

Casillero del Diablo

THIS HOLIDAY SEASON — ENJOY THE TASTE OF — **FIRE & ICE**

OPPORTUNITY

- Casillero del Diablo is the **#1** premium-priced reserve wine brand in the Chilean category with 29.4% Share, 9.2% EQ Vol Growth, and 9.7% \$ Growth
- Known across the country as a **"BEST VALUE"** wine!
- Global Wine Brand – distributed in 135 countries: most widely distributed brand in the world!
 - 3M+ cases sold around the world
 - 400K est. case sold in the US
- Casillero del Diablo – "2015 World's Most Admired Wine Brands" – *Drinks International*
- Wine Enthusiast **"#64 Top 100 Best Buys of 2014"** (2012 Cabernet Sauvignon)
- Concha y Toro – 2014 Winery of The Year & 2014 Value Brand of The Year - *Wine & Spirits Magazine*

GIFT PACK DETAILS

- **Wines:** Casillero del Diablo Cabernet Sauvignon & Sauvignon Blanc
- Two 750ml Bottles
- **Alcohol:** 13.5%
- **Ounces per bottle:** 24.4
- **Suggested Retail Price:** \$18.99

ACCOLADES



Wine & Spirits lists Casillero del Diablo among **THE BEST CHILEAN WINES OF 2014**

"A simple, honest cabernet with black fruit and touches of spice, this is set to accompany charcuterie at a picnic in the park," – Patricio Tapia