

Santa Carolina Reserva Relaunch

Santa Carolina, one of Chile's most traditional and oldest wineries, has relaunched their Carolina Reserva with a new look inspired by Carolina Iñiguez.

Santa Carolina Reserva is a tribute to Carolina Iñiguez –the wife of the winery's founder Luis Pereira. This wine seeks to reach people who are keen on enjoying every moment and always find an opportunity to turn an ordinary day into a special occasion.

Carolina is a woman who knows how to enjoy life. She can turn even the simplest of moments into a grand one. She, like no other, understands the power of small details and reminds us that any moment can become a great occasion and that there is always a good reason to celebrate.

...turn even the simplest of moments into a grand one...

Carolina Reserva is born out of that inspiration. It is not afraid of innovating in order to create new sensations. The label represents that: is simple, light, fresh and modern.

Santa Carolina describes itself as, "a wine to enjoy every day, perfect to share amazing moments with your loved ones or to have a great time simply on your own. With its particular aromas and flavors, each variety of Carolina is the perfect embodiment of the Santa Carolina winemaking philosophy, which seeks to portray the indissoluble links between our winegrowing valleys, the climate and the fruit."

Carolina Wine Brands is one of Chile's leading wine groups and producer of five brands: Santa Carolina, Casablanca, Ochagavia, Antares, and Finca el Origen in Argentina.

Santa Carolina is Carolina Wine Brands' flagship brand. With a history spanning over 140 years, Viña Santa Carolina was established in 1875 by Luis Pereira; who named it after his wife, Carolina Iñiguez.

Located in Santiago, the winery's facilities and underground cellar are a National Monument and are open to the public at large. With sales in excess of 25 million bottles, Santa Carolina's wines are available in over 90 countries. ■



SANTA CAROLINA

CHILE 1875

NEW LOOK

SAME
GREAT
WINE



CAROLINA

RESERVA

• MAKE YOUR MOMENTS UNIQUE •