



ESPÍRITU
de CHILE



ESPÍRITU DE CHILE

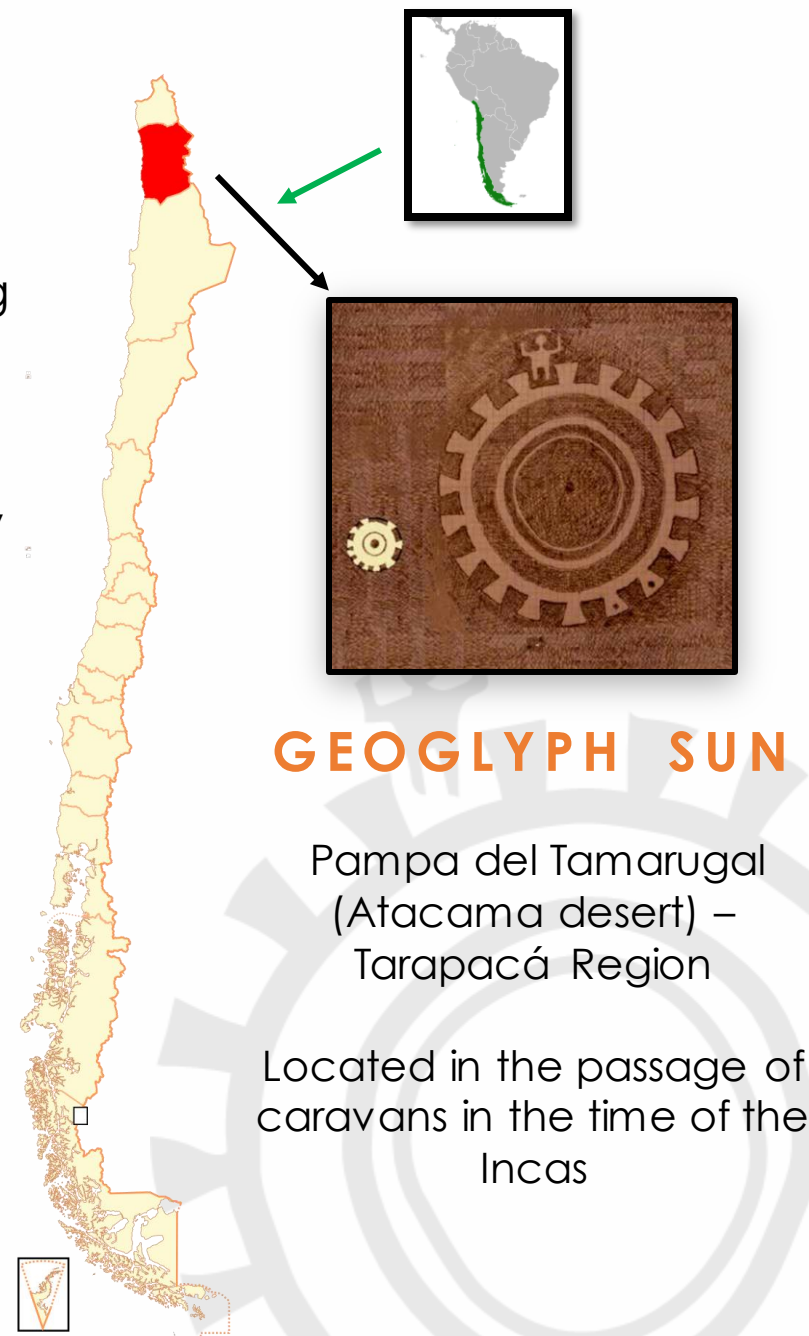
📷 📱 @espíritudechilewines
espíritudechile.com

19/02/2024

BRAND / ISOTYPE DESIGN

Our ancestors based their living spirit on the concept of the **SUN**. For all the cultures that inhabited this wild territory, the **SUN** was essential for their daily subsistence.

Our brand isotype, dated more than a thousand years, corresponds to an existant ancestral geoglyph located in the heart of the **Atacama desert**.

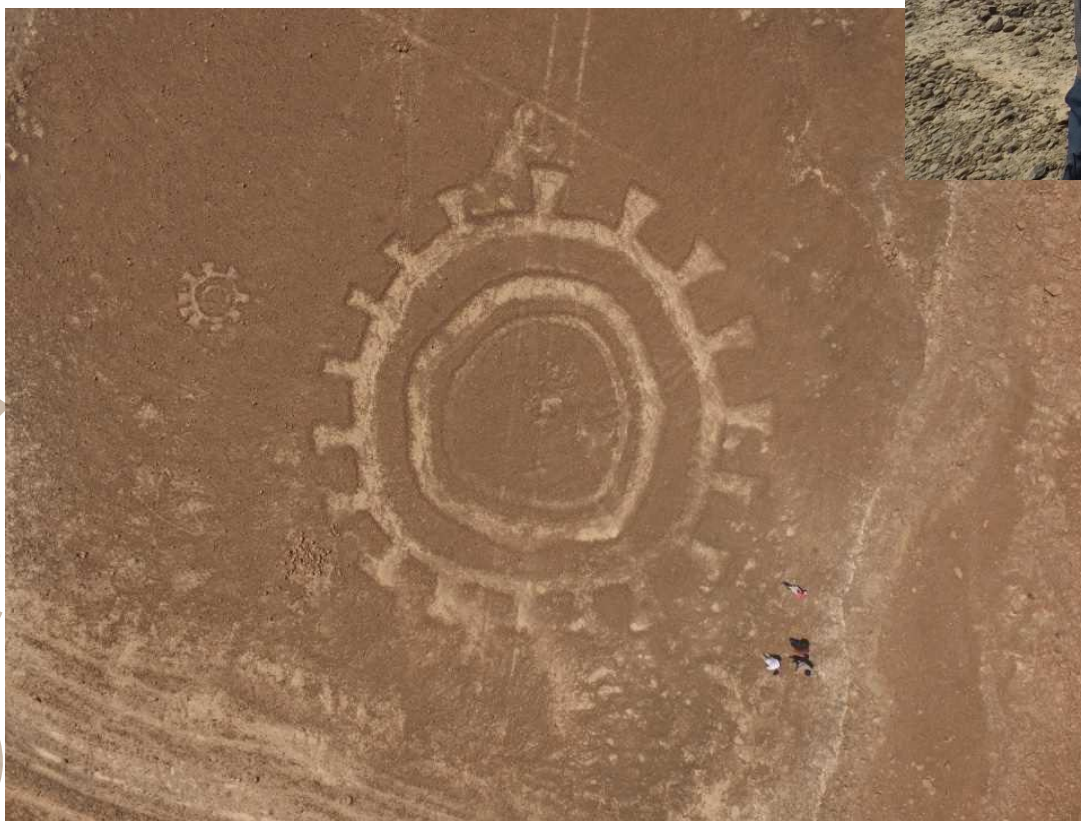


Luis Briones

- Archaeologist
- Geoglyph specialist



DISCOVERER





Agreement with **Pica Museum:**

- Exhibitions of 5 geoglyphs suns
- Educate visitors



CONSERVATION PROJECT



At **ESPIRITU DE CHILE** we create **wines** that express the **Living Spirit** of our wild territory.

ESPIRITU DE CHILE is a way of living life.

It's the moment of pause during the day in which the senses are allowed to expand with a glass of **ESPIRITU DE CHILE**.

Enjoy ESPIRITU DE CHILE and feel the **living spirit!**

WHAT IS THE CHILE THAT INSPIRES US?





PURE CHILE

DESERT / PATAGONIA / OCEAN / MOUNTAINS

NATURAL
UNEXPLORED
DISTANT
DIVERSE



INTENSE CHILE

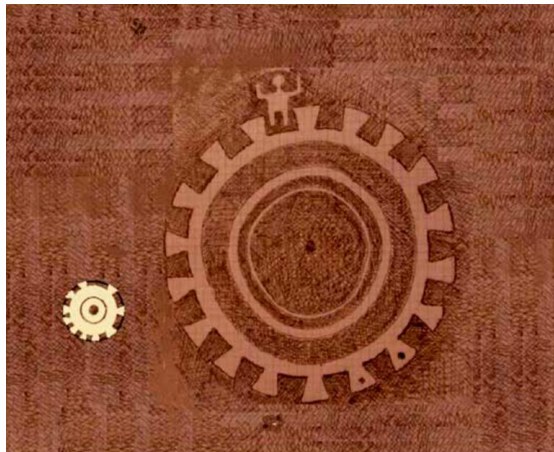
OUTDOOR
ADVENTUROUS
WILD
BREATHLESS





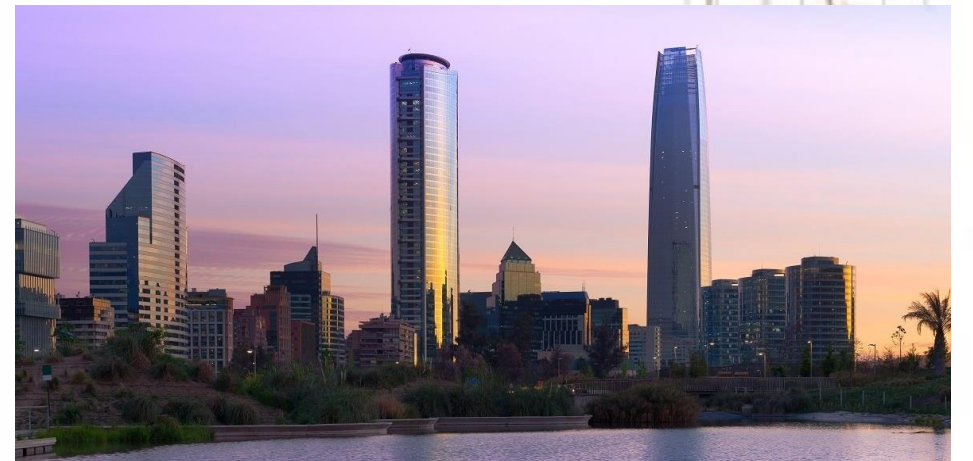
ANCESTRAL CHILE

CULTURES
LEGACY
MYSTERIOUS
RESPECTFUL



MODERN CHILE

INNOVATIVE
ENTREPRENEUR
CREATIVE
MODEL



OUTDOOR
EXPLORER
RESTLESS
TRAVELER
POSITIVE
CONNECTED

TARGET EXPLORER

- NATURE LOVERS
- EXPERIENCE SEEKERS
- ENTHUSIASTS OF THE MOMENT
- GLOBAL





#LIVINGSPIRIT

Explore. Enjoy. Explore again.
That is **ESPÍRTU DE CHILE.**

A permanent invitation to live unique experiences connected with nature.
This is **the spirit** that remains alive in each of our wines, created to enjoy while
you wait for your next adventure.



Explorador
(Gran Reserva)



Intrépido
(Reserva)



Viajero

OUR
WINES





EXPLORADOR Gran Reserva



Let's go out together in search of the **signature variety** of **Chile's best wine valleys**.

A tour through a world of new aromas and flavors.
An experience that will test your **explorer spirit**.



12 MONTHS



CABERNET SAUVIGNON
CARMÉNÈRE
SAUVIGNON BLANC



MAIPO VALLEY
CURICÓ VALLEY
LEYDA VALLEY



INTRÉPIDO PATRIMONIAL Special Reserve



**Carignan -
País -
Cinsault**



**Semillón -
Sauvignon Blanc -
Moscatel**

Venturing into this untamed nature requires **strong character and personality**. *Intrépido* makes an invitation to discover **Chile's flagship varieties** by embarking on a fascinating journey through the flavors of this land. Perfect to share the experiences of your most recent adventure.



INTRÉPIDO Reserva

Venturing into this untamed nature requires **strong character and personality**. *Intrépido* makes an invitation to discover **Chile's flagship varieties** by embarking on a fascinating journey through the flavors of this land. Perfect to share the experiences of your most recent adventure.



Cabernet
Sauvignon



Carménère



Merlot



Malbec



Riesling



Chardonnay



Sauvignon
Blanc



Rosé
Grenache

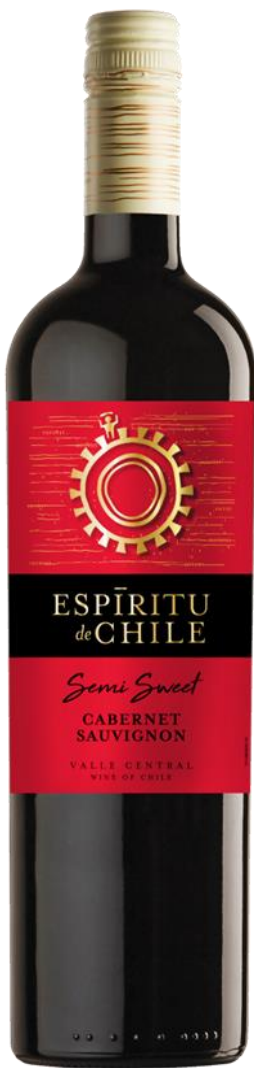


Chile is an open destination that brims with landscapes, colors, aromas and flavors.

Viajero is an **invitation to roam freely** through these fresh and diverse sceneries that will turn your day into a memorable experience.

An ideal way to start planning your next trip to Chile.

Semi Sweet

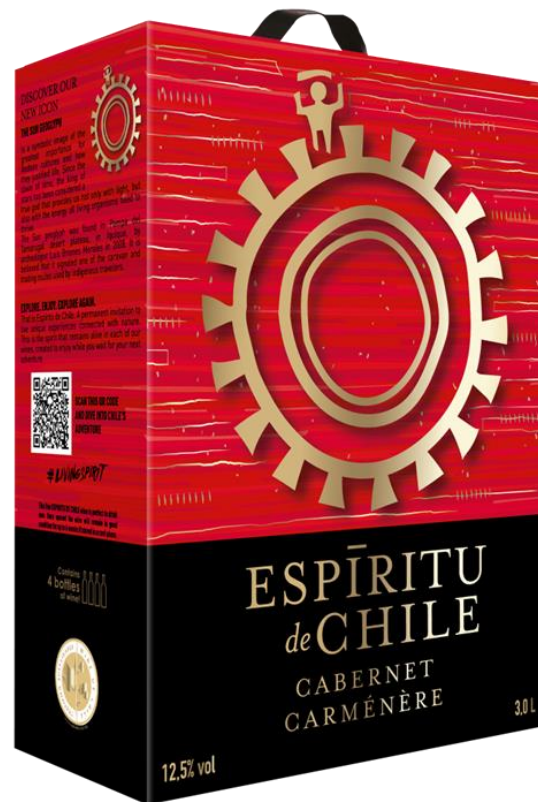


Cabernet
Sauvignon

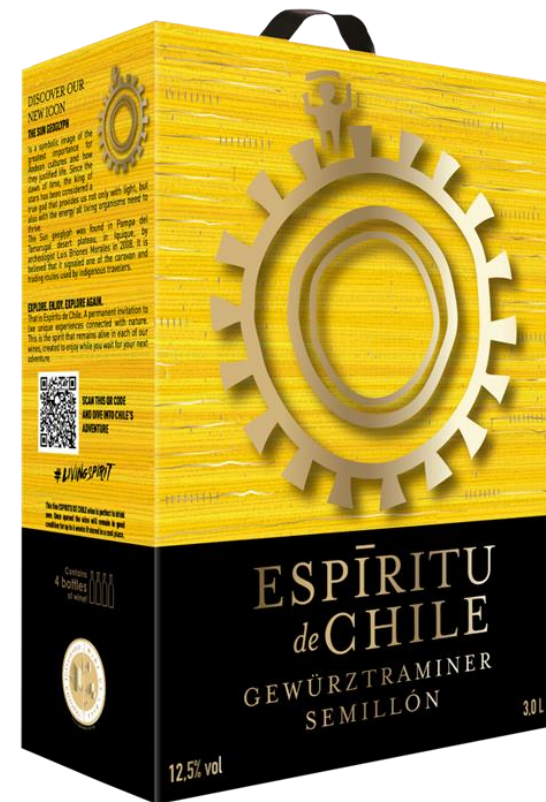


Sauvignon
Blanc

Bag in Box



Cabernet Carménère



Gewurztraminer Semillón

JAMES SUCKLING 2021



91 PTS. JAMES SUCKLING.COM CABERNET SAUVIGNON EXPLORADOR 2019 	90 PTS. JAMES SUCKLING.COM CABERNET SAUVIGNON INTRÉPIDO 2020 	90 PTS. JAMES SUCKLING.COM SAUVIGNON BLANC INTRÉPIDO 2020 	91 PTS. JAMES SUCKLING.COM SEMILÓN-SAUVIGNON BLANC-MOSCATEL INTRÉPIDO PATRIMONIAL 2020 	91 PTS. JAMES SUCKLING.COM CARIGNAN-PAIS-CINSAULT INTRÉPIDO PATRIMONIAL 2020 
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JAMESSUCKLING.COM



JAMES SUCKLING 2022



91 PTS. JAMES SUCKLING.COM Explorador Carménère / 2019 	90 PTS. JAMES SUCKLING.COM Intrépido Patrimonial Tinto / 2021 	91 PTS. JAMES SUCKLING.COM Intrépido Merlot / 2021 
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JAMESSUCKLING.COM





THE GLOBAL CABERNET SAUVIGNON
MASTERS



THE GLOBAL MALBEC MASTERS



THE GLOBAL CHARDONNAY MASTERS

THE DRINK BUSINESS
2021



**THE GLOBAL CABERNET SAUVIGNON
MASTERS**



THE GLOBAL GRENACHE MASTERS

THE DRINK BUSINESS 2022

DECANTER 2022



DESCORCHADOS 2023



CWSA 2023





PACKAGING



COMMUNICATION





espirtudechilewines

Siguiendo ▾

Enviar mensaje



899 publicaciones

15,5 mil seguidores

7533 seguidos

Espiritu de Chile Wines

Explorar. Disfrutar. Volver a Explorar.

Eso es Espiritu de Chile. 🍷 #LivingSpirit

www.tiendaespirtudechile.cl

james.suckling, monisainzc, smoran_73 y 34 más siguen esta cuenta



#WineFriday



Descuentos



Awards



Concurso



Amigos



Press



Concurso

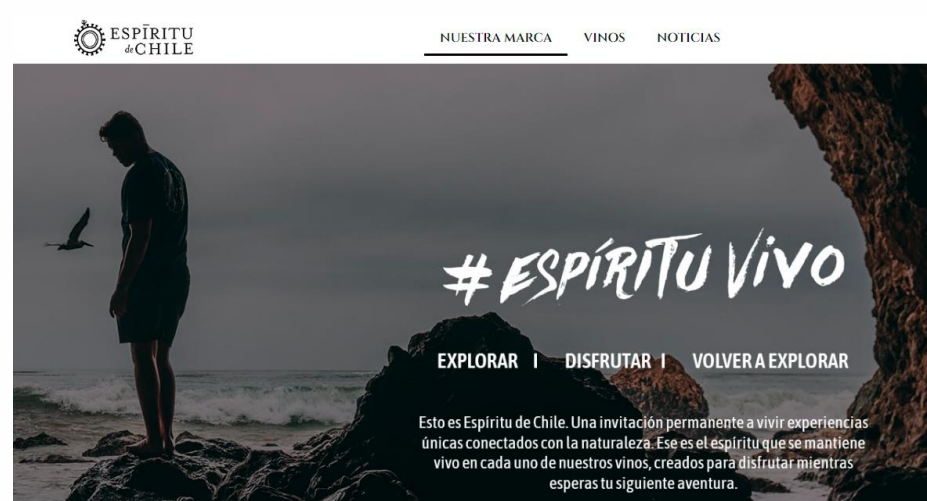


@espirtudechilewines





WEBSITE:
ESPIRITUDE
CHILE.COM



Website with themes and contents.

- Living Spirit
- Our Wines
- Tourist Destinations of Chile:
 - ✓ North
 - ✓ Central
 - ✓ South
- Partnerships
- Innovation

IN CHILE...





Estonia – Lithuania – Lithonia
Maitencillo Beach



Japan
Cajón del Maipo

Brazil
Cajón del Maipo



Brazil
The Reserve Estate



Paraguay
Pichilemu

Russia
Paragliding, Santiago



SPORTS EVENTS



**We are present in several sports and
outdoor life events that share our
“LIVE SPIRIT”**



MARKETING ACTIVATIONS





CONSUMER PROMOTIONS



Communicated direct to the store managers
and/or the field agencies



WIN A **TRIP TO CHILE**
THE OUTDOOR EXPERIENCE



Magazine
Adds



Banners



Table Tents

3L Dummy
Bottle



Sell Sheets



Shelf Talker



Medal



Display Pennant



1 - PACK



2 - PACK



4 - PACK





IN-STORE SPECIAL EXHIBITIONS





During key dates, to promote the wines helped by BRAND AMBASSADORS and/or sommeliers.





WE INVITE YOU

To be part of this new adventure!





ESPÍRITU
de CHILE



Muchas gracias
Thank you

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espirtudechile.com

12.04.2023