

Vina Koyle Joins Forces with Wines of Chile for Chilean Sustainable Harvest Week Promotion

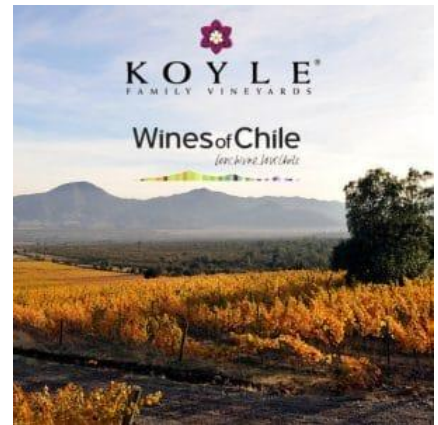
Vina Koyle, in collaboration with Natural Merchants and our nationwide distribution network, has joined forces with the Wines of Chile consortium to participate in their new “Sustainable Harvest Week” campaign, that will take in April in United States. The campaign will gear up to and leverage media interest and consumer attention around Earth Day 2021 which is on April 22.

The Sustainable Harvest campaign is geared towards increasing the visibility and sales of wines from Chile through a series of digital activations and enhanced E-Commerce promotions in Spring 2021.

WINES OF CHILE GOALS INCLUDE:

- Demystify the complexity, breadth, and diversity of Chilean terroirs
- Give visibility to small and medium sized producers
- Communicate Wines of Chile commitment to sustainable winemaking practices
- Create opportunities to expand brands presence in brick and mortar and online retailers’ listings
- Provide consumers a starting point for discovery, and exploration of appellations and varieties
- Incite product trial through participating retailers
- Increase sell through

Wines of Chile states, “Chile has proven it is dedicated to the environment with one of the most extensive sustainability accreditation programs in the world. Today 76 wineries, 80% of its total wine exports, are certified by the Wines of Chile Sustainability Code. Wineries face a set of rigorous requirements before earning the Sustainable Wine of Chile seal 346 requirements to be exact. The dedication to sustainability is great news not just for the planet, but also for wine lovers. Consumers are becoming more aware of what they eat and drink, and many Americans are seeking out environmentally responsible wines.



In the past 5 years, organic wine consumption has almost doubled from 349 million bottles in 2012 to 676 million bottles in 2017. SudVinBio estimates a total of 976 million bottles of organic wine are expected to be consumed in 2023. The “Sustainable Harvest” campaign will raise awareness of Chile’s commitment to environmentally friendly winemaking and connect with American consumers.”

Wines of Chile will be working jointly with New York agency **Colangelo and Partners** (execution), their Public Relations agency **Creative Palate** and media partner **Vinepair** to bring The Week to life.

Sustainable Harvest Week Promotional Activities

- **Vina Koyle will participate in the many aspects of the campaign which will include:**
- **National Media Relations**
- **Creative & Design POS**
- **E-commerce Promotion with Retailers who have an Online Presence**
- **Partnership with SevenFifty** to create a Regional Chilean Wine Guide which will be permanent on the site as well as inclusion within the Sustainable Harvest list located in the SevenFifty platform, and promoted to their restaurant and retail users.
- **Website & Shopping integration:** Koyle will have a winery subpage in the Wines of Chile web site that will include direct purchase capabilities.
- **Social Media Posts**
- **Influencer Program**
- **Virtual Trade Tastings-** Koyle wine will be included within a virtual seminar attended by 15 media and trade members.



EUROPEAN OFFICE:

Cartagena, SPAIN
pilar@naturalmerchants.com

Tel: +34.968.32.15.11
Fax: +34.902.90.89.61

NORTH AMERICAN OFFICE:

Oregon USA
ed@naturalmerchants.com

Tel: 1.530.554.2333
Fax: 1.866.784.0422

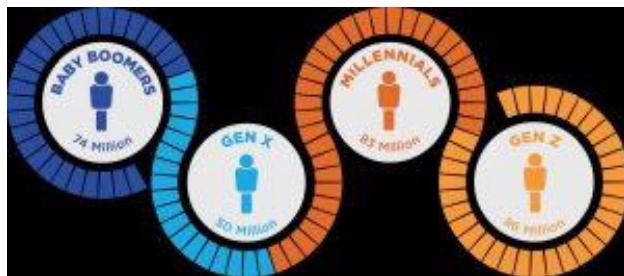
Campaign Targets

Trade: Multi-unit retailers as well as independent retailers with ecommerce platforms all across the US.

Consumers:

Gen Z, who have just started appreciating wine and are early adopters in their generation; Millennials, representing 34% of the market, eager to explore international wines, and prone to spend more money for higher quality wines;

Gen X, who have the highest purchase power and can lift sales of premium and super premium Chilean wines.



Our Partnership with Vina Koyle

As the importer, we at Natural Merchants will be working with distribution partners across the country to build anticipation for Sustainable Harvest Week, **encouraging more placements with participating retailers, including those with online sales presence which are directly participating in the campaign.** We will be active on our own social media channels and reach out to key social media influencers and bloggers to create an additional buzz for the first Chilean Sustainable Harvest Week promotion. We will also be offering special promotional pricing for the week.

Vina Koyle Biodynamic Wines from Chile

Viña Koyle was born from the tradition that the family Undurraga carry in **their blood**; a family dedicated to winemaking for more than 6 generations, started by Francisco Undurraga Vicuña in 1885. Koyle places their greatest effort on the expression and understanding of the vineyard. It is based on 3 pillars: man, place and environment. It is through a Biodynamic approach that they have found the best way to get intimately close to the expression of nature. Through achieving balance, unique wines are obtained that express the harmony found in unifying the cosmic and terrestrial world. The deep respect of the ecosystem, natural cycles and the dedication of human work are used to achieve these wines of excellence.

All Koyle estate-grown grapes are harvested by hand and vinified with a low-intervention philosophy to preserve their natural expression, freshness and finesse. They are “wild fermented” with indigenous yeast, then aged in French oak for 14 months and bottled at the ideal moment. The wines are characterized by good structure, elegance, freshness and balance. They are concentrated wines with good acidity, that show their own notes of the distinct terroir of their origin. Koyle brings “beyond” sustainable to Sustainable Harvest Week with their dedication to certified Biodynamic production.



Please contact us for samples and more information about the campaign.

EUROPEAN OFFICE:

Cartagena, SPAIN
pilar@naturalmerchants.com

Tel: +34.968.32.15.11
Fax: +34.902.90.89.61

NORTH AMERICAN OFFICE:

Oregon USA
ed@naturalmerchants.com

Tel: 1.530.554.2333
Fax: 1.866.784.0422