

**MATETIC** WINE GROUP

*Terra Pura*



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VIÑA MATETIC has been producing quality wines for nearly 20 years in some of Chile's premiere wine growing regions. Since its beginning, Viña Matetic is 100% committed to delivering the highest quality wines with an absolute respect for the natural environment—since its inception the winery has adhered to the highest standards of organic and biodynamic viticulture.

Focused on producing wines of excellence from the cold climate Casablanca and San Antonio valleys, Viña Matetic pioneered the production of the first cool climate Syrah, opening up a new opportunity and category of Chilean wine.

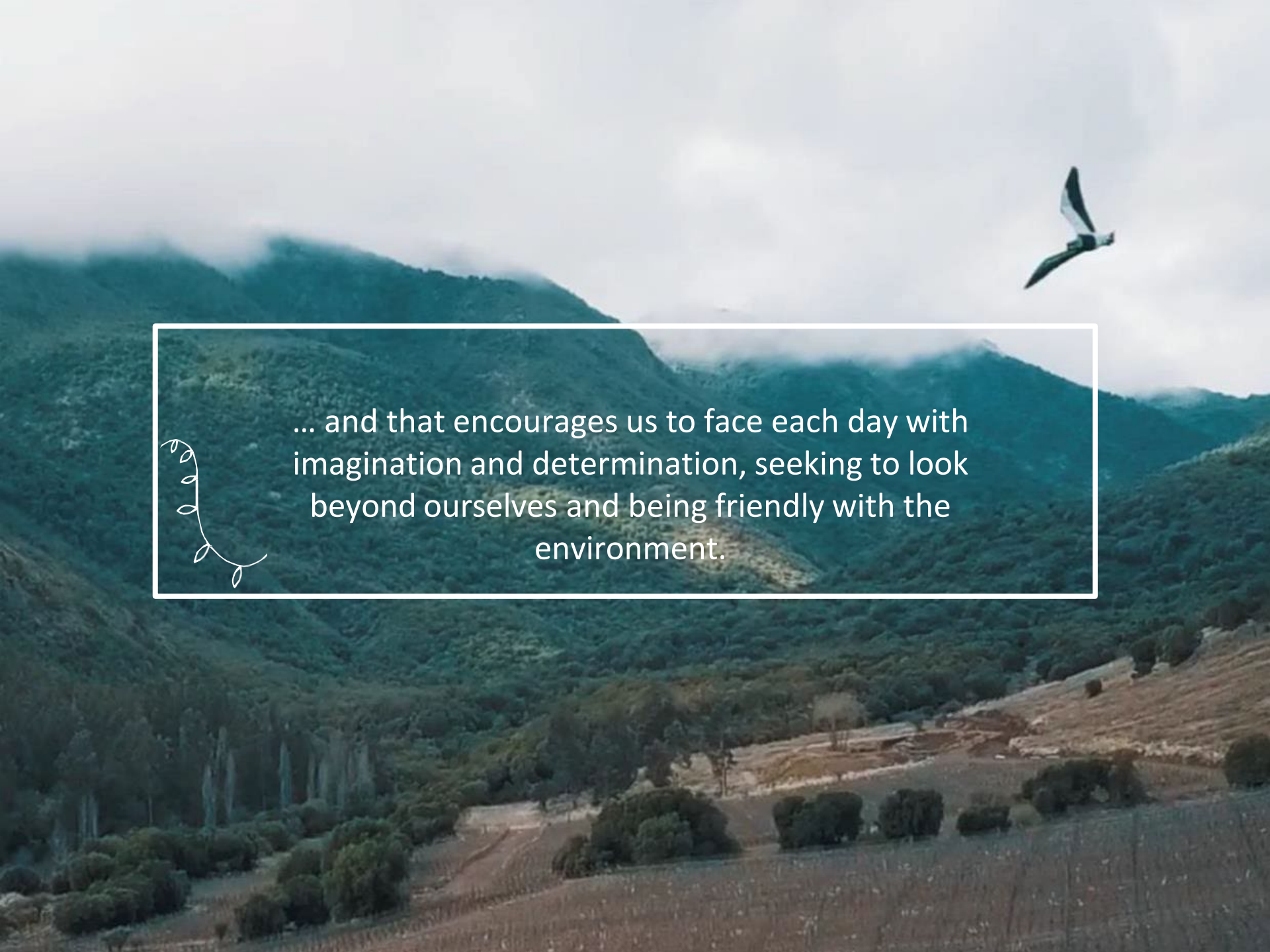




# *Terra Pura*


A better world *is* possible, and we believe that the correct path is one that takes us back to basics, back to nature, ...



A scenic landscape featuring rolling green mountains and a valley. In the foreground, there are fields of brown and green vegetation. A bird is flying in the sky on the right side. The sky is overcast with grey clouds. A white rectangular box is overlaid on the image, containing text and a decorative vine graphic.


... and that encourages us to face each day with imagination and determination, seeking to look beyond ourselves and being friendly with the environment.





This is a way of being and we are committed to being a part of this inspiring movement.



A photograph of a bottle of Terra Pura wine lying on its side on the ground in a vineyard. The bottle is the central focus, with its label clearly visible. The background consists of dark soil and green vineyard plants. A white-bordered box is superimposed over the middle of the image, containing text. At the bottom of the image, there is a white line-art illustration of a vineyard scene.

And that is why we created TerraPura, a line of wines that features the best of Chile's wine valleys, perfect for those who never stop searching.



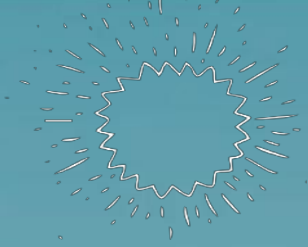
# OUR VISION

TerraPura was founded as a means of sharing Chile's tremendous diversity of terroirs and varieties with the world—always with a strong commitment to quality and sustainability.





# OUR HISTORY



**2004**

TerraPura was founded and began a long-term relationship with grape growers in Chile's best wine regions.



**2009**

Impressed by their vision the Matetic family joins forces with TerraPura.



**2012**

The TerraPura winery facility was built in the Los Lingues zone of the Colchagua Valley, located at the Foothills of Los Andes.



**2016**

Given TerraPura's tremendous growth, the Matetic Wine Group acquired 100% of its property.

Felipe Vial joined the team as TerraPura's head winemaker.



**2017**

The expansion of the TerraPura winery begins.



**2018**

Important investments are made in terms of winery capacity and production line.

Due to its success in international markets, Matetic Wine Group decided to launch TerraPura in Chile.

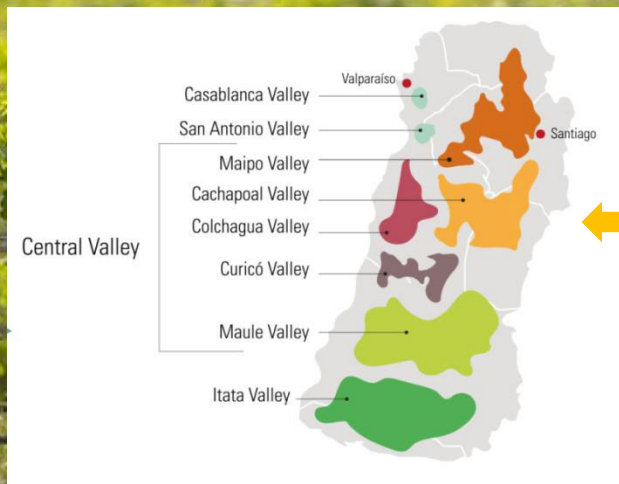
# WINE REGIONS

Chile's diverse geography, with the Andes Mountains to the east, the Atacama Desert to the north, the Pacific Ocean to the west, the Patagonian Ice Fields to the south, and its wide-ranging climates and soil types, make it a land that is beneficial for viticulture.



# WINE REGIONS

Transversal river valleys that run from east to west, from the Andes to the sea, allow the cool sea breezes to blow inland every evening. Chile's Mediterranean-like climate, with its warm, dry summers, and cold, rainy winters, is ideal for wine production.



TerraPura Winery is located in the heart of Colchagua Valley, and produces wines from the main valleys of Chile.



# TERRAPURA WINERY



The TerraPura winery facility was designed with the latest technology to allow us to efficiently make high-end wines to satisfy the tastes of our different markets around the world, always respecting the environment and nature that surrounds us.

# TERRAPURA WINERY

TerraPura is equipped with a highly efficient system that enables the grapes to be processed within minutes of arriving at the winery, which in turn protects the quality of the grapes.

Tank temperatures can be controlled for heating or cooling during production of our white and red wines and are equipped with efficient stabilization and filtering processes for optimal quality and management of the wines.



# TERRAPURA WINERY



The TerraPura winery is equipped with its own high-tech bottling and labeling line with controlled processes to ensure the safety and traceability of the final product. This lends us greater control over our processes and ensures the quality of our wines, which is a fundamental pillar for our winery.

# TERRAPURA WINES

TerraPura is a line of wines that reflects the best of Chile's wine valleys. Wines made with a strong commitment to sustainability and that aim to show Chile's vast diversity of terroir and varieties.

“Every bottle of these wines expresses the character of the grape varieties they are made with and that come from very specific zones of Chile. We look for grapes that fit well with the style of wines that we make—fruity wines with varietal typicity,” explains TerraPura winemaker Felipe Vial.



# TERRAPURA WINES / RESERVA



**SAUVIGNON BLANC**  
CURICÓ VALLEY



**CHARDONNAY**  
CURICÓ VALLEY



**PINOT NOIR**  
ITATA VALLEY



**MERLOT**  
CURICÓ VALLEY



**CARMENERÉ**  
COLCHAGUA VALLEY



**CABERNET SAUVIGNON**  
COLCHAGUA VALLEY





## *Terra Pura* RESERVA

### SAUVIGNON BLANC

D.O. Curicó Valley

#### **Vinification**

The grapes that go into this wine come from the Molina area, close to the Andes Mountains in one of the coldest sectors of the Curicó Valley, which lends the wine good acidity and a fresh, floral character. The grapes were harvested during the first half of March, crushed, and submitted to a 4-hour cold maceration at 46°F prior to alcoholic fermentation at temperatures controlled to 54°–56°F. The must was protected from oxygen at all times during the 25-day fermentation process.

#### **Tasting Notes**

Greenish-yellow in color with intense aromas of citrus and tropical fruits with a floral touch that make this an elegant and delicate wine. The palate is fresh and fruity with well-balanced acidity.

#### **Pairing Suggestion**

This Sauvignon Blanc is perfect as an aperitif and with fish, shellfish, and pastas.

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## *Terra Pura* RESERVA

### CHARDONNAY

D.O. Curicó Valley

#### **Vinification**

The grapes that go into this wine come from the Molina area, close to the Andes Mountains in one of the coldest sectors of the Curicó Valley, which lends the wine good acidity and a fresh, mineral character. The grapes were harvested in late March, crushed, and submitted to a 2-hour cold maceration at 46°F prior to alcoholic fermentation at temperatures controlled to 56°–57°F over the course of approximately 25 days.

#### **Tasting Notes**

Golden yellow in color with delicate aromas of tropical fruits such as pineapple with notes of mandarin orange and honey. The palate is fresh and well rounded.

#### **Pairing Suggestion**

Perfect with salads, mild cheeses, and fatty fish such as salmon.





## *Terra Pura* RESERVA

### PINOT NOIR

D.O. Itata Valley

#### **Vinification**

The grapes that go into this wine come from vineyards near the coast in the Itata Valley, approximately 400 kilometers south of Santiago. The combination of the cold, rainy climate and the ancient granitic soils make this an area with tremendous potential for Pinot Noir. The grapes were harvested in late March, crushed, and submitted to a 5-day cold maceration at 50°F prior to alcoholic fermentation at temperatures controlled to 78°F for 8 days with gentle aerated pump overs. The wine was then aged for 6 months in French oak.

#### **Tasting Notes**

Deep cherry red in color with intense aromas of cherries, blueberries, and a touch of black pepper. The palate is smooth and silky with good structure and a long, pleasing finish.

#### **Pairing Suggestion**

Perfect as an aperitif and with different types of cheeses, red and white meats, and pastas with sauces.

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## *Terra Pura* RESERVA

### MERLOT

D.O. Curicó Valley

#### **Vinification**

The grapes for this wine came from a warm-climate zone of the Curicó Valley with alluvial soils that produces grapes with tremendous aromatic potential and smooth tannins. The grapes were picked in mid-April, crushed, and submitted to a 5-day cold maceration at 50°F in stainless steel tanks prior to alcoholic fermentation at temperatures controlled to 68°F over the course of 8 days with gentle aerated pump overs. The new wine was then aged in French and American oak for 6 months.

#### **Tasting Notes**

Deep red in color with intense aromas of cherries, blueberries, and a bit of black pepper. The palate is smooth and silky with good structure and along and pleasing finish.

#### **Pairing Suggestion**

This Merlot is perfect as an aperitif as well as with red meats and pastas with sauce.





## *Terra Pura* RESERVA

### C A R M E N E R E

D.O. Colchagua Valley

#### **Vinification**

The grapes for this wine came from the Colchagua Valley, which is a warm zone that encourages good ripening and fruit concentration in this variety. The grapes were picked in early to mid-May, crushed, and submitted to a 5-day cold maceration at 50°F in stainless steel tanks prior to alcoholic fermentation at temperatures controlled to 84°F over the course of 8 days with gentle aerated pump overs. The new wine was then aged for 6 months in medium-to high-toast French and American oak, which balances the spicy notes in the wine.

#### **Tasting Notes**

Bright ruby-red in color with intense and expressive aromas of strawberries, blueberries, and a bit of black pepper. The palate is smooth with sweet tannins and a long, pleasing finish accompanied by an elegant touch of oak.

#### **Pairing Suggestion**

Perfect with a wide range of dishes, such as spicy foods, pastas with red sauce, and red or white meats.





## *Terra Pura* RESERVA

### CABERNET SAUVIGNON

D.O. Colchagua Valley

#### **Vinification**

The grapes for this wine came from the Colchagua Valley, a warm zone with old colluvial and sedimentary clay soils, conditions that encourage good ripening, fruit concentration and tannin structure. The grapes were picked from late April through early May, crushed, and submitted to a 5-day cold maceration at 50°F in stainless steel tanks prior to alcoholic fermentation at temperatures controlled to 82°F over the course of 10 days with gentle aerated pump overs. The new wine was then aged in French and American oak for 6 months.

#### **Tasting Notes**

Intense ruby-red in color with aromas of red fruits, blueberries, and plums with an elegant floral touch. The palate is smooth with rounded tannins and good volume, accompanied by a pleasing touch of oak. The wine ends with a long and lingering finish.

#### **Pairing Suggestion**

This Cabernet Sauvignon is ideal with grilled red meats, stews and casseroles, pastas, and aged cheeses.



# DESIGN & INSPIRATION

## KEY DESIGN FEATURES

The TerraPura illustration seeks to convey the importance of maintaining the ecosystem in which humans, plants and animals co-exist.

The trumpets/speakers at the apex of the illustration represent the importance of listening to what nature has to tell us.

The triangular shape of the illustration speaks to us of the natural balance we should preserve as a society.

The colors were chosen to convey good feelings and positive energy, to inspire us to believe that a better world is possible.

Manuscript font, which transmits the idea of a brand that is accessible and dependable, with its own unique character.

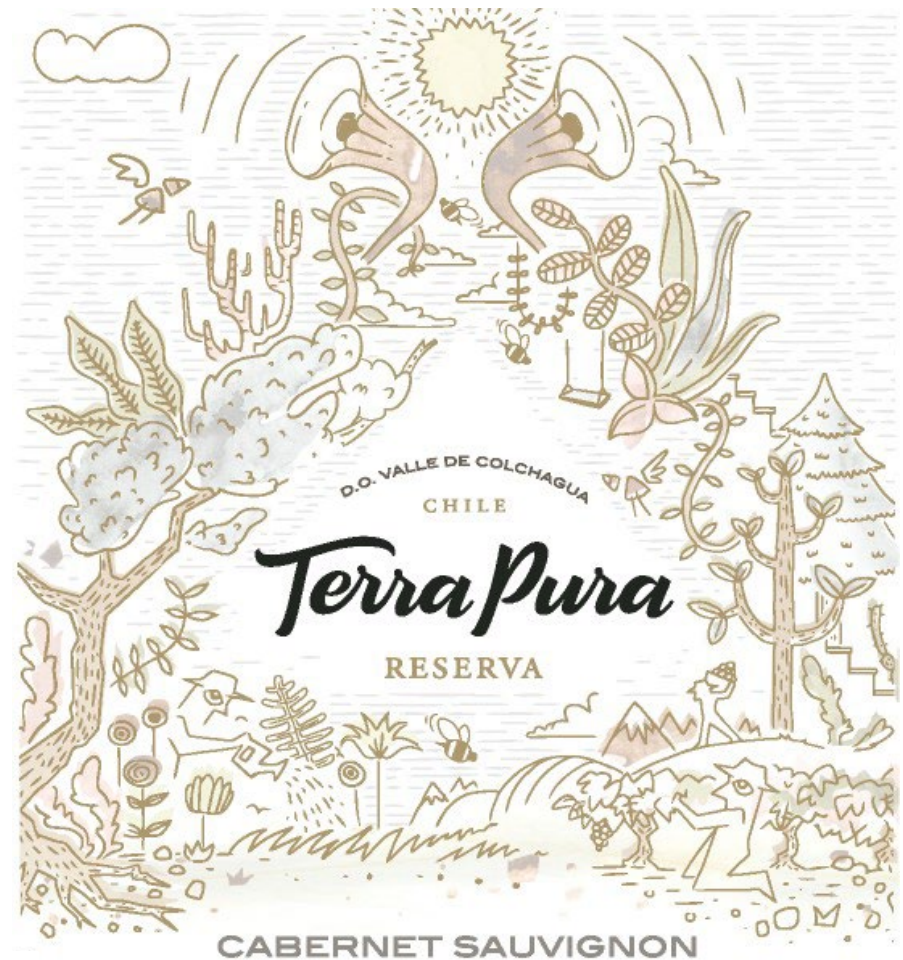


# TerraPura

# DESIGN & INSPIRATION

## LABEL DESIGN

- ✈️ We can find our illustration in both labels, Reserva & Single Vineyard.
- ✈️ Eye-catching labels with attractive elements that invite you to discover its storytelling.
- ✈️ This design doesn't follow the "typical Chilean" labels.
- ✈️ Silkscreen-printing (relief serigraphy) and different foils were used to enhance both labels.





# DESIGN & INSPIRATION

Long label to create greater perceived value. →

Relief serigraphy on the TerraPura logo to convey our careful attention to detail. →

Textured paper to communicate quality. →



← Gold foil to emphasize the illustration and add a feeling of quality.

← Grape printed with the variety color code, to help our consumers to identify the different grapes of this range.

# THE TEAM BEHIND TERRAPURA WINES



Dedicated team with extensive  
experience in the wine business.

Felipe Vial, Chief Winemaker

Sebastián Avilés, Winemaker

Karina Rojas, Agronomist

Alejandra Moyano, Production Manager



# THE TEAM BEHIND TERRAPURA WINES

## FELIPE VIAL, HEAD WINEMAKER

Felipe Vial received a degree as an Agricultural Technician in Paine and continued his technical studies in enology and viticulture at Carpentras Serres Agricultural School in Côtes du Rhône, France. He now has more than 20 harvests under his belt.

His first job was at Viña Santa Carolina, followed by Viña Carmen, before leaving to work on viticultural and enological projects in France and the United States. Upon returning to Chile, he worked at Bodega Candelaria in Colchagua and then moved to Viña Botalcura, where he worked for 15 years.

He has been the head winemaker at Viña TerraPura for the past 3 years.

Felipe's greatest challenge is to continue promoting the winery's exponential growth among Chilean and international consumers.

"We want to continue growing as we have been in recent years. We recently inaugurated a new bottling and labeling line, and this will enable us to continue working toward our overarching objective of creating wines that are faithful reflection of their origins and that show the unique diversity of our country's soils and climates," Vial says.



# THE TEAM BEHIND TERRAPURA WINES

## ROBERT L. PEPI / WINEMAKER – CONSULTANT

Bob Pepi's father purchased land in Napa Valley in the mid-1960s where they began growing grapes. While Bob's first love was animals with his major in Zoology, it wasn't long before the lure of the vine took hold and Bob took courses at both the University of California's famed Enology program in Davis, and at The Wine Lab in St. Helena.

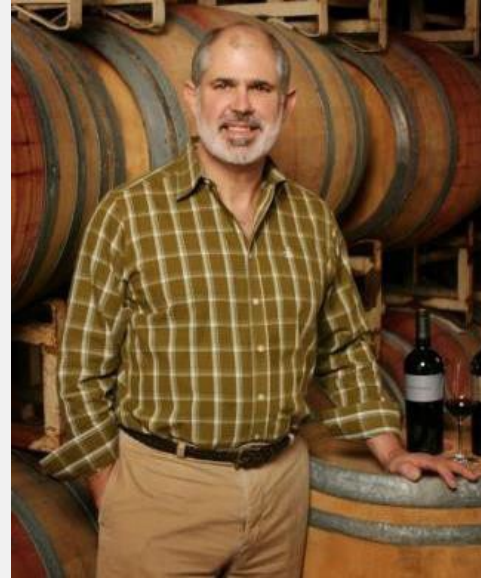
In 1980, Bob and his father started a winery on the Oakville property, which had grown to over 70 acres of some of the best vineyards in Napa Valley. For over ten years as winemaker and general manager of Robert Pepi Wines, Bob's wines were best-sellers and consistent 90+ ratings-grabbers.

In 1991, Bob became general manager for the California operations of Ste. Michelle Wine Estates, again producing award-winning wines.

His family sold the Robert Pepi label and winery to Kendall-Jackson in 1994, leaving Bob free to take his considerable winemaking knowledge around the world as a prized consultant. With over 50 harvests under his belt, and considerable wine business background and acumen, Bob has a combination of skills and expertise that have made him a valuable asset.

In 2000 Bob entered into a long-term arrangement with an exceptional Napa Valley vineyard to utilize their grapes in the production of the first wine he has owned since leaving the family winery. The result, Eponymous, is a powerful Cabernet Sauvignon that has really tapped into the great pleasure Bob gets from making great wines. Two years later, another vineyard – this time just over the ridge of the Mayacamus Mountains in Sonoma – caught his eye. Thus, his second Eponymous wine was born.

When not flying around the globe helping his many clients make some of the world's best wines, or busy tending to the vines for his own label, he can be found in his home in Napa, CA, where he enjoys being with his family and his pets, and playing an occasional "ugly" round of golf.



# SUSTAINABILITY



The production of TerraPura wines is inspired by the desire to create a better place to live without losing sight of what nature has to tell us.

Sustainability and natural balance are fundamental pillars for TerraPura's production of high-quality wines.

The ecosystems in which the grapes are grown are carefully worked to maintain the harmony between the natural flora and fauna and human activity to allow us to listen to the environment and care for every detail of our wine production.



# SUSTAINABILITY

## OUR PROJECTS

**1. PLASTIC RECYCLING PROJECT:** In response to the growing problem of plastic waste in the world, TerraPura has developed a project to recycle its own plastic waste in direct cooperation with the Greenplast recycling company.



## 2. WOOD REUSE PROJECT

We seek to interact with the local community through common instances where we can listen to them and generate a proactive conversation. We know that our ability to achieve our objectives depends on this.

We seek to identify, from a common perspective, the latent needs that we can address with these projects for the movement to be real.

This project is one such outcome. It consists of carpentry workshops that will begin with TerraPura employees and then branch out into the community.



## 3. NATIVE REFORESTATION

We at TerraPura are committed to our community, our land, and to maintaining the balance of our ecosystem, and therefore, we have created the NATIVE REFORESTATION project to improve the different areas of the community, such as the plazas, playgrounds, and more.

The TerraPura team and the community will work together on this objective, planting one tree for every 100 cases of wine sold in 2018.



# SUSTAINABILITY

## OUR CERTIFICATIONS

TerraPura are certified by:



### WINES OF CHILE SUSTAINABILITY CODE

This certification ensures compliance with high environmental, social, and quality standards for viticulture, winemaking, and community involvement and urges constant improvement in the practices and procedures used in the different areas of our company.



### HACCP

This certification verifies our commitment to food safety through the identification of key points in our processes to ensure the health and safety of all of our products.



# REASONS TO BELIEVE

Backed by the Matetic Wine Group, operating since 1999.

High quality standards as a hallmark of the group.

Offering a wide range of varieties and terroirs. In constant search for the best terroir for each varietal in each range.

Long-term relations with our growers.

Winemaking team of excellence.

Sustainability-focused winery with a youthful spirit.

Excellent value for money.

Attractive, distinctive packaging that captures attention at the point of sale but also conveys quality messaging.

Commercial team with extensive international experience.



Excellent growth across the globe (75.8% growth in volume in 2017).





A person's legs in blue jeans are the central focus, walking through a field of young, thin trees. The ground is covered in green grass and some dry leaves. The background shows a dense forest of taller trees.

A better world is possible...



...never lose sight of what nature has to tell us.

# MATETIC WINE GROUP

**MATETIC WINE GROUP** is a vinicultural company within  
“MH Inversiones” Family Group and includes two wineries:



*Terra Pura*





# Terra Pura

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