



LOS VASCOS REFRESHED

In the land of Los Vascos, cultivation is at our heart; cultivating not only vineyards but our dream to transform our vast land into a fruitful eco-system producing the most elegant Chilean wines.

We are free spirited but remember our heritage. Our holistic approach encompasses and protects all - from our short-legged sheep clearing weeds without devouring precious grapes to our artisans honing hand-made knives to carefully tend the vines.

We embody the Chilean paradox, meticulous in our work, easy going and warm in our personality.

We are independent yet proud to cultivate our community because we are stronger and happier together.

What does this mean for packaging?

Take a look!

LOS VASCOS

CULTIVATING ★ INDEPENDENCE



A refreshed logo and imagery: An added accent bar on the A in the logo adds a touch of independent spirit. The label illustration gets an update intended to transport you straight to the vast land of Los Vascos while maintaining the original inspiration of a traditional French "gravure."

THE CLASSICS

CHARDONNAY 2020		ROSÉ 2020		SAUVIGNON BLANC 2020		CABERNET SAUVIGNON 2019	
CHARDONNAY 2019		ROSÉ 2019		SAUVIGNON BLANC 2019		CABERNET SAUVIGNON 2018	
<i>The 2020 vintage began shipping from the winery in September 2020.</i>		<i>The 2020 vintage began shipping from the winery in May 2020.</i>		<i>The 2020 vintage began shipping from the winery in September 2020.</i>		<i>The 2019 vintage will begin shipping from the winery in December 2020.</i>	

REFRESHED CLASSICS: CHARDONNAY, ROSÉ, SAUVIGNON BLANC AND CABERNET SAUVIGNON

The classic lineup of Los Vascos' rich and compelling brand uses more premium bottles and redesigned labels to reflect a cleaner image. Along with the new illustration, they now portray a stronger brand presence: The Domaines Barons de Rothschild (Lafite) signature continues to reassure consumers and the location, "Valle de Colchagua," gives a sense of place. New bottle capsules for Rosé and the whites will increase premium codes.



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LOS VASCOS REFRESHED

COLOR IS THE LANGUAGE OF NATURE

Every tone, every shade, every nuance is a **message from nature**. As cultivators, years of caring observation have taught us to read the **powerful signs** nature sends us, to guide our action and our daily choices. We have learned to read the colors of the surrounding nature: the deep purple of the **Andes mountains**, the slate-black sands of the Pacific shore sending a cooling salty breeze,

the burnt orange of our foothill plots that receive the most sun, the **rich palette** of our volcanic soils that give our wines their **elegant complexity**, the changing hues of the leaves hinting when it's time to harvest the grapes. Learning to read these subtle signs has helped us craft wines that are a **true reflection** of the potential of the terroir of Los Vascos.



CROMAS CABERNET GRAN RESERVA

...Selected from plots at the foothills of Santa Lucia, where they benefit from an optimal exposure and light intensity. With the contrast between daytime and night time temperature being particularly extreme in these vineyards, the conditions are particularly favorable to a slow maturation of our emblematic varietal. Grapes are harvested late in the season when the leaves have already changed color and the estate is already dressed in its vibrant autumn shades.

The 2018 vintage will begin shipping from the winery in December 2020.

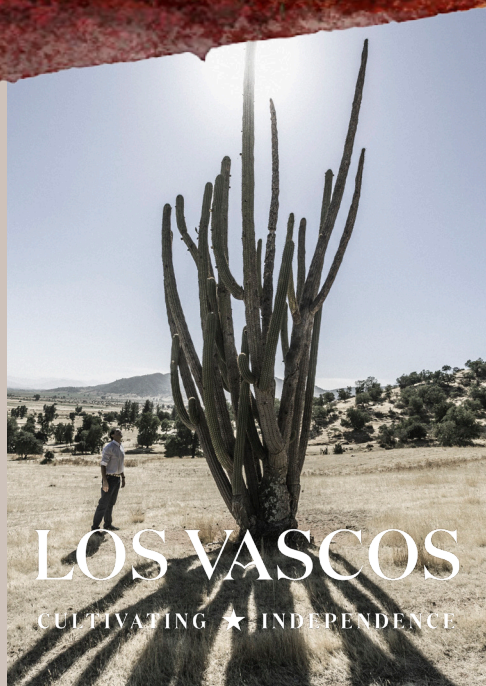
The Cromas Gran Reserva range is a tribute to the relentless work of observing the colors of nature and their commitment to quality at every stage of the process. Cromas, is derived from the greek word for color.



CROMAS CARMENERE GRAN RESERVA

...From the unique red hues of the Andes mountains to the ultramarine ocean, Carmenere, Chile's iconic varietal, has captured the magnitude and rawness of its surrounding environment. Its dense, dark purple juices are often found like ink marks on the hands of our cultivators. Its aromatic palette is as wide and generous as nature itself, and even 12 months ageing in oak barrels barely manage to tame it!

The 2019 vintage will begin shipping from the winery in December 2020.



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