

# Nuestra Tierra



## CALITERRA

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www.caliterra.com

NEWSLETTER



Viña Caliterra:  
Caliterra's ecological  
labels receive worldwide  
recognitions

**Due to great graphic attributes and high environmental specifications, Viña Caliterra's ecological labels have been distinguished by different markets throughout the world.**

The British competition "2009 Harpers Wines & Spirit Design Awards" recognized the entire Caliterra range with a bronze medal for its elegant and distinguished graphic design.

Likewise, Caliterra Tributo's label received the "Theobaldo de Nigris" prize, recognition given to the quality of the design and for being the first Chilean wine label made with recycled paper.

Both distinctions certify the sustainable graphic development that Caliterra has carried on where behind the cooper tones and the vines, an eco-friendly way of working has been carried from the vines to the consumers worldwide.

This time the applauses for Caliterra were not only for the excellent quality of the wines, but to the natural and innovative graphic designs. A design that goes beyond the barrier of the different worldwide markets with a detailed esthetic that aims to a meticulous concern regarding ecology, quality and simpleness. Elegant attributes outstand such as the natural drawing of the vine with the leaves falling with the wind among cooper shades, free style and released texts, the use of recycled paper, Green Seal and Forest Sustainable Management Certifications that promote a special care for nature and Chilean roots at the Colchagua Valley.

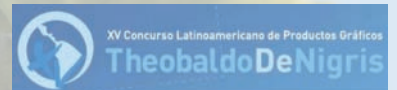
"Our ecological packaging is the reflection of our commitment with the environment and future generations, representing the fusion of "quality" (calidad) and "land" (tierra) that gives Caliterra its origin. Our label graphic design objective is to show the passionate friendship we have with nature and how we have incorporated the sustainable development philosophy throughout the winery", mentioned Rodrigo Millán, Marketing Director for Caliterra.

The worldwide prestigious British wine and liquor competition “Harpers Wine & Spirit Design Awards 2009” recognized the complete Caliterra range with a bronze medal for the outstanding esthetic and graphic design, positioning Caliterra wines among the best designs introduced in the liquor industry during the last twelve months.

The verdict of the selected group of judges was carried out based on three important aspects: in the first place if the design outstands the characteristics of the products; second if it is fully suitable to the different markets and finally if it has an eye-catching esthetic that enhances the products above their pairs.

Caliterra wines do not pass unnoticed among the people with an esthetic look due to the work done by the Chilean AB&D design agency, that has more than twelve years of experience creating wine labels and giving life to the essential Caliterra brand values: “Friendly with the environment”, “Chilean, proud of Colchagua” and “Quality of our Land”. The Caliterra fields in the Colchagua Valley itself were the inspiring muse of the labels, where leaves, roots and vines drawn in a manual trace with copper and terracotta colours take you closer to a sunset in the natural vineyards. The design expresses the permanent commitment with future generations that Caliterra has by showing details of the untouched nature present in our estate and giving the standards of how Caliterra will take good care of this natural scenario full of vines, hills, animals and trees.

### Latin-American Competition of Graphic Industry 2009



During the XV version of the Latin-American Graphic Industry Contest “Theobaldo de Nigris”, which took place at Buenos Aires, Caliterra was also rewarded with the Latin-American maximum distinction. In this opportunity, the Caliterra Tributo label was awarded the “Quality Certificate” for the special processed category.

The competition, organized by the Latin-American Graphic Industry Confederation – CONLATINGRAF, distinguishes integral quality of Latin-American graphic products, as well as stimulates competitiveness among the countries in graphic design seeking to increase actual standards related to quality and innovation.

“More than 1500 designs arrived as a result of the competitiveness shown among the Latin-American graphic industry. We are very happy with the large reply to the contest, that shows the best of Latin-America’s designs”, mentioned José Luis Zamora, President of CONLATINGRAF.

**Both distinctions reflect that the modern, elegant and distinct graphic aesthetics united to innovative ecological standards, sustainable philosophy and environmentally friendly developments are universal attributes valued worldwide.**