

MORANDÉ

Premium Wines - Chile

CHILEAN WINE REGIONS

history

Viña Morandé was founded in 1996 with the aim of producing innovative wines of great quality, with a clear focus on the development of its brands. We have always prided ourselves on providing an excellent service and commitment to our customers, consumers and the environment.

To achieve this we have developed production processes and quality guarantees that includes the following: selection of terroirs, grape varieties and clones, vineyard architecture, advanced irrigation systems, organic management and systems for monitoring the growth, ripening and development of the fruit.

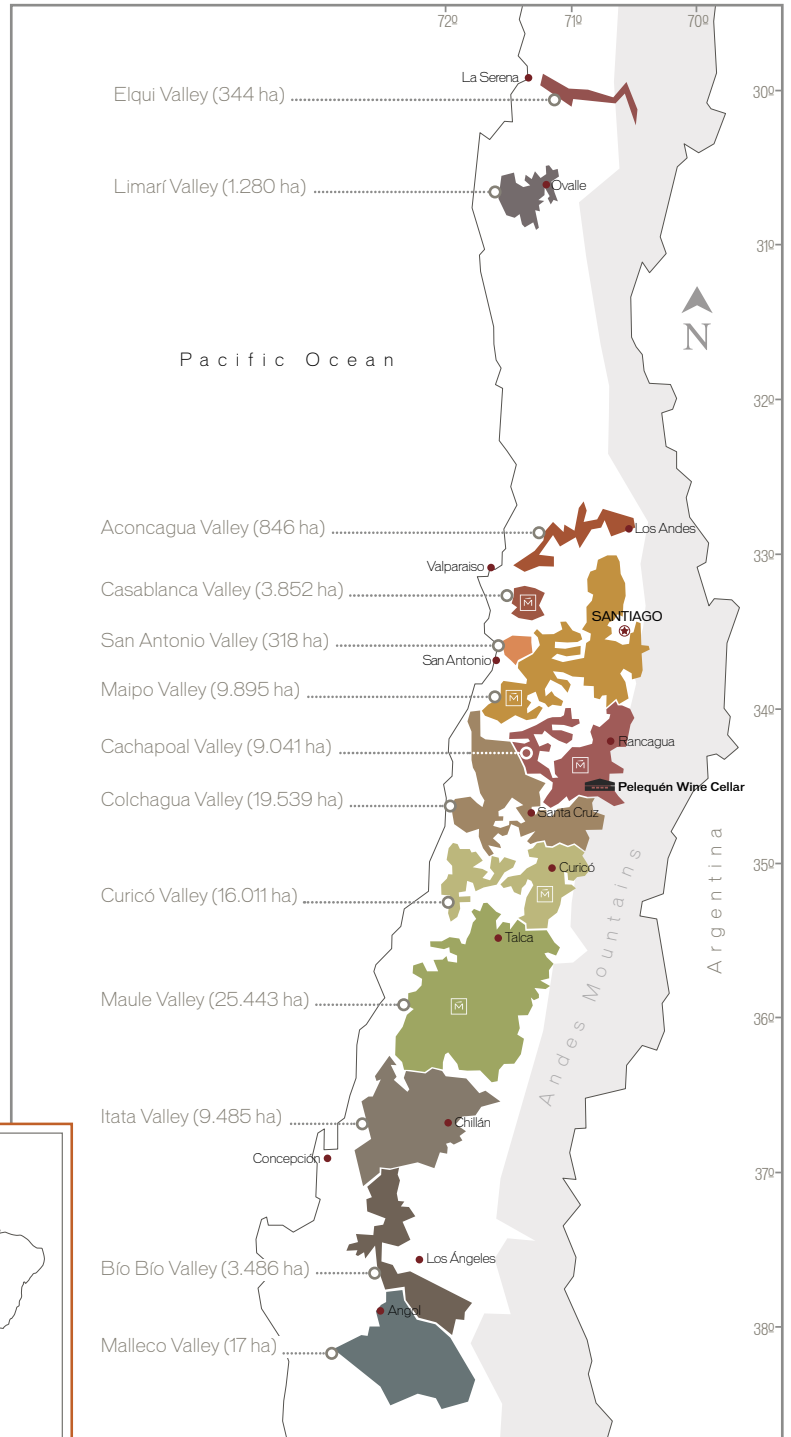
We currently have worldwide distribution and have a presence in more than 40 countries over the five continents.

At the same time, we are leaders in Chile in the development of direct distribution channels, allowing us to maintain excellent communication with our customers and to face our challenges and opportunities with increased insight.

philosophy

Always receptive to the needs of our consumers, we have focused our efforts in the tireless search of quality. This has led us to understand and develop the best terroirs in Chile in order to promote the specific characteristics of our wines. That it is why we have concentrated our production in the Maipo and Casablanca Valleys, recognised worldwide for their climatic conditions and suitability for the production of excellent wines.

Throughout all we do, we remain faithful to our pioneering past, always searching for new lands, varietal blends and styles.



our vineyards

Casablanca (218 ha) / The main geographical feature of this valley is the influence of the sea, entering from the Pacific Ocean and producing a morning mist that acts as a temperature moderator. This characteristic favours the best possible development of the vineyard, while requiring special treatment in order to achieve the desired ripeness. The varieties that grow best in this zone are Chardonnay, Sauvignon Blanc and Pinot Noir.



Maipo (213 ha) / This valley is the one with the greatest wine producing tradition in Chile and is the most famous worldwide. It has a temperate climate with a dry, hot summer. It is a zone that is almost frost-free and the rainfall is concentrated between April and September. The soils are alluvial in origin, stony, with good drainage and average fertility. Its climatic conditions favour the development of red wine varieties, mainly Cabernet Sauvignon.



Rapel (127 ha) / The valley has a warm climate with a high concentration of rainfall in the winter months, frosts in spring and high temperatures in the summer. Its climate helps red varieties to develop best. Although most of the planting corresponds to Cabernet Sauvignon, the main varieties identified with this valley are Merlot, Carmenère and Syrah.



Curicó (25 ha) / This zone has a sub-humid Mediterranean climate, influenced by the Pacific anticyclone. It is characterised by its strongly marked seasons, with rainy winters and dry summers, cloudless and sunny. The breadth of the thermal range, so necessary to obtain optimum quality, spans 20°C, allowing the adaptation of a number of varieties. The wines have a high concentration of fruit, with Sauvignon Blanc being the most representative.



Maule (45 ha) / The climate of this region can be defined as sub-humid Mediterranean, though it is recognised as the valley with greatest climatic diversity of all the different areas. The rainfall is heavy and concentrated in winter and temperatures tend to be low, with greater thermal variation between day and night. The soils are alluvial and volcanic in origin. The main varieties are Cabernet Sauvignon and Carmenère.



1996

Viña Morandé is founded in August and in November work starts at the Pelequén wine cellar

Pablo Morandé is chosen as the 'Best Winemaker of the Year' by the Chilean Association of Agricultural Enological Engineers

1997

In July the first shipment of Pionero Merlot is despatched to Safeway in the UK

Land is purchased in Casablanca where the "House of Morandé" restaurant now stands

Pablo Morandé is chosen as 'Best Winemaker' by the Chilean Association of Gastronomic Journalists

1998

The first shipment of Pionero to the United States takes place

The Reserva range is launched

Vinification of Pinot Noir begins and the wine is added to the Reserva range

The first Gran Reserva is bottled

1999

In August, House of Morandé vintage 1997 is released and quickly awarded with maximum score of 5 stars by Decanter magazine in the UK

Vinification of the first Edición Limitada wines begin

Viña Morandé is recognized as 'Vineyard of the Year' by Wine Enthusiast magazine in the United States

2000

Empresas Juan Yarur, one of the most important business groups in Chile, takes over as the controller of Viña Morandé

2001

Edición Limitada Carignan is produced, incorporating the variety to the Chilean 464 Wine Decree due to the high quality achieved

Morandé Golden Harvest is launched. This is a unique wine in Chile, produced entirely with noble rot caused by botrytis in the Casablanca Valley during harvest. The wine is awarded with a Gold Medal in the San Francisco International Wine Competition

2002

Wine & Spirits magazine awards Viña Morandé as "Winery of the Year"

2003

House of Morandé restaurant opens its doors in the Casablanca Valley

The Belén estate is purchased with a view to further developing a base in the Casablanca Valley

2004

Pionero Merlot is chosen as "Wine of the Decade" by the Chilean Wine Guide

Plantings begin in the Belén estate, innovating with the concept of "high density" equivalent to 10,101 plants/hectares

Plantings begin in the Romeral estate in the Maipo Valley, achieving 48 hectares with high density of red grape varieties

2005

In October, the second stage of planting in Belén takes place resulting in a total of 130 hectares under vine

The new Strategic Plan of the company is approved, in order to re-orientate it towards producing premium wines and developing its brands

2006

The Morandé brand is re-developed with new packaging and brand positioning

2007

New Morandé packaging is launched worldwide

For the second time Wine & Spirits magazine awards Viña Morandé as "Winery of the Year"

Pablo Morandé is recognised as "Best Winemaker of the Year" by the Chilean Wine Guide for his vision, exceptional contribution to winemaking and consistency in the quality of his wines

2008

Pionero is the first Chilean Wine Brand to be recognised with a Gold Medal and Trophy by the Wine & Spirit Design Awards

A new wine cellar is implemented in Pelequén for fermentation and ageing of Premium wines

