

GOOD TO KNOW

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Max Reserva Cabernet Sauvignon 2003

Best of Chile

One of the most important Chilean wine guides; *Guía de Vinos de Chile 2006*, (The Wine Guide of Chile) selected Max Reserva Cabernet Sauvignon 2003 as the best Chilean Cabernet Sauvignon.



Francisco Baettig, Head Winemaker

Winemaker's Comments

Our Max Reserva Cabernet Sauvignon is made to showcase the distinctive characteristics of fruit grown in the Aconcagua Valley. The 2003 vintage was characterized by elegant fruit. Black and red cherry aromas are backed by notes of tobacco, cedar, and cinnamon. The full-bodied wine enters broadly and fills the mouth. The young, spicy tannins give structure and depth to the rich fruit.

With proper cellaring, the wine should continue to age well for at least six or seven years.

The recognition as the Best Cabernet Sauvignon from Chile for our Max Reserva 2003 makes us very happy and motivates us to continue working in the vineyard with our team of viticulturists and in the winery with my assistant winemakers to transform what the Aconcagua Valley has blessed us with, into wines of elegance and complexity. Wines that speak quality and passion.

2003 Vintage Notes

The 2003 vintage is a clear example of the unique climatic conditions of the Aconcagua valley and its potential for producing high quality red wines. Heat summation between October and April reached 1955 Celsius degree days, 30 degrees higher than the historic average allowing for full ripeness of the tannins in varieties that tend to ripen late like Cabernet Sauvignon. In April, the harvest month, registered temperatures of 2.2°C above average, marking the personality and style of wines as the grapes used for this wine still were on the vine and harvested late.

Rainfall was within normal ranges in spring and registered only 10mm during budding. During ripening there was no rainfall at all. These climatic conditions combined with canopy management and closely monitored irrigation, contributed to the full ripening of the fruit, round tannins and the evolution of flavours of ripe red and black fruit.

Yields were normal for Cabernet Sauvignon. The fruit was hand-picked during the early hours of the morning and transported to the winery in 14 kg boxes.

Don Maximiano Vineyard, From the best land, the best wine

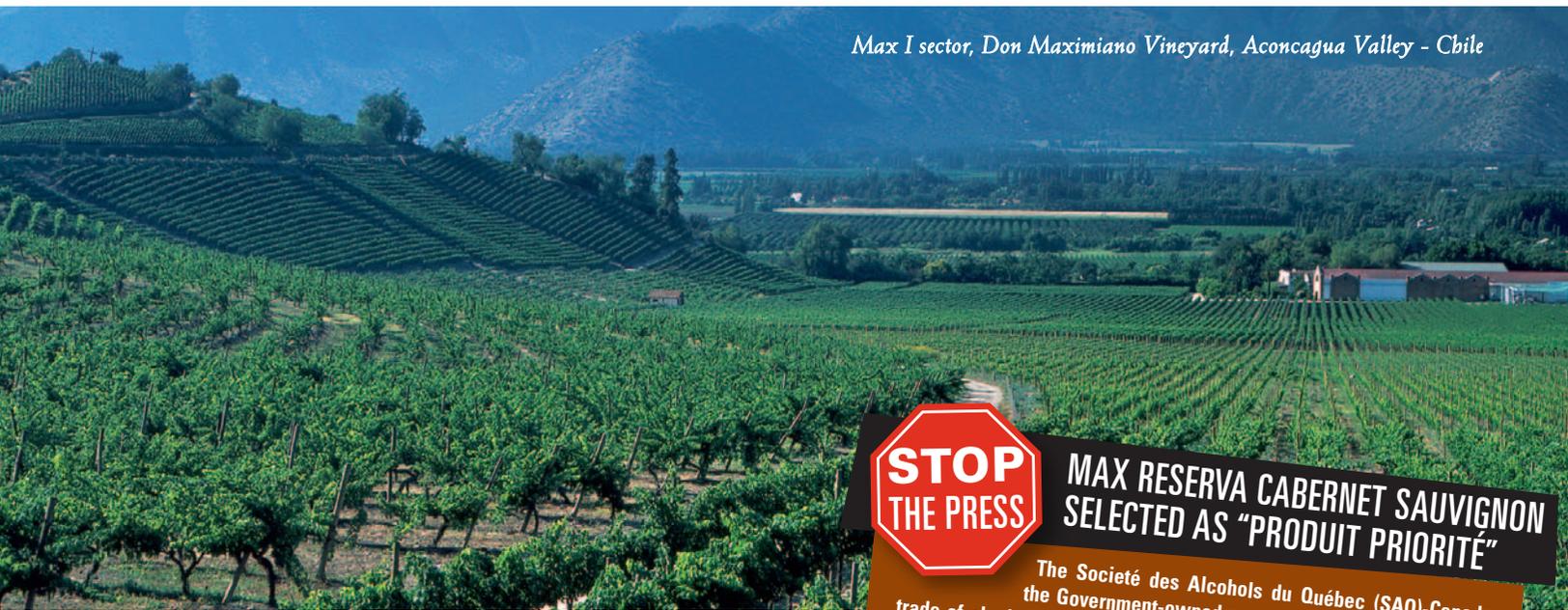
In 1870 don Maximiano Errázuriz, founded Viña Errázuriz in the Aconcagua Valley, convinced he had found the best land to produce the best wine. The valley has a Mediterranean climate with warm summers moderated by the gentle Pacific Ocean breeze. The growing season extends two to three weeks over any other Chilean wine growing region enhancing the flavour intensity and concentration of the wines. Due to its proximity to the Equator another unique characteristic of the valley is its matchless luminosity allowing extended ripening.

Average rainfall in the valley is 250mm (9.8 inches) per year and

occurs only in wintertime. Lack of rain during the growing season helps viticulturists control vigour, berry size and maintain ripening.

Grapes for our Max Reserva Cabernet Sauvignon are selected from the best lots grown in sectors Max I and Max II of the Don Maximiano Vineyard. Planted between 1978 and 1993, the vineyard has a slope of 5% to 25%, one of the steepest in Chile. Soils are of granitic origin in Max I and of coluvial origin in Max II with a high content of stones of 70%. This soil profile results in low to medium vigour vineyards, specially suited to produce grapes for premium wines.

Max I sector, Don Maximiano Vineyard, Aconcagua Valley - Chile



**MAX RESERVA CABERNET SAUVIGNON
SELECTED AS "PRODUIT PRIORITÉ"**

The Société des Alcools du Québec (SAQ)-Canada, the Government-owned corporation responsible for the trade of alcoholic beverages in Quebec through a retail network and through online shopping, awarded Viña Errázuriz Max Reserva Cabernet Sauvignon 2003 "Produit Priorité" status, first Chilean wine in its category to be included as part of this special selection. To achieve this status, the past record of quality and sales of this wine met the SAQ's strict criteria making it eligible as a "Priorité" product. A "Produit Priorité" is a permanent "must stock wine" in the SAQ 400 stores around the Québec Province.

Winemaking

The grapes were hand picked throughout April. Whole-berry fermentation occurred at average temperatures of 27-29° Celsius. This warm fermentation, which was followed by 25 days of maceration, allowed maximum extraction of the ripe fruit flavours. The wine was aged for 15 months in 66% French and 34% American oak barrels, with 24% new barrels. It was cold stabilized without fining and then lightly filtered at bottling.

Best Cabernet Sauvignon of the year

2006 is the thirteenth edition of the *Guía de Vinos de Chile*. This year, 1,100 wines available in mainstream distribution were tasted blind over two days. 76 experts mainly Head Winemakers from the most important Chilean wineries, wine writers, sommeliers and enology professors had the task of rating the wines.

"Attractive. Very deep and bright ruby red. Unanimously chosen by the tasting panel as the best Cabernet Sauvignon from among the 220 wines tasted this year.

Wine with exceptional, elegant aromas marked by juicy, ripe red fruit and well blended with very nice notes of fine oak, tobacco, chocolate, and spices. Very good volume and structure on the palate; this is a harmonious, well-balanced, flavorful wine with good body, firm-yet-soft tannins, and a nice, long, friendly finish. An excellent wine."

Guía de Vinos de Chile 2006