

13. ANAKENA TODAY

May, 2013



ONA Special Reserve: You're in for a Surprise!

VIÑA ANAKENA'S FIRMLY ESTABLISHED ONA SPECIAL RESERVE RANGE NOT ONLY SPORTS NEW PACKAGING, BUT ALSO INCLUDES NEW WINES FOR 2013.

After working methodically for months analyzing studies from the US, Asia, and England, the winery's directors and executives along with the best design study in Chile, **Viña Anakena** presented its strong new portfolio in September 2012.

The objective is to offer the best wines in the right price segments of Alwa Limited Edition, ONA Special Reserve, TAMA Vineyard Selection, and ENCO Reserve. Each has been reinforced, and the wines are now available in the different markets. A strong portfolio of wines that we now proudly present to the world.

But we have more. We have also added new wines to the portfolio, and in 2013 we will launch the new ONA Special Reserve Carmenere, Chile's emblematic variety. The grapes come from our Las Cabras Vineyard in the Peumo sector of the Cachapoal Valley, which is recognized as the best place in Chile for growing high-quality Carmenere. We will also release our ONA Special Reserve Cabernet Sauvignon, from our vineyard in Alto Cachapoal, very close to the Andes Mountains, a sector well-known for producing Cabernets with ripe tannins and tremendous elegance.

THESE NEW MEMBERS OF THE ONA SPECIAL RESERVE FAMILY ARE A SUPERB ADDITION TO THE LINE, AS THEY REPRESENT TWO OF THE LEADING EXPORT VARIETIES THAT HAVE ESTABLISHED CHILE'S REPUTATION AS A VITICULTURAL PARADISE.

ONA Special Reserve Carmenere:

Tasting note: *"A deep, dark violet-red color, the nose offers ripe black fruit with subtle tones of chocolate, tobacco, and sweet spices. An expressive wine that evokes blackberries, white pepper, truffles, and sweet spices. The finish is long, velvety, and very elegant"*.

ONA Special Reserve Cabernet Sauvignon:

Tasting note: *"A bright ruby-red color, on the nose our ONA Special Reserve Cabernet Sauvignon is expressive, with standout fresh red fruit complemented nicely by dried fruit and nut notes and subtle sweet spices"*.



ONA BLENDS



OUR TWO ONA BLENDS HAVE EVOLVED, AND ARE INTENDED TO COMPLEMENT THE SPECIAL RESERVE SEGMENT WITH UNIQUE WINES THAT DELIVER GREAT ELEGANCE AND THE SINGULAR FRUIT EXPRESSION OF EACH VARIETY.

ONA Special Reserve Red Blend:

Tasting note: *"A beautiful deep violet color, this wine is a wonderful blend of Cabernet Sauvignon, Carmenere and Syrah. The nose offers notes of fresh plums and dark chocolate, well integrated with aromas of spices. On the palate, round tannins give way to a perfect finish thanks to the barrel aging. The ending is persistent and complex. Ideal served with meats of all kinds"*.

ONA Special Reserve White Blend:

Tasting note: *"This elegant and complex assemblage of Viognier, Riesling, and Chardonnay is an attractive pale yellow color. Its extraordinary aromatic intensity offers a combination of flowers and peaches from the Viognier, mineral notes of the Riesling, and the Chardonnay's tropical perfume, which together create a splendid harmony on the palate. A refreshing and balanced wine, with crisp acidity and a persistent finish. Ideal for serving with salads, shellfish, and risotto"*.



WHO WERE THE ONA?

The ONA were the first inhabitants of Tierra del Fuego and Chilean Patagonia. They remained isolated from the outside world for longer than any other indigenous group, keeping their spirit intact for centuries.

Viña Anakena's ONA Special Reserve line recovers the bold, brave spirit of those people, offering refined, elegant, and bold wines characteristic of their origin.

THE NEW LABELS STRUCTURE:

LABEL

BACK LABEL



New Viña Anakena logo

ANAKENA
CHILE

Sustainability Seal

History of Viña Anakena
Line Descriptor

Wine Descriptor

Pairing Suggestions

Distributor Information

Legal Information

QR Code

Sub-brand line
Quality Descriptor

ONA
RED BLEND
Special Reserve

Varieties
Appellation
and Vintage

CABERNET SAUVIGNON
CARMENERE
SYRAH
2010
VALLE DE CACHAPOAL

ANAKENA ONA RED BLEND Special Reserve

CABERNET SAUVIGNON 55% / CARMENERE 25% / SYRAH 20%

At Viña Anakena we believe in excellence and constantly seek ways to reach even higher points in wine-making. The combination of the characteristics of our own vineyards located in the first Chilean vineyard for experience and vision of our viticultural and ecological teams enables us to create elegant and well-balanced wines that truly reflect their origins.

The ONA culture were the first inhabitants of Tierra del Fuego in the Chilean Patagonia. They passed the influence of Western civilization longer than any other indigenous group in the world.

The ONA Special Reserve wine from Viña Anakena draws on that bold spirit and offers you the characteristics of their origin with elegance, finesse, and audacity.

The great Cabernet Sauvignon, Carmenera, and Syrah blend makes its first impression with a vibrant and delicate. The nose presents notes of fresh plum and dark chocolate that melt harmoniously and into wine. The palate offers well-rounded tannins, open to a superb, luscious that comes with all the soft and ends with a persistent and complex finish. Ideal with different types of meat.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOL BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

RED WINE / Product of Chile
D.O. CACHAPOAL VALLEY
Produced & Bottled
by A.T. Anakena S.A. Requínoa, Chile.

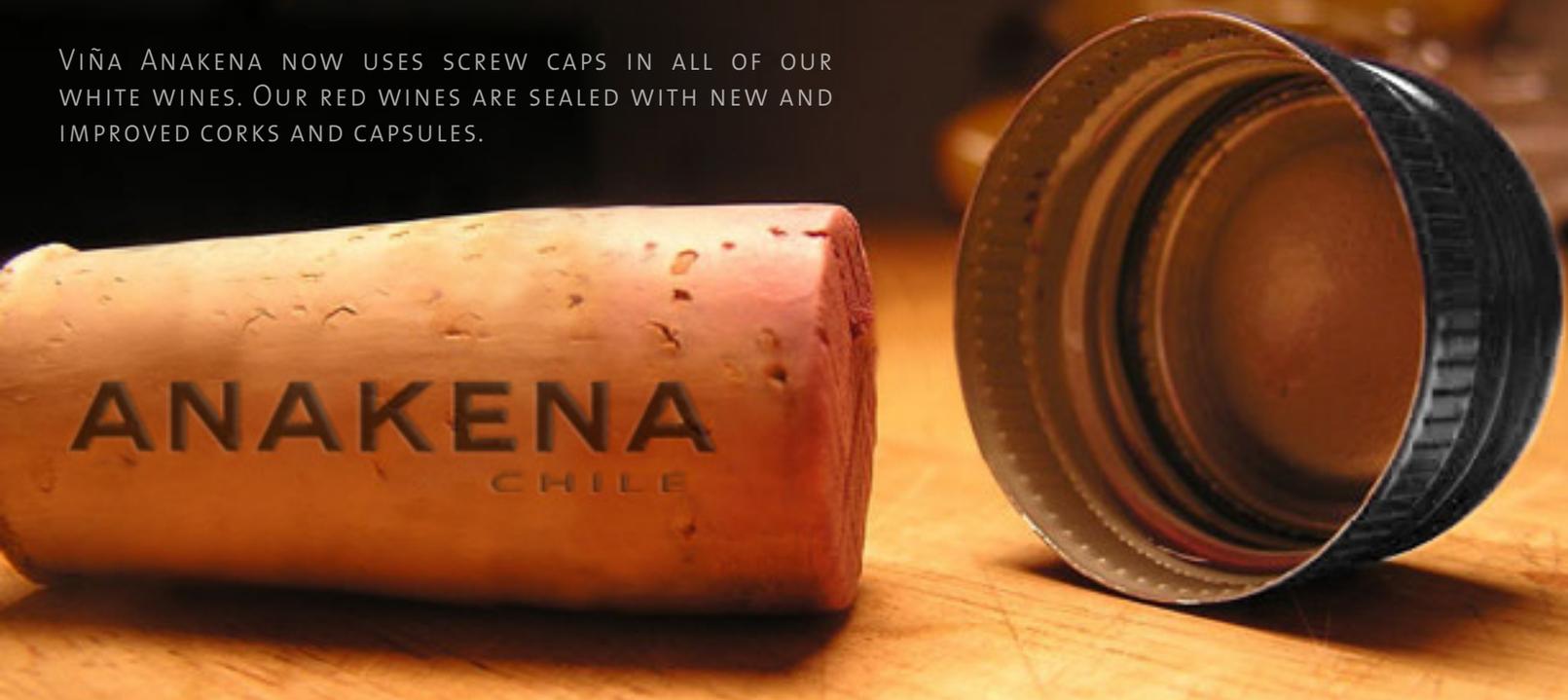
750 ml 12.5% ALC/VOL
www.anakenawines.cl



IMPORTED BY:
EVANSTAN, INC.
STAMFORD, CT
www.evanstan.com
CONTAINS SULFITES.



VIÑA ANAKENA NOW USES SCREW CAPS IN ALL OF OUR WHITE WINES. OUR RED WINES ARE SEALED WITH NEW AND IMPROVED CORKS AND CAPSULES.





WE CAUGHT UP WITH VIÑA ANAKENA'S TECHNICAL TEAM, LED BY WINEMAKER GAVIN TAYLOR, INSPECTING THE LAS BRISAS VINEYARD IN THE LEYDA VALLEY, IN THE 2013 HARVEST. WE ASKED THEM TO COMMENT ON HOW THE SEASON WAS COMING ALONG.



"The complete technical team have worked closely together to identify exactly which blocks we will use for each of our lines. We have high hopes for this harvest, and the combined effort of our entire technical team will get us off to a good start for the work we have to do in the winery."

Gavin Taylor



ONE MORE THING!



DON'T FORGET TO VISIT VIÑA ANAKENA'S NEW MOBILE SITE, WHICH YOU CAN ACCESS THROUGH THE QR CODE FOUND ON THE BACK LABEL OF ALL OUR WINES. USE THE CODE TO FIND DESCRIPTIONS OF OUR WINES AND THE VINEYARDS THEY ARE SOURCED FROM, TECHNICAL INFORMATION, AND PAIRING SUGGESTIONS FROM INTERNATIONAL CUISINES.