



LUIS FELIPE EDWARDS

WINES OF CHILE

Luis Felipe Edwards Wines expands into new territory

Luis Felipe Edwards Wines continues to invest extensively. Our latest acquisition of 700 hectares (1,750 acres) lies in Pumanque, 45km from Santa Cruz in the coastal area of the Colchagua Valley. Bordering the Nilahue estuary and lying just 56km from the Pacific Ocean, it benefits greatly from the cooling influence of the sea. This purchase represents another step towards our goal: achieving the ultimate in excellence in our Chilean wines.

Our vineyard investment here is remarkable for both its size and its unique location within Chile. It demonstrates our commitment to discovering more quality regions so that we can develop an even wider range of styles in our various brands.

According to our head viticulturist, Eugenio Cox, Pumanque is unique for several reasons: a variety of outstanding, poor soils, a strong coastal influence and low summer temperatures, which allow slow maturation of the grapes. The result is a remarkable concentration of fruit, color, aroma and flavor, plus excellent natural acidity for a range of different varieties.

With the help of expert growers from all over the world, we performed a detailed and comprehensive study of the area to ensure we achieve the most from this promising region. We looked at which grape varieties might perform best in the different terroirs, taking into account the vineyards' orientation to the sun, the wind factor and hours of sunshine.

Previously there had been no water resource in the area, so we constructed a dam to allow for a regular supply all year round. This was quite an engineering feat and illustrates our long-term commitment to the region.

Our new vineyard area is planted with a number of varieties, each specially selected to suit its individual microclimate and complex array of soils (largely granite and clay loam based). The main varieties are Sauvignon Blanc, Chardonnay, Cabernet Sauvignon and Cabernet Franc, while the lower altitude areas are planted with Malbec, Syrah, Riesling and Pinot Grigio.

This new investment by Luis Felipe Edwards Wines is part of a growth plan that has been ongoing for a number of years. It began with the planting of 150 hectares (374 acres) of vineyards at 900 meters altitude in Puquillay Alto. This was the first cooler climate estate to be established in the warmer Colchagua Valley. We then acquired 160 hectares (400 acres) in the coastal Leyda Valley, followed by 400 hectares (1000 acres) in the Retiro area of Maule Valley. In addition we have continued to invest considerably in technology, in our winemaking cellars and by increasing our bottling capacity. This has positioned us among the four largest wine producers in Chile. Furthermore we plan to double the area we have planted so far and increase our capacity in the cellar.

Luis Felipe Edwards Wines is a 100% family-owned company. Established 36 years ago, it has a portfolio of seven global brands - Luis Felipe Edwards, Alto Los Romeros, Santa Luz, Claro, Autoritas, Terra Vega and Dancing Flame - which are distributed in more than 60 countries. The market for these are growing at above the average rate for the Chilean wine industry. We believe this is because all our wines offer a very keen quality/price ratio. This was recognized recently when we were awarded both 'Chilean Producer of the Year 2012' and 'Trophy for Best White Single Vineyard' for our Sauvignon Blanc Grand Reserve 2012 from our Family Selection range at the International Wine & Spirit Competition. We also won 'Chilean Best Producer of the Year 2012' at the Austrian Wine Challenge in Vienna.