



BRAND BOOK

ARESTI
— PASION FAMILIAR —

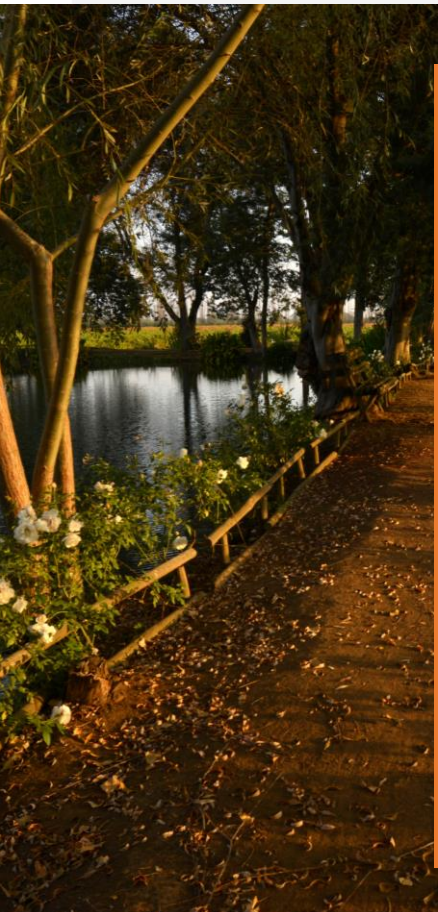
February 2024



ARESTI



ARESTI WINERY



In **1951** Mr. Vicente Aresti A., with his father-in-law Mr. Alfredo López, embarks on a journey within an industry with a mission and a clear objective:

"Understand and be a relevant actor in the Chilean wine industry, through a unique and differentiating commitment."

Today, Aresti winery must be understood beyond; It has three forces that project the vineyard as a living being:

It has **body, mind and soul.**

OUR VALUES

CURICÓ VALLEY

- TRANSECT AXIS EAST-WEST
- SOIL DIVERSITY, WATER, CLIMATE
- OUR IDENTITY

INNOVATION

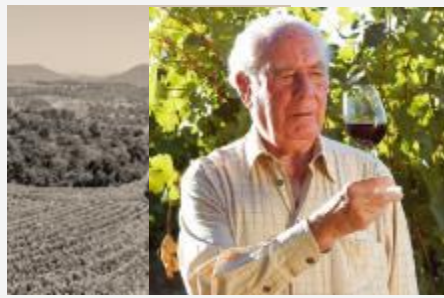
- TERROIR WINES
- AUTHENTICITY
- UNIQUE WINES
- CONSTANT SEARCH
- NEW CHALLENGES

FAMILY PASSION

- TRADITION
- FAMILY UNION
- VALUES
- LOVE FOR THE LAND

BIODIVERSITY - SUSTAINABILITY

- SUSTAINABLE PHILOSOPHY
- ENVIRONMENTALLY FRIENDLY
- RENEWABLE ENERGY



FAMILY PASSION

“Our Family passion and dedication is the driving force and energy that inspires us day to day. It is the love for family, the land and work well done.

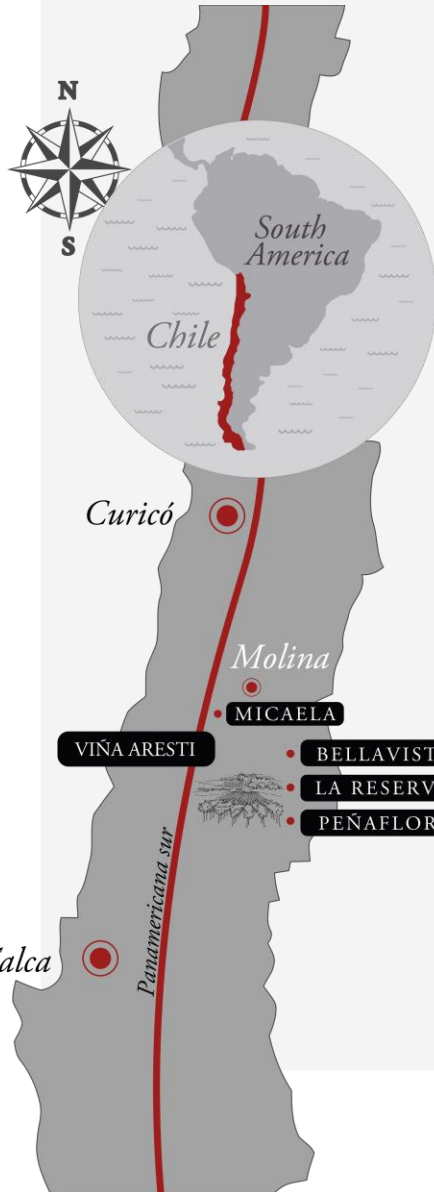
It is the effort, sacrifice and precision with which we patiently cultivate our vineyards. It is the professionalism with which we undertake our challenges, knowing how to live life to the fullest.

In short, the heart and soul of how we live and pass on the teachings of our parents, and the way we instill our values in our children.”

Ana María Aresti López
Begoña Aresti López



ARESTI VINEYARDS



BELLAVISTA



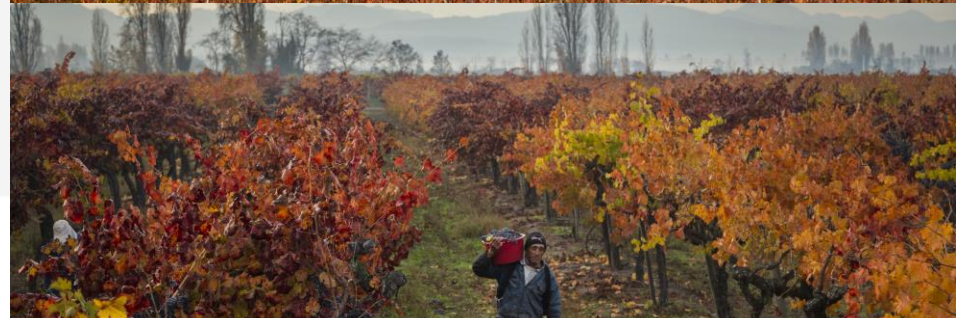
LA RESERVA



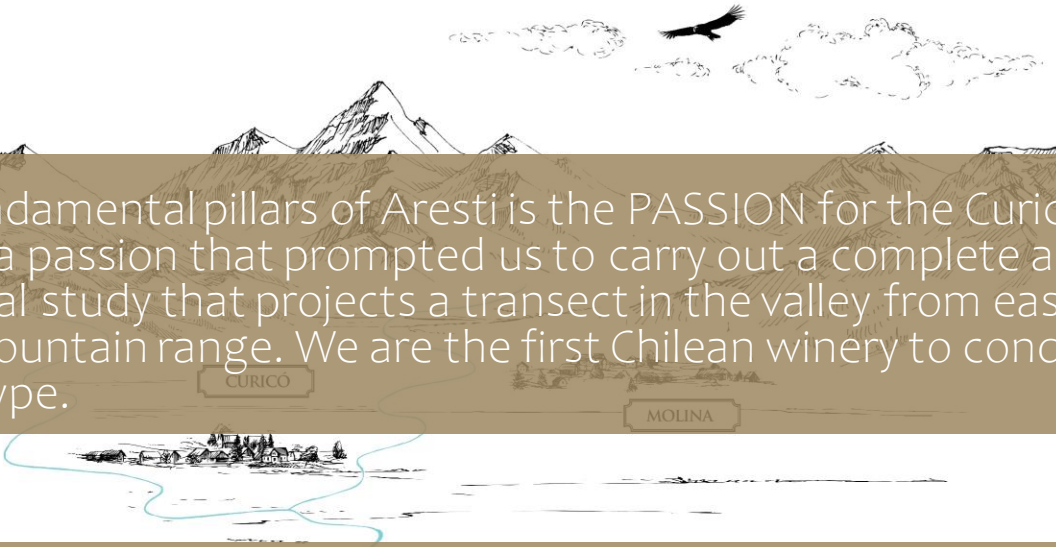
PEÑAFLO



MICAELA



CURICÓ VALLEY



One of the fundamental pillars of Aresti is the PASSION for the Curicó Valley and its wines, a passion that prompted us to carry out a complete agronomic and oenological study that projects a transect in the valley from east to west, from sea to mountain range. We are the first Chilean winery to conduct a study of this type.

We trust in the diversity of its geography, we study and discover unique things, with a work done with passion.

WINEMAKING PHILOSOPHY

Our challenge is to produce wines of excellence and personality, which are a real reflection of the tradition and family passion for wine.

“As a winemaker, I am a bridge between grapes and wine. The grapes are what will determine the quality of the wine. ”

JON USABIAGA
Chief Winemaker





OUR WINES



RANGES

CODIGO 380



ICONO

FAMILY
COLLECTION



SUPER
PREMIUM

TRISQUEL
SERIES



PREMIUM

TRISQUEL



GRAN
RESERVA

CABINA '56



RESERVA

ESTATE
SELECTION



CLÁSICO



ESTATE SELECTION

Our own vineyards located at the heart of the Curicó Valley give birth to these fresh, expressive and young wines that offer an honest reflection of their origin and the characteristic style of Aresti winery.



A touch of oak



Curicó Valley




Cabernet Sauvignon
Carménère
Merlot
Gewürztraminer
Chardonnay
Sauvignon Blanc

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CABINA '56

Since our foundation in 1951, this truck has been an icon of the vineyard. It was recognized for his spacious cabin and was called "the cabin." Since Mr. Vicente Aresti A. bought it in '56, it was an essential element in all the harvests, today an icon of our winery.



 6- 8 months

 Curicó Valley

 Cabernet Sauvignon
Carménère
Merlot
Rosé
Chardonnay
Sauvignon Blanc
Red Blend
Pino Noir
Gewürztraminer

ARESTI
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TRISQUEL GRAN RESERVA

Trisquel is the expression of climate, soil and water.
Three elements that combine and balance one another to bring wine into
existence. Three interlocking spirals. Three textures.



8-10 months



Curicó Valley
Maipo Valley
Leyda Valley



Cabernet Sauvignon
Assemblage
Carmenere
Syrah
Gewürztraminer
Sauvignon Blanc

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TRISQUEL SERIES

Trisquel Series, an extreme eno-agronomist project, covering the “transect axis” of the Curicó Valley, from East to West, to produce unique and exclusive wines, with the new climate diversity at the Curicó valley.



6- 8 months



Curicó Valley



Merlot
Semillón
Cabernet Sauvignon
Malbec
Chardonnay
Pinot Noir **NEW**

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FAMILY COLLECTION

Since the early days of the winery, Don Vicente crafted this wine exclusively for his family from the best grapes grown in the Curicó Valley. Handpicked grapes, sourced from small, low yield lots.



18 months



Curicó Valley



Assemblage
Carménère **NEW**

ARESTI
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CODIGO 380

Grapes are grown in the winery's own vineyards. Handpicked and carefully selected grapes. Cabernet Sauvignon, the back bone of this blend, is sourced from vines planted by the winery's founder back in 1951



24 months



Curicó Valley



Assemblage



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Accolades



JAMES SUCKLING 2021

ARESTI
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WE ARE PROUD TO
ANNOUNCE OUR SCORES AT

JAMES SUCKLING.COM 



TIM ATKIN 2021

ARESTI
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Tim Atkin MW



The image displays five bottles of ARESTI wine against a dark background. Each bottle has a gold circular seal from Tim Atkin, Master of Wine, indicating a 'BEST OF CHILE' score for the 2021 report. The bottles are arranged in a row, with a rack of wooden wine barrels visible on the right side. The wine labels are dark with gold and white text. The scores for each wine are: Assemblage 2017 (92), Merlot 2019 (92), Semillón 2020 (90), Chardonnay 2020 (90), and Sauvignon Blanc 2020 (91).

Wine	Score
ASSEMBLAGE 2017	92
MERLOT 2019	92
SEMILLÓN 2020	90
CHARDONNAY 2020	90
SAUVIGNON BLANC 2020	91

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DESCORCHADOS 2022

DescoR²⁰
Chados²²

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“EXCELLENT QUALITY OF OUR WINES
EARNS THEM HIGH SCORES”



@ARESTICHILEWINE

ARESTICHILE.COM

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DECANTER WORLD WINE AWARDS 2021

ARESTI
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Decanter
WORLD WINE AWARDS

WE ARE PROUD TO ANNOUNCE THESE GREAT RESULTS AT DWWA 2021.



TRISQUEL
GRAN RESERVA
SAUVIGNON BLANC
2020

96
PUNTOS



TRISQUEL
SERIES
SEMILLON
2019

91
PUNTOS



TRISQUEL
SERIES
MALBEC
2019

91
PUNTOS



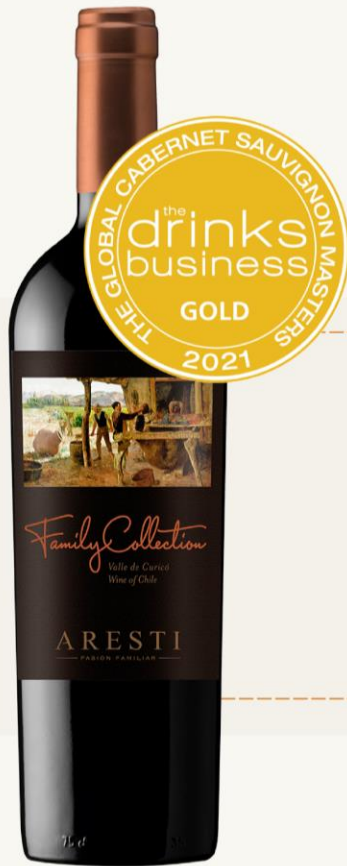
TRISQUEL
GRAN RESERVA
ASSEMBLAGE
2019



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The Drinks Business - Global Cabernet Sauvignon Masters 2021



ASSEMBLAGE
2017



CABERNET
SAUVIGNON
2019

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**WE ARE PROUD TO
SHARE GREAT RESULTS
AT THE GLOBAL
CABERNET SAUVIGNON
MASTERS 2021**

2021

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ARESTI
— PASION FAMILIAR —

The Drinks Business - Global Chardonnay & Sauvignon Blanc Masters 2021







CHARDONNAY
2020

SAUVIGNON BLANC
2021

ARESTI
PASION FAMILIAR

the
drinks
business

“OUR WINES CONTINUE
TO BE **RECOGNIZED**
INTERNATIONALLY.”

2021

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The Drinks Business - Global Malbec Masters 2022



CSWA- 2023

ARESTI
PASION FAMILIAR

TRISQUEL

WE ARE PROUD TO
ANNOUNCE NEW MEDALS
TO OUR WINES

GOLD MEDAL
TRISQUEL GRAN RESERVA
CABERNET SAUVIGNON 2020

BRONZE MEDAL
TRISQUEL GRAN RESERVA
MERLOT 2019

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ACTIVATIONS & MATERIALS



MARKETING MATERIALS

MAGAZINE Ads



PPT Aresti.



Web.



INFOGRAPHIC



ARESTI
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MARKETING MATERIALS

BRAND SHEETS



BANNERS



Shelf talkers.

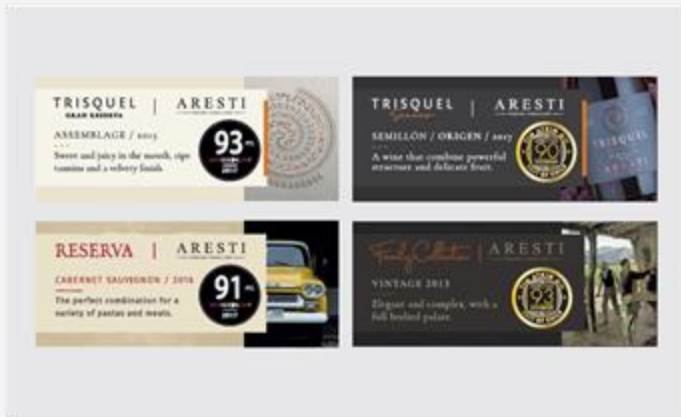
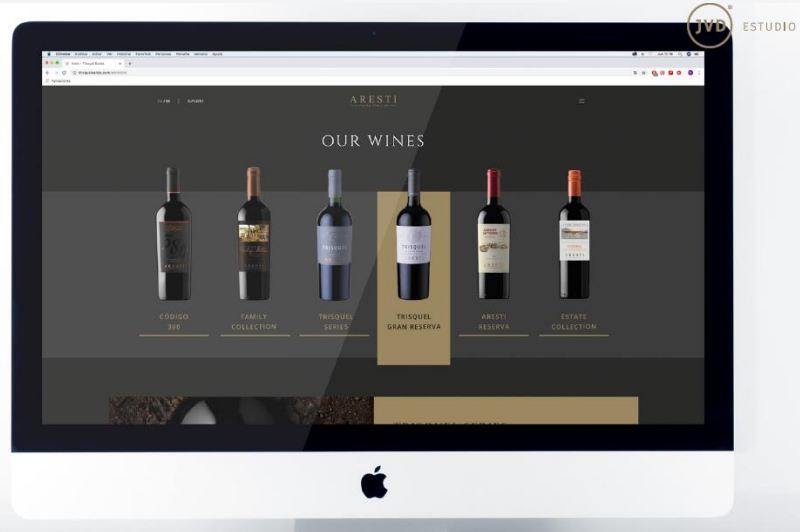


Table Tent.

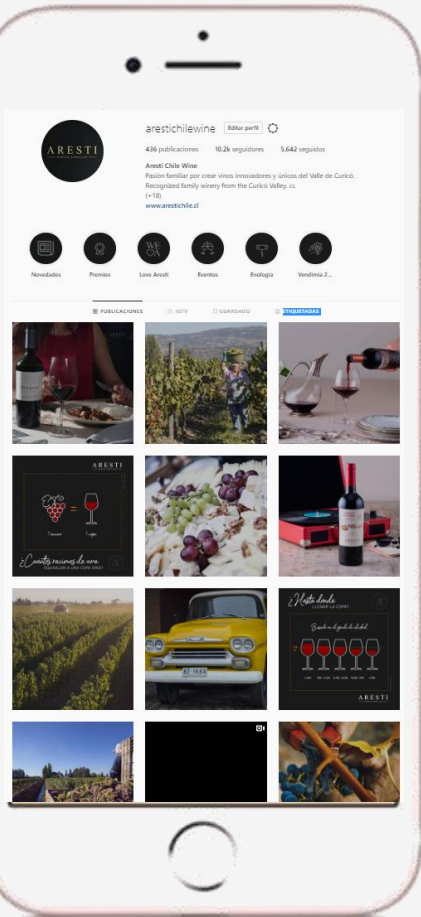
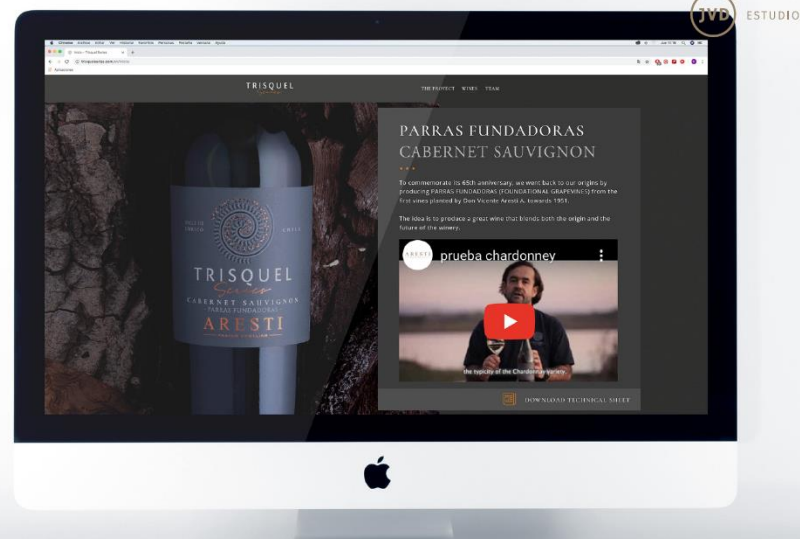


SOCIAL MEDIA & WEB

ARESTI WEB SITE



TRISQUEL SERIES WEB SITE



INSTAGRAM & FACEBOOK

CONSUMER ACTIVATIONS



CONTEST!

NEXT WEEK,
**WIN WITH
ARESTI**
— PASION FAMILIAR —

STAY TUNED!



CONTEST

ARESTI — PASION FAMILIAR —

WIN WITH ARESTI

The best Family Collection store display
Participate with ARESTI and win amazing prizes. The competition consists to make the best Family Collection display. The winner will be picked by Wesley and the ARESTI team. All photos must be emailed to wesley.donohoe@cassidywines.com.

- All displays must be kept on the floor during the competition (dates)
- Any type of display will be accepted.
- The store with the best display, will win:
 - 1 case of Family Collection per store
 - 1 jacket for every member of the off-licence department

SALES VALID FROM XXX TO XXX OF FAMILY COLLECTION

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CONTEST

ARESTI — PASION FAMILIAR —

WIN WITH ARESTI!

The best store sales of Trisquel Sauvignon Blanc

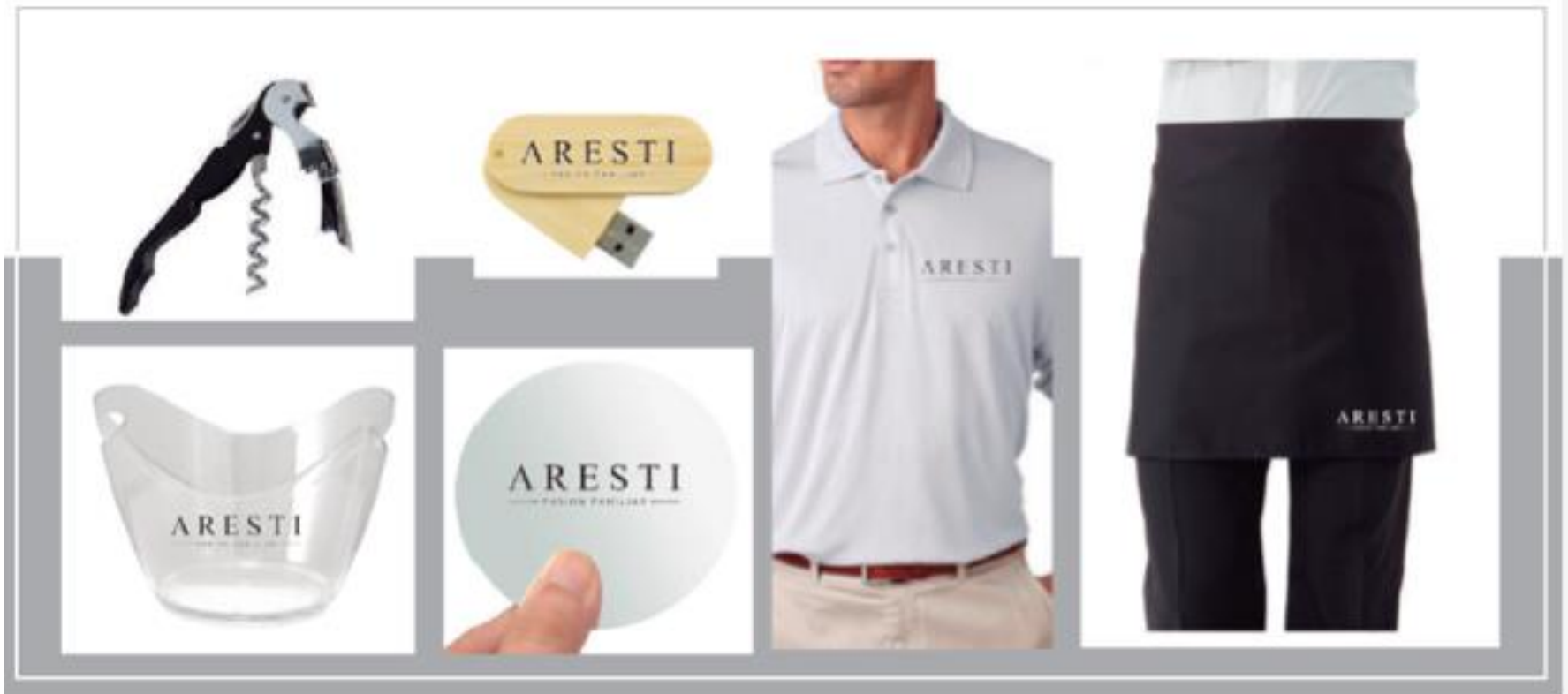
Participate with ARESTI and win amazing prizes. The competition consists of selling the most bottles of Trisquel Sauvignon Blanc during (dates), the 3 stores (small, medium and large) that sells the most bottles will win:

- 1 case of Trisquel wines per store
- 1 jacket for every member of the off-licence department

SALES VALID FROM XXX TO XXX OF TRISQUEL SAUVIGNON BLANC

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MERCHANDISING MATERIAL



POP MATERIAL



GRAPHIC MATERIAL





THANK YOU
Muchas gracias

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