

ANAKENA TODAY

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Discover Chile
by its wines!

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VIÑA ANAKENA HAS BEEN ACKNOWLEDGED AND CERTIFIED AS A SUSTAINABLE WINERY

Santiago, December 13, 2011. In presence of the Minister of Environment, María Ignacia Benítez, the Sub-secretary of Agriculture, Álvaro Cruzat, and the president of Vinos de Chile, René Araneda, the first fourteen wineries received the recognition of Certified Sustainable Wine of Chile, the sole certification of this type in Chile.



Through the certification, which is part of the Código Nacional de Sustentabilidad (National Sustainability Code) of the wine industry, companies are able to prove their fulfillment of criteria such as transparency in the operations, adaptability to the environment, continuous improvement of the processes, care of the environment, operation in fields and vineyards and a high production standard in its wines. This, after having been subject of an intense evaluation.

The president of Vinos de Chile was satisfied with this step and declared that "to become the main producers of premium, sustainable and diverse wines of the New World, as is stated in our Strategic Plan 2020, we must generate innovation and encourage competitiveness. This certification brings us one step closer to achieving that objective".

The Sub-secretary of Agriculture highlighted the process led by the wine industry to promote practices that are friendly with the community and the environment. "Chile is today the fourth exporter in the world and this initiative gives the wine industry further tools to help set itself apart in the international market and position itself among increasingly demanding consumers."

The Minister of Environment recognized the wine sector's role as a model for other industries. She urged other wineries to join the process and to constitute a sustainable sector that will represent these values abroad.



The viña Anakena team Ricardo Letelier, Rubén Díaz, Erick Palma, with the minister of environment María Ignacia Benítez and the president of Vinos de Chile René Araneda.

Ricardo Letelier, General Manager of Viña Anakena, expressed his satisfaction with the Certification and stated: "This confirms and proves our tendency towards a processes of excellence, with respect of the environment and a strong commitment in our land and vineyards"

The key role played by the Agriculture team, led by Ruben Díaz, was crucial throughout the process.



WHAT DOES THIS CERTIFICATION MEAN TO VIÑA ANAKENA?

It means a turning point that marks the end of the establishing stage of the vineyards and the beginning of another stage that involves a high level of responsibility and commitment as a result of this certification.

With regards to the first stage, it is important to mention that implementation at the vineyards was already close to achieving this standard, thanks to the company's strong commitment to the environment.

Regarding the current stage, (post-certification) we are aware of our obligation to improve and contribute to this code through better practices that will enhance our commitment.

WHAT WERE THE DECISIVE FACTORS THAT LED TO VIÑA ANAKENA'S CERTIFICATION AS SUSTAINABLE?

The vision we have at Viña Anakena, of keeping our commitment to the environment as one of the main areas of focus and models to follow throughout our activities.

WHICH OF THE PRACTICES CURRENTLY BEING IMPLEMENTED IN THE FIELDS WOULD YOU IDENTIFY AS BEING SUSTAINABLE?

Plague control through natural enemies, which we have implemented for over 11 years with highly satisfying results. Also, the management of ground covers and biological corridors that increase biodiversity and allow for better erosion control. This last concept consist in leaving spaces with native flora and fauna, between the different blocks with vegetal corridors, using for example different species of flowers.

IS CHILE A VITICULTURAL PARADISE WITH PRIVILEGED WEATHER AND GEOGRAPHIC CONDITIONS?

Of course it is. Chile has the mighty Cordillera de los Andes to the east; a vast desert to the north, the imposing Pacific Ocean to the west and extreme climate conditions to the south. This provides us with important levels of protection and makes our winegrowing activity very natural, allowing for a sustainable management of the entire process.

This can be observed in our vineyards. In the Leyda Valley, for example, we have long biological corridors that contribute to the flora and fauna of our vineyards while preventing soil erosion.

In terms of climate, the valleys do not present any rainfall during the growing season, which allows for an almost exact control of irrigation. Also, the summer temperatures are positive for an optimum maturation of the grapes.

WHAT IS THE NEXT STAGE?

This is an ongoing process; everyday we work on achieving sustainability and excellence.



Anakena vineyard, Leyda valley

GOING THROUGH OUR COMMITMENT TO SUSTAINABILITY

VIÑA ANAKENA HAS IMPLEMENTED THE USE OF LIGHTWEIGHT BOTTLES IN THE VARIETAL RANGE

- 50 grs
per bottle

