

Viña Concha y Toro to highlight Americas wines in Singapore debut

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Viña Concha y Toro will present its portfolio of award-winning wine brands at TFWA Asia Pacific

Viña Concha y Toro is exhibiting for the first time at the TFWA Asia Pacific fair in Singapore this month, where it will present its portfolio of wine brands and seek to develop partnerships to capitalize on the rapid rise of South American wines in the Asia Pacific region (Stand number: H34).

The company's family of wineries – Concha y Toro, Fetzer and Trivento – produce award-winning brands such as Chile's Don Melchor and Almaviva, top global Chilean wine brand Casillero del Diablo, Trivento from Argentina, the world's leading organic wine brand Bonterra, and innovations such as the bourbon barrel-aged 1000 Stories and Adorada from California.

The star of the company's exhibition showcase is Viña Concha y Toro's first-ever travel retail exclusive range from Casillero del Diablo. The Route of Cabernet Sauvignon range features three Cabernet Sauvignons from three wine-growing valleys in Chile: Maule, Rapel and Maipo.

The exclusive launch is supported by a marketing launch platform that is new and different for the wine category in travel retail, the company said.

Delegates at the TFWA Asia Pacific exhibition are invited to play the Route of Cabernet Sauvignon interactive wire loop game on the stand. The quickest time each day will win a prize.

Diego Baeza, Global Travel Retail & Duty Free Director, Viña Concha y Toro, said: "South American

wines are currently very under-represented in global travel retail, yet booming in domestic markets worldwide. This offers great potential for growth in this segment in travel retail. In Asia in particular, our exceptional wines have seen sustained domestic success, and we're looking to optimize our brand power in the region with solutions creatively tailored to the travel retail environment. Exhibiting at TFWA Asia Pacific this year is another step in our development and participation within the channel."