



DE MARTINO

REINVENTING CHILE

Recognition for De Martino by the Wines of Chile Association, during its annual gala **DE MARTINO IS CHOSEN AS “WINERY OF THE YEAR” AND LOOKS FORWARD TO A SUCCESSFUL 2012**

- As acknowledgement for their innovation and sustainability, Viña De Martino grabbed the most important award at the inauguration of the Wine Gala, which took place on the 17th of November at *Casas de Lo Matta*.
- Their unique production of wine in terra-cotta amphorae, together with a commitment to measuring their water footprint, were determining factors in selecting De Martino for this important award. “We have always sought the highest standard of quality for our wines, but at the same time have never compromised in our deep respect for the vineyards and their surrounding environments” commented Marcelo Retamal, chief winemaker at the vineyard.



Marco Antonio De Martino and Marcelo Retamal receiving the award for Winery of the Year.

Santiago, 18th of November 2011 – Viña De Martino will remember 2011 as being one of its most successful years to date. Not only did it witness the re-launch of its most celebrated ranges and other innovative creations; on Thursday 17th of November, the Wines of Chile Association honored De Martino with the award for “Winery of the Year” at the 2011 edition of the traditional Wine Gala, held in Santiago.

The award recognizes the work carried out by De Martino to strengthen two of its key pillars: innovation and sustainability. “Being recognized as Winery of the Year is a great incentive for all of us that work here in De Martino, and it motivates us to continue in our quest for innovation and, above all, to produce wines which clearly and sincerely represent their place of origin”, stated Marcelo Retamal, chief winemaker at the vineyard.

Today, De Martino finds itself amongst the largest organic wine producers in the Chilean wine industry. This is due not only to the fact that it was the first certified carbon-neutral vineyard in South America, but also to its commitment to measuring its water footprint. “We have always sought the highest standards of quality for our wines, but at the same time have never compromised in our deep respect for the vineyards and their surrounding environments. This is part of our philosophy and this recognition confirms that we are on the right path in terms of our project of enological innovation and sustainability”, explains Marco Antonio De Martino, Commercial Manager at De Martino.

In terms of innovation, the winery is engaged in a constant search for new *terroir*, and as a result has become a specialist in the cultivation of high altitude vineyards in the Andes mountain range, such as those in the Choapa and Elqui valleys. It has also set itself the challenge of restoring old vineyards in the Maule Valley.

Another project characterized by its innovation is the use of terra-cotta amphorae, without enzymes or yeasts, which led to the launch of “*Viejas Tinajas*”. The natural production of this wine in traditional containers stands out in particular for using a variety little known in Chile – Cinsault – which comes from old dry vineyards in the Itata Valley. To date, *Viejas Tinajas* has been very well received by wine tasters and wine lovers alike, and as a result has been awarded two prizes by the 2012 *Descorchados* Guide: “Best New Wine” and “Best Wine (other red varieties)”.

Following a great 2011, Viña De Martino hopes to continue this trend with 20% growth in 2012.



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Viña De Martino