



MARQUES de CASA CONCHA

INTRODUCTION

Marques de Casa Concha, was created in tribute to the title King Felipe V of Spain conferred in 1718 upon the Concha y Toro family. Of a very limited production from our traditional vineyards, Marques de Casa Concha embodies Concha y Toro's culture and tradition in the art of winemaking.

In June 1718, King Felipe V of Spain bestowed the noble title "Marques de Casa Concha" upon José de Santiago Concha y Salvatierra for his meritorious work as Governor of Chile and Knight of Calatrava.

Winery founder, Don Melchor de Santiago Concha y Toro, was the seventh Marques de Casa Concha.

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La línea Marques de Casa Concha fue creada en honor al título nobiliario conferido por el Rey Felipe V de España a la familia Concha y Toro en 1718. Vino de producción limitada que proviene de nuestros tradicionales viñedos, Marques de Casa Concha expresa la tradición de Concha y Toro en el arte de hacer vino.

En junio de 1718, el Rey Felipe V de España investió con el título nobiliario Marques de Casa Concha a don José de Santiago Concha y Salvatierra por sus relevantes méritos como Gobernador de Chile y Caballero de Calatrava.

Descendiente suyo fue Don Melchor de Santiago Concha y Toro, el fundador de la Viña, que se convirtió en el séptimo Marques de Casa Concha.

In June 1718, King Felipe V of Spain invested Don José de Santiago Concha y Salvatierra with the title of Marqués de Casa Concha for his outstanding service as Governor of Chile and as a Knight of Calatrava. Concha y Toro winery was founded by his descendant and the seventh Marquis of the Casa Concha lineage, Don Melchor de Santiago Concha y Toro.

The Marques de Casa Concha line was launched in 1976 in honor of the lineage as a noble, traditional wine. The first variety to be released was Cabernet Sauvignon, in 1972, grown in the renowned Puente Alto estate. In 1989, a Chardonnay from the Santa Isabel vineyard in Pirque was added, followed a year later by a Merlot from the Peumo estate.

In the 1990s, the use of more advanced vineyard management and winemaking techniques significantly improved the quality of Marques de Casa Concha, transforming it into a wine that is highly prized around the globe.

In its constant pursuit of innovation and cutting-edge developments, in 2005 Viña Concha y Toro decided to add a Syrah grown in the Rucabue vineyard to the Marques de Casa Concha line.

In 2007 the winery began sourcing Syrah from the Quinta de Maipo vineyard, while in 2008 the origin of the Chardonnay was changed to the Limari Valley. These changes responded to the ongoing challenge of delivering the greatest quality and elegance in the varieties of the Marques line while maintaining their values, style, and typicity.

In 2008 a Carmenere from the Peumo vineyard was added to the Marques de Casa Concha line after an exhaustive, years-long effort by Concha y Toro to study this emblematic variety and work on managing it in the vineyard.

After discovering the Limari Valley's excellent potential for growing Chardonnay, and following years of investigation and work, Viña Concha y Toro decided to incorporate Pinot Noir into the line, making a great effort to promote this origin and variety.

Another new addition came in 2012—a Sauvignon Blanc made from grapes grown in the Leyda Valley, 14 kilometers from the Pacific Ocean in the San Antonio Valley.

Year after year, Marques de Casa Concha has earned critical acclaim around the globe to become one of the most respected and consistent brands in its segment.

