



INTRODUCING THE NEXT GENERATION OF PRIMUS

BIG, BOLD REDS FROM BOTH SIDES OF THE ANDES

NEWS FLASH

Primus The Blend is one of Chile's top red blends with a strong history of accolades. Created by Agustin Huneeus, an international vintner known for creating some of the world's finest red blends, Primus is now introducing a portfolio of four big, bold reds that showcase the best from both sides of the Andes.



PRODUCED FROM DISTINGUISHED ESTATES ON BOTH SIDES OF THE ANDES

Inspired by the magnificent and rugged surroundings of the Andes, Primus produces big, bold red wines of uncompromising quality that showcase the best from both sides of the Andes

- Primus The Blend, Cabernet Sauvignon and Carmenere come from Colchagua Valley, Chile's top red region
- Primus Malbec comes from old-vine vineyards in Mendoza, Argentina



STRONG ACCOLADES

THE BLEND

90 POINTS, 2008 vintage, Wine Spectator
90+ POINTS, 2007 vintage, Wine Advocate
90 POINTS, 2006 vintage, Wine Enthusiast

CABERNET SAUVIGNON

90 POINTS, 2010 vintage, Wine Advocate

MALBEC

89 POINTS, 2010 vintage, Wine Advocate

CARMENERE

90 POINTS, 2010 vintage, Wine Advocate



WORLD-CLASS QUALITY AT GREAT VALUE

Primus wines are made with the same detail-intense winemaking practices reserved for the top wines of the world

- Yields are managed to a meager 2-3 tons per acre to provide concentration & intensity
- Grapes are hand harvested and double sorted before crush to ensure only the most pristine berries make it into the wine
- Primus is aged in French and American oak for 12-14 months
- The result is full-bodied, bold red wines with balance and intensity



HOT ON-TREND VARIETALS

Primus offers wines in hot, growing categories

- Red Blends and Other Reds are Chile's fastest growing varieties up 24% and 133% respectively. ¹
- Malbec is +40% in volume vs. last year. ²

1. US Gomborg-Fredrikson Report, 2011 vs 2010.

2. Nielsen, 52 weeks ended Jan 7, 2012.

PRIMUS



	THE BLEND	CABERNET SAUVIGNON	MALBEC	CARMENERE
Varietal Composition	39% Cabernet Sauvignon, 28% Carmenere, 23% Syrah, 10% Merlot	95% Cabernet Sauvignon, 5% Syrah	82% Malbec, 10% Syrah, 8% Petite Verdot	93% Carmenere, 7% Cabernet Sauvignon
Appellation	Colchagua Valley, Chile	Colchagua Valley, Chile	Mendoza, Argentina	Colchagua Valley, Chile
Cooperage	14 months, 100% French oak, 25% new	14 months in French oak, 25% new	14 months, 100% French oak, 30% new	12 months, 90% French, 10% American, 25% new
Alcohol	14.5%	14.5%	14.5%	14.5%
Acidity	3.5 g/L	3.4 g/L	5.1 g/L	3.6 g/L
Ph	3.6	3.6	3.5	3.6
Tasting Notes	Ripe red and black berry fruit flavors with exotic spice. A full-bodied wine with a long finish.	Elegant with plum and cassis aromas that lead to rich and ripe red berry flavors.	Raspberry, plum and blueberry flavors with hints of violet, black pepper and tobacco. Full-bodied with well integrated oak and a lengthy finish.	Dark chocolate, plum and black pepper flavors. Distinctively smooth and velvety with a long finish.
Case Pack	12 x 750ml	12x750ml	12x750ml	12x750ml
Case Size	11.9" x 9.8" x 13.0"	11.9" x 9.8" x 13.0"	11.9" x 9.8" x 13.0"	11.9" x 9.8" x 13.0"
Case Weight	33.5 lbs	33.5 lbs	33.5 lbs	33.5 lbs
Cases per Layer	14	14	14	14
Layers per Pallet	4	4	4	4
Cases per Pallet	56	56	56	56
UPC	0 8308561239 9	8 9244700205 7	8 9244700208 8	8 9244700207 1
SCC	0 0083085 69239 1	1 0892447 00205 4	1 0892447 00208 5	1 0892447 00207 8