

Nuestra Tierra

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NEWSLETTER

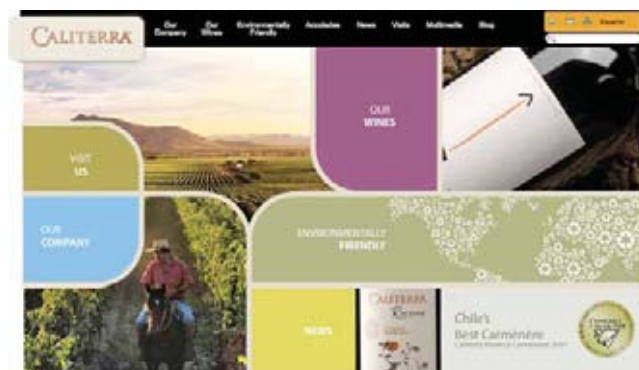
Caliterra.com

relaunched with emphasis on sustainable production

New Website Outlines Blueprint for Sustainable Wine Production in Chile

Caliterra, Chile's leading practitioner of sustainable wine-production, has taken its first step in officially launching the company's blueprint for a Sustainable Protocol for wine production in Chile, by re-launching its online presence.

The new website, now live, outlines Caliterra's investment into this holistic approach to winemaking and details the environmental, social and economic benefits of the sustainable model as a positive choice for other Chilean wineries.



Nestled in the centre of the Colchagua Valley since 1996, Caliterra has developed a reputation as the vanguard of the Chilean sustainable movement, which it promotes domestically and internationally. The new website updates the corporate identity, with sustainability as the key message to the world.



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Caliterra.com outlines the four elements integral to the sustainable ideal at their Colchagua winery and across their entire vineyard holdings. These cover Sustainable Viticulture, Community Commitment, Environmental Preservation and Eco-Friendly Packaging. Managing Director Andres Barros outlined the benefits of the sustainable model to his own winery:

“Our sustainable approach to crafting wines gives great value to high standards of environmental quality; based on the objective of obtaining high-quality products, protecting the health of the consumer and our workers, respecting the environment (flora and fauna), working strongly with the community and preserving the natural landscape for future generations.”



The new website is also a rich information resource, offering a library on the subject of sustainability in Chile, and the company’s wines. Winemaker Sergio Cuadra will be a prominent and active part of this resource, hosting a regularly updated blog throughout the year and encouraging input from consumers. Visitors to the website can also download print quality photography of the Caliterra wines, and generic images of the beautiful Colchagua Valley, for commercial or media use.

The multimedia aspect has been increased twofold, with video streaming and podcasts making an integral part of the online activity plan for the year ahead. Documentation concerning sustainable practices, technical wine data such as harvest reports and tasting notes as well as the latest news reports, accolades and press releases can be downloaded. Visitors can sign up for the Nuestra Tierra newsletter, for the very latest breaking news.

