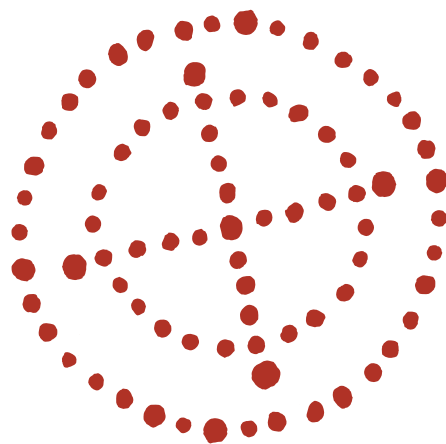
4. Chateau concept: Unique differentiation of Almaviva with the rest of Chilean and many wineries of the world. The grapes come from own vineyards, made in one single bodega, and have its own technical team, all three dedicated exclusively to the production of a *Grand Vin* and a *Second Vin*. Meticulous attention on details and absolute skills devoted to a single objective, excellence. EPU was first launched under very limited production volumes with vintages 2000 and 2001, mainly oriented to be sold at the winery's boutique. After these two vintages, it was decided to stop producing EPU to fully focus on the development of our *Grand Vin* Almaviva. With the purchase of new lands on 35 has contiguous to the original property, this gave us the possibility to produce EPU again in 2006 in a continuous and sustainable way every year.

5. Terroir: EPU comes from the same exceptional vines and terroir of Almaviva, Puente Alto, one of the coolest areas of Chile's Maipo Valley that has been recognized for more than three decades offering perfect conditions for growing Cabernet Sauvignon (heart of the blend). Thanks to its stony alluvial soils, moderate rains, proximity to the Andes Mountains and hot days and cool nights, Puente Alto is considered one of the best locations for growing Cabernet Sauvignon in the world. This was the main reason why Baron Philippe de Rothschild and Concha y Toro decided to develop this project in this unique place from all possible locations around the world.

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6. Limited production: Modelled on the second wines of the most prestigious Bordeaux châteaux, and produced in very limited quantities, EPU shares many characteristics of Almaviva, nonetheless, expressed through its own personality.

7. Own Character: Since the beginning, EPU has always been the result of a strict and severe selection. EPU has forged its own personality along the years; the Cabernet Sauvignon is clearly predominant in EPU with more than 80% of the blend, while Almaviva will be closer to 65-70% (ranging from 64% to 72% these last ten years). This higher % of Cabernet Sauvignon confers to the wine a different identity, less “creamy” than Almaviva, with more verticality.

Carménère is the second most relevant grape, coming from Peumo vineyards. Depending on the characteristics of the year, we can also incorporate Cabernet Franc, Merlot and/or Petit Verdot, from the Puente Alto Vineyard, to the blend.

A full body wine, approachable, with a very nice balance between tension and ripeness, dominated by the cassis and blackberries, more fruit forward and not as complex compared to Almaviva due to coming from mainly second use French oak barrels (90% and a 10% of new French oak) and less time in oak (12-14 months), nonetheless, elegant and pleasant with polished round tannins. The predominant Cabernet Sauvignon reveals the pure expression of the Puente Alto terroir. A wine to be enjoyed today, or to be held for several years.

In Almaviva, the Carménère plays a smoothing role to rounder the angles and tannins of the Cabernet Sauvignon. In EPU, where the % of Carménère is lower and the % of Merlot is higher, both varieties play this smoothing and complementing role, which is particularly important in EPU, considering the grapes coming from younger Cabernet Sauvignon vines. These younger plots are generally harvested a bit earlier than the older vines used for Almaviva, to keep a higher level of fruit, freshness and tension.

8. The road to Almaviva: We understand EPU as a wine that will make you dream of enjoying a bottle of Almaviva. A perfect introduction to the exclusive world of Almaviva.