

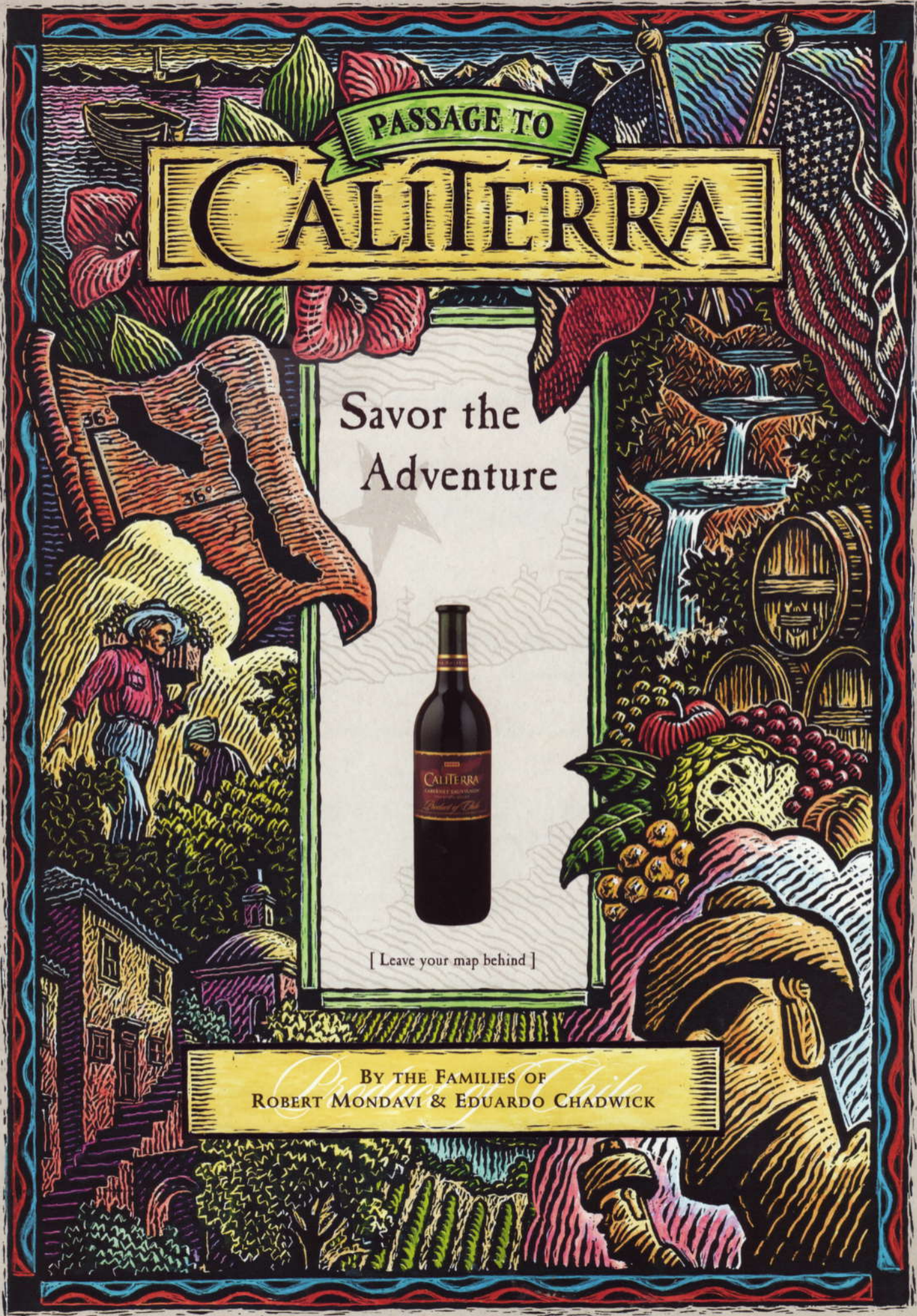
PASSAGE TO  
**CALITERRA**

Savor the  
Adventure



[ Leave your map behind ]

BY THE FAMILIES OF  
ROBERT MONDAVI & EDUARDO CHADWICK



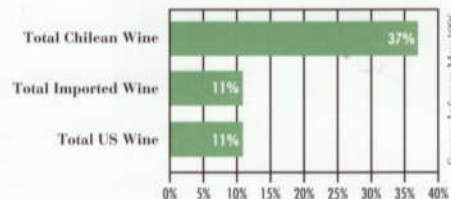
# PASSAGE TO CALITERRA

## Your Customer: The Journey Begins

More informed and adventurous than ever, today's wine consumer is heading south-of-the-equator seeking new flavors and tasty new wine experiences from South America.

As a result:

- Chilean wines have received enormous attention and widespread acceptance from American wine buyers.
- Chilean wines are receiving top press in both wine and non-wine newspapers and periodicals.
- High quality Chilean wines have taken the world by storm—consumers regard Chile as the next great wine-growing country.



## Head South to Chile

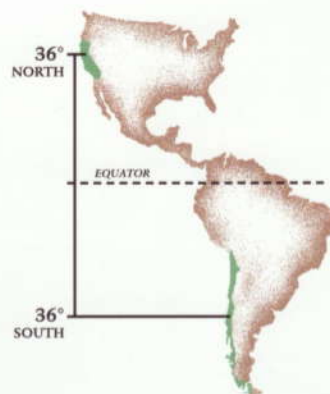
The wines of Chile are on fire, now the *number three import* in the United States behind Italy and France! In addition, Chilean wines are the *fastest growing import* in the United States.

- Growing three times as fast as the total imported wine category
- Growing over 34% last year (the wine industry averaged 9%)
- Growing over 37% year to date in 1996

## Parallel Lines, Parallel Wines—

*When it comes to wine, Chile and California have a lot in common.*

- Both wine regions are located approximately 36 degrees from the equator.
- Both enjoy hot, dry summers and cool, moist winters – optimum viticultural conditions for producing world class wines.
- Both have a wine-growing heritage that dates back to the mid 1800's, when their lush valleys were planted with the finest quality grapes from France.



## Passage to Caliterra

Viña Caliterra wines demonstrate the unparalleled quality (*calidad*) from the finest land (*tierra*) that is uniquely Chilean in style. This dedication to the soil is consistent with the natural wine-growing philosophy of Robert Mondavi. The result is Caliterra – delicious wines that express the highest quality of wines from Chile.

*“If Chile had 100 Caliterra type wineries,  
its wines could conquer the planet.”*

Daily Telegraph, United Kingdom

*“Caliterra Cabernet Sauvignon and  
Chardonnay are two of the world’s greatest  
wine values.”*

Robert Parker  
The Wine Advocate, USA



*Chardonnay “Reserva”, Cabernet Sauvignon “Reserva”,  
Cabernet Sauvignon, Merlot, Chardonnay, Sauvignon Blanc*