

SUCCESSFUL INTRODUCTION OF TERRANOBLE'S NEW IMAGE IN CHILE

As part of Viña TerraNoble's 30th anniversary, a new image for our Azara, Algarrobo and Civis wines was presented. This new image migrates from the Reserva and Gran Reserva concept that does not have a clear definition. It also aims to bring the TerraNoble brand closer to younger consumers by modernizing the packaging while maintaining the brand codes.

The introduction of the new image at an

international level has been implemented during the year. In Chile, it was presented to our distributor and local press with excellent feedback. And in different events in which we have participated, we also received very positive comments from final consumers.

We share with you images of the El Mundo del Vino stores in Chile, with an outstanding display of the new packaging.

