

# Casillero del Diablo

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## CASILLERO DEL DIABLO RESERVA

*Casillero del Diablo offers wine lovers the very special opportunity to participate in the propagation of a century old legend known throughout the world. In the 19th century, the founder of Concha y Toro, Don Melchor, discovered that his vineyard workers were sampling his greatest wines. To discourage this action, Melchor spread the rumor that his deepest, darkest cellar was the Casillero del Diablo (Cellar of the Devil), so that no one would dare go in there. It worked, and a legend was born. Today this mysterious and legendary cellar continues to hold the finest wines of Casillero del Diablo.*

- Chile's best selling premium wine range
- Extensive range of varietals
- High consumer recognition
- Wide demographic profile
- Significant consumer marketing activity

## MARCELO PAPA



*Marcelo Papa is the face of Casillero del Diablo. Widely regarded as one of the world's best winemakers, he delivers consistently excellent quality. Dubbed "a genius" by Matthew Jukes (The Wine List) and awarded Winemaker of the Year 2005. (Chilean Wine Guide)*

*Marcelo lives in Santiago with his wife and young son. He is responsible for an enormous number of vineyards stretching across 600km, from the Limarí Valley in the North to the Maule Valley in the South.*

*Thanks to his boundless energy and enthusiasm for his job, he makes the journey north, south, east and west to personally check the progress of the grapes and speak with each and every vineyard and winery manager.*

CASILLERO DEL DIABLO



VIÑA CONCHA Y TORO



# Casillero del Diablo



## MALBEC

*A deep, inky purple Malbec with aromas of luscious dark fruit mixed with hints of spice.*

UPC 750ml  
0 82734 15350 4

## CABERNET SAUVIGNON

*A dark, ruby red with aromas of cherries, black currant and dark plums. Concentrated, rich in flavor, perfectly balanced.*

UPC 750ml  
0 82734 00109 6

## CARMENERE

*A deep, dark purple Carmenera with aromas of dark plum, chocolate and hints of coffee.*

UPC 750ml  
0 82734 31364 9

## MERLOT

*A delicious Merlot with hints of plums and herbs, integrating perfectly with American oak.*

UPC 750ml  
0 82734 31464 6

## SAUVIGNON BLANC

*A fresh and attractive Sauvignon Blanc with hints of citrus, peaches and gooseberry.*

UPC 750ml  
0 82734 00110 2

## CHARDONNAY

*This light lemon yellow Chardonnay is very expressive with attractive aromas of pineapple, citrus, and vanilla.*

UPC 750ml  
0 82734 31264 2

## PINOT NOIR

*Delicate, with enticing aromas of strawberry, raspberry and subtle hints of spice and oak.*

UPC 750ml  
0 82734 19989 2

## PINOT GRIGIO

*A fresh Pinot Grigio with clean citrus and melon aromas with a bright and crisp acidity.*

UPC 750ml  
0 82734 35599 1

## OTHER VARIETIES

Winemaker's Red Blend  
Viognier

UPC 750ml  
UPC 750ml

0 82734 54042 7  
0 82734 40556 6

Coastal White Blend  
Syrah

UPC 750ml  
UPC 750ml

0 82734 56117 0  
0 82734 31514 8

