

Visitor's Guide

*Concha y Toro Estate Home
National Historical Monument*

CONCHA Y TORO®
DESDE 1883

Welcome to Concha y Toro. We're here in Pirque (Cordillera province), just 21 kilometers from downtown Santiago. The town dates back to the colonial period, when it was dedicated to the production of livestock and grain farming. Around the mid-19th century, thanks to the construction of irrigation canals and unparalleled

climate and soil conditions, the area started developing its wine growing activities.

It was here on this land where -over 130 years ago- Viña Concha y Toro was founded. We invite you to tour the park and gardens, learn about its history, and immerse yourself in the legend of Casillero del Diablo.

HISTORICAL FIGURES

p1 MELCHOR CONCHA Y TORO

The founder of the winery was born on October 10, 1834. His father was Melchor de Santiago Concha y Cerda, and his mother was Damiana de Toro, granddaughter of Mateo de Toro y Zambrano, the president of Chile's first Government Junta (1810). Theirs was a liberal family that was always dedicated to public service. On November 20, 1862 Melchor married Emiliana Subercaseaux Vicuña.

Melchor Concha y Toro was much more than a wine producer. Over the 59 years of his life, he successfully served as an academic, deputy, senator, finance minister, and businessman. As a person, Melchor is described as a simple, honest, noble, loving, creative, visionary man of superior intelligence.

On top of that, Melchor was a pioneer in community construction projects, the most emblematic being the León XIII area in the Bellavista neighborhood, which became the first working-class neighborhood in the country. Unfortunately, Melchor did not live to see the fruits of this project as he died on July 21, 1892. However, his widow began its construction in 1894 and, at the same time, took charge of his business. In 1923, Viña Concha y Toro went from being a family business to becoming a public limited company.

p2 EMILIANA SUBERCASEAUX

Ramón Subercaseaux Mercado and Magdalena Vicuña Aguirre daughter's, Emiliana Subercaseaux inherited the land known as the "Llano de Pirque" when her father died. She and her husband decided to build a summer house for extended and comfortable stays outside of Santiago and create an enclave for the development of wine-growing in the area.

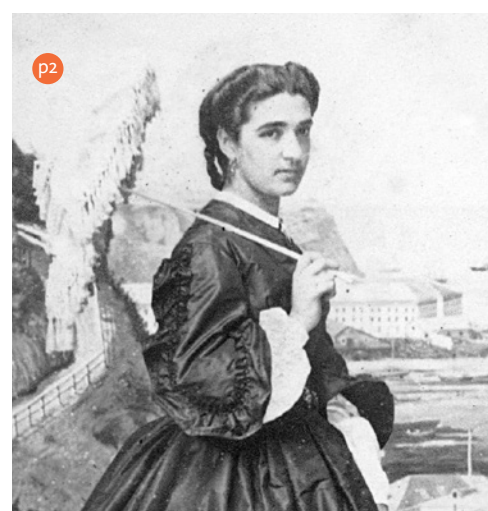
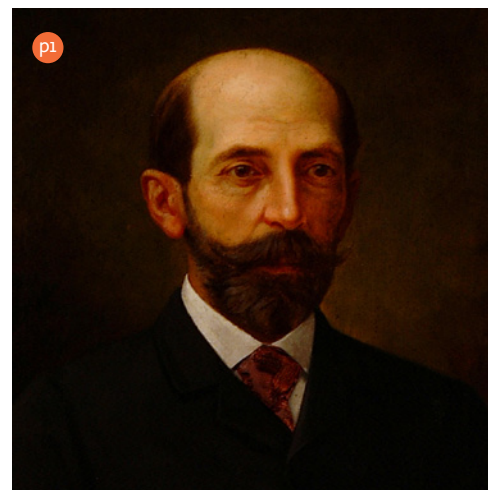
Her contemporaries describe Emiliana as a great lady, an extremely cultured and intelligent woman, with a tremendous social vocation. She was the one who founded the Society for the Protection of Children in 1897. In 1921, Doña Emiliana donated the farm's old chapel to the Catholic Church, which today is Pirque Church.

Emiliana Subercaseaux died in this house at the age of 83. The property remained within the founding family until 1993 when it was sold to Viña Concha y Toro.

POINTS OF INTEREST

1 CONCHA Y TORO GATE

As you cross through the Concha y Toro gate, you are entering the place where our winery was founded. Its history dates back to 1883, when Melchor Concha y Toro and his wife, Emiliana Subercaseaux, decided to invest in the prosperous wine business and imported French grapes from the Bourdeaux region, built wine cellars, and hired French enologist Labouchere to produce their fine wines.



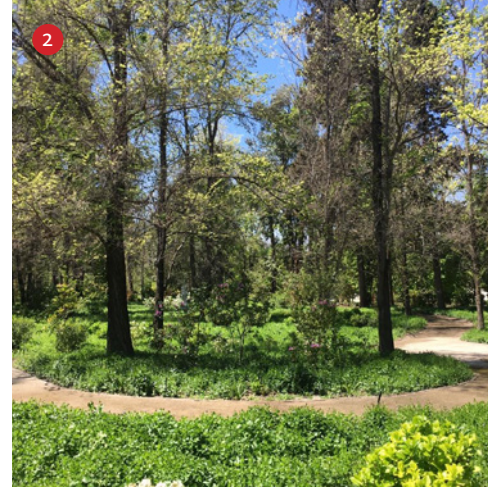
2 SECRET GARDEN

Stroll its winding paths and admire the splendor of its hundred-year-old trees which include Indian horse-chestnuts, araucarias, elms and holly oaks.

The park's layout was designed by French landscape artist, Guillermo Renner, who was invited to Chile to beautify different areas around the capital city in preparation for the country's centennial celebration.

Starting in 2016, Chilean landscape artist Juan Grimm has been responsible for works to restore and update the park. Grimm's dedication and work has helped to revive and highlight the unique beauty of these incredible gardens.

Concha y Toro has taken on the ambitious goal of restoring and conserving these historical gardens as an emblematic response to the intervention of Historical Parks.



3 PLAZA EMILIANA

The Plaza Emiliana is part of the original design by French landscape artist, Guillermo Renner. The pergola is of prime importance in the composition and use of the garden, serving as a gradual transition between the regularity of architecture and the irregularity of nature.

Meanwhile, the oval-shaped water mirror on the south side of the pergola, along with the water fountain, benches, and the marble marine figure, make up a compositional unit that boldly contrasts with the organic structure of the surrounding plantations.



4 PIRQUE ESTATE HOME

The magnificent residence -whose construction began in 1870- was projected as a summer home for the Concha y Toro family and, also, as an enclave for developing the wine growing business in the Maipo Valley. It was declared a National Historical Monument on July 26, 1971.

One notable feature of the home is that it is situated on a higher part of the land, offering it a privileged view of the vineyards, the beautiful gardens that stretch towards the Maipo River, and the majestic Andes Mountains.

Its design is attributed to German architect, Teodoro Burchard, who is also responsible for churches and other historical buildings in downtown Santiago. The house's architecture can be classified as eclectic, combining different aesthetic principles to produce new compositions. The Italian influence can be seen in its neoclassical facade, with two front porticoes and large windows allowing for natural lighting inside the house. But it is also in keeping with the traditional Chilean estate home, with its wide corridors, interior patios and adobe walls.

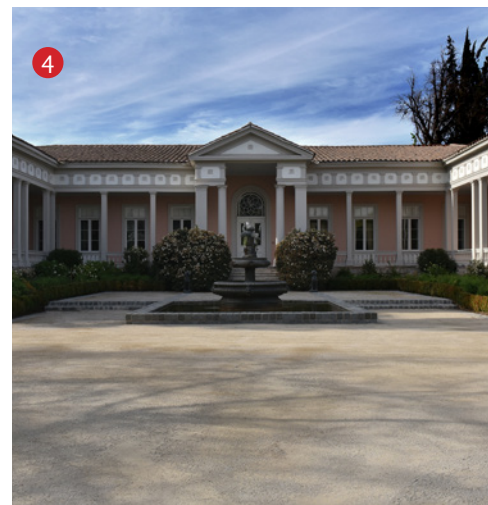
The house has 4,000 m² of constructed area, standing 6 meters tall, and at one time had 22 bedrooms. The living rooms were designed in the old-style of the second half of the 19th century, and they still hold the original furniture of the Concha y Toro family.

The "Casas del Llano de Pirque" property was purchased by the new owners of Viña Concha y Toro in 1993, at which point they began works to improve the facade, repair the roof, and clear the vine-covered walls.

Between 1993 and 1994, interior designer Francisco Monge performed a restoration of the interior spaces. The wallpaper was removed and the walls were covered with special tapestry, the old curtains were replaced, and the floor-to-ceiling and stained glass windows, once boarded up, were restored. The electric and heating systems were completely remodeled.

Recently, a careful research process has been carried out to recover the ancient color of the outside walls.

For Viña Concha y Toro, the preservation of this cultural heritage is an inescapable responsibility as part of its commitment to creating value for society and the world around it.



5 PLAZA DE LAS ÁNFORAS

The 8 cast iron amphoras, featuring reliefs of children and lion heads, were brought from France around the mid-19th century. All of these ornamental pieces were included by landscape artist Guillermo Renner.

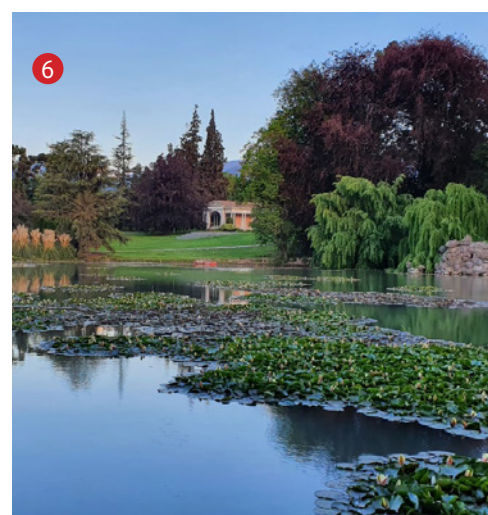
The sculptures and urban decor were ordered from catalogues that included around 40,000 different objects. Monuments, sculptures, lampposts, flagstaffs, amphoras and pyx were just some of the objects brought over from Europe.

The 32 pieces found in the park's gardens are Val d'Osne cast iron, and were commissioned by Renner along with other pieces that embellished the gardens of Cerro Santa Lucía, the Santiago Plaza de Armas, and Parque Lota.



6 POND

The pond is a central part of the landscape and can be found along the road separating the house and the park, alongside a slope. Its role is two-part: on the one hand, it acts as a physical connection between the two areas (to the point where one reflects the other, and it fulfills a functional purpose as an irrigation pond. The pond receives and stores water from the river, which are guided through the canal system. It also collects rain water which is distributed to irrigate the nearby crops. If you look closely, you'll see a grotto that has been built to contribute to the naturalness of the landscape.



7 VARIETALS GARDEN

In this garden, you'll discover the 26 varieties we use to make our wines, including Cabernet Sauvignon and Carmenere. The latter is our emblematic grape, as this was the only place in the world to escape phylloxera, a terrible plague that destroyed all of the Carmenere vineyards in Europe.

Here in Pirque is where you can find the winery's oldest Cabernet Sauvignon vineyard. And this valley, at the foot of the Andes Mountains, is the birthplace of Chile's best and most highly acclaimed Cabernet Sauvignon wines. One of the soil's main characteristics is its low fertility and high permeability; the soils is rocky and offers excellent drainage, allowing the grapes to develop their maximum potential. The absence of rainfall during the maturation period and marked temperature changes during the day allow the grapes to ripen and held concentrate their aromas and tannins.

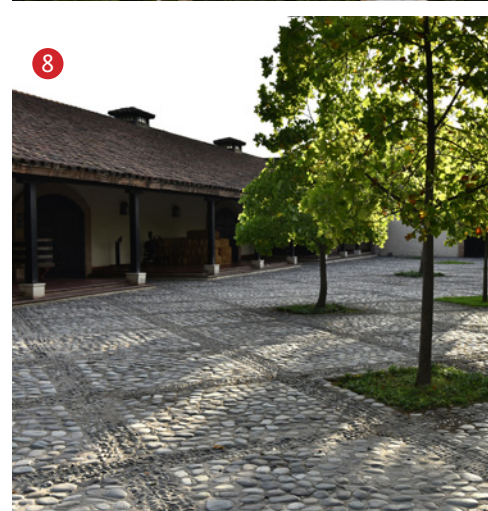
Every season of the year offers a different experience in the Varietals Garden. If you come in the summer, you'll see bunches of ripe grapes, but in the fall you can enjoy the carmine colored Carmenere leaves.



8 PLAZA DE LA VENDIMIA

In the past, this was where the harvest grapes were received and underwent barefoot grape-stomping in wooden barrels. Today we use crusher machines that separate the must from the solid parts of the grape prior to vinification (the process by which the grape's sugar is turned into alcohol through fermentation).

For white wines, this part of the process is not usually performed and the grapes are sent directly to the extraction process. Red wines, on the other hand, are crushed and kept with their skins throughout the entire fermentation, which gives the wines their color. In the case of rose wines, the skin is kept on for just a few hours to give the pale pink tone that is characteristic of these types of wines.



9 CELLAR ROOM

Not so long ago, the wines were aged in large wooden foudres placed horizontally, which also allowed the wine to be aged indefinitely.

In the early eighties, they were replaced by oak barrels with a capacity of around 220 liters. The most common barrels used today are French oak and American oak. The contact with the wood helps stabilize the wine, enhancing its aromatic complexity and softening the tannins.



10 HISTORICAL CELLAR

This underground cellar is the winery's oldest. It was designed, and possibly built, by French specialists commissioned by Melchor Concha y Toro. It is a true architectural wonder, located 4 meters underground in European fashion, so the wines remain stay in the dark, with a humidity that guarantees that the cork does not dry out and produce evaporation. Here, the humidity is always over 80% and is maintained by wetting the ground once a week.

It was built with stones, brick and a mix of lime and eggs used as a binder, and known as "Calicanto." This mix -sand, lime and egg whites- gives great firmness to the structure and allowing it to withstand four major earthquakes over time.

Likewise, one of the country's most important architectural structures was the "Cal y Canto" Bridge over the Mapocho, named after the materials used in its construction.



11 THE LEGEND OF CASILLERO DEL DIABLO

This is the site of the 100+ year old legend of Casillero del Diablo. The story goes: "To prevent the ongoing disappearances of his best wines, Don Melchor started a rumor that spread throughout Pirque which suggested that the devil himself was responsible for guarding the cellars. The theft soon ended, and Don Melchor was able to continue aging his best wines there... Over time, this special place began to be known as the *Casillero del Diablo* (in English, the Devil's Collection)."

In 1966, as homage to the tradition and excellence of this famous cellar, the Casillero del Diablo Cabernet Sauvignon made its first market appearance. Each bottle included a red ribbon and a small devil trinket to evoke the legend.










Thanks to an alliance and sponsorship with the English soccer club, Manchester United, the wine has reached millions of new consumers around the world. The soccer team is known as the "red devils," which is a perfect fit for our most popular wine.

Today, *Casillero del Diablo* is one of the strongest wine brands in the world, with presence in over 145 countries, making it the Chilean wine brand with the largest global presence.



Guide and Points of interest Estate Home and National Historical Monument

FACILITIES

-  Entrance
-  Ticket Booth
-  Bathrooms
-  Information Desk
-  Plaza Don Melchor
-  Wine Shop
-  Wine Bar - Restaurant
-  Parking
-  Wi-Fi Area

POINTS OF INTEREST

- 1 Concha y Toro Gate
- 2 Secret Garden
- 3 Plaza Emiliana
- 4 Pirque Estate Home
- 5 Plaza de las Ánforas
- 6 Pond
- 7 Varietals Garden
- 8 Plaza de la Vendimia
- 9 Cellar Room
- 10 Historical Cellar
- 11 Legend of Casillero del Diablo

SCULPTURES AND TREE SPECIES

- a Avenue of European Horse-Chestnuts (*Aesculus hippocastanum*)
- b Sequoia (*Sequoia sempervirens*)
- c "El Verano" (Summer) Sculpture
- d Brazilian araucaria (*Araucaria angustifolia*)
- e Phoenix palm (*Phoenix canariensis*)
- f "Niño Alado" (Winged Child) Water fountain
- g Male and female bloodhounds
- h "Atalanta" Sculpture
- i "Hippomenes" Sculpture
- j Arizona Cypress (*Cupressus arizonica*)
- k Amphoras
- l Southern Magnolia (*Magnolia grandiflora*)
- m Crepe Myrtle (*Bush species*)
- n European beech (*Fagus sylvatica*)
- o Elm (*Ulmus minor*)



THE LLANO DE PIRQUE PARK

Before setting off to explore the park and its gardens, you should know that you are in a site of great cultural and historical value, as the park was declared a National Historical Monument in 1971.

The park is the only one of its kind in Chile and still preserves, with little intervention, the features of its original design as a compound or mixed garden, where the classic French style comes together with English gardening techniques.

The arrival of this type of garden to Chile coincided with the aristocrat families' interest in building large gardens for recreational purposes, at the same time as the urban development project to convert the city of Santiago into the "Paris of the Americas," promoted by Santiago Governor and Don Melchor's brother-in-law, Benjamín Vicuña Mackenna.

The 22-hectare park was designed by Guillermo Renner, a French landscape artist who came to Chile on a mission to beautify a number of sites for the commemoration of the country's centennial, including the National Congress gardens, Cerro Santa Lucía, Parque Forestal and Parque O'Higgins.

Renner's goal was to turn this park and its gardens into an open-air museum. For the garden surrounding the Estate Home, Renner created a French-style garden structured around linear elements -usually avenues adorned by ornamental pieces-, and continued an English style for the rest of the Park, with soft, winding paths, and grouping together trees of varying sizes and widths, shrubs, flower beds, and watering areas. The project combines conifers, beech, elm, and cedar with the vertical lines of cypress, palm and Oriental plane, along with extensive stretches of grass.

There are trees from around the world, including the palm tree from the Canary Islands, magnolias from the U.S., and Brazilian araucarias. Since 2016, Viña Concha y Toro has been working to restore and update the "Llano de Pirque" park, and has commissioned Chilean landscape designer, Juan Grimm, to preserve the authenticity and identity of the property and spread its cultural message. One of its priorities has been to ensure plant health, while also adding new plantations of the same or similar noble species in areas that have been thinned out over time. For this, the tree formations have been trimmed for the purpose of sustainability and resistance to progressive changes to the environment. Grimm has worked hard to maintain, consolidate and restore the Park's original character, while also offering a contemporary interpretation of what the Park is today. This project also included the restoration and updating of 32 cast iron pieces by Val d'Osne, the main supplier of ornamental

pieces in Chile during the 1870s. Our inventory includes three decorative sculptures, two canine animal pieces, a water fountain, and a total of 26 vases (8 amphoras and 18 cast iron vases).

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ANCIENT SCULPTURES

c "El verano" (Summer)

Cast iron sculpture by artist Mathurin Moreau. A male figure who embodies the summer, a season representing the wine harvest. Sculpture inspired by Vivaldi's "Four Seasons."

f "Niño Alado" (Winged Child) Water fountain

Across from the house, you can see a water fountain composed of a cast iron receptacle -whose outer edge is decorated with figureheads- sustaining second iron receptacle adorned with flowers on its outer edge. The sculpture represents a winged child holding a seashell in his right hand and a trident in his left.

g "Perros sabuesos" (Bloodhounds)

Iron sculptures by Alfred Jacquemart. The figures represent a male and female bloodhound.

h "Atalanta"

Cast iron sculpture by Pierre Lepautre. Heroine of Greek mythology, known for her hunting skills and for taking an oath of chastity to goddess Artemis. An oracle predicted that if Atalanta were to marry, she would be turned into an animal and could only wed whomever managed to defeat her.

i "Hippomenes"

Cast iron sculpture by Guillaume Coustou. The figure comes from Greek mythology, as the son of the Arcadian Amfidamas. He married Atalanta, after defeating her with the help of Aphrodite.

k "Amphoras"

8 cast-iron vases with tops and handles, adorned by reliefs of children and lion heads.



Our Preferred by Nature™ certification for Sustainable Tourism documents that Concha y Toro is implementing a coherent set of policies and procedures that support the protection of biodiversity, cultural heritage and the improvement of sustainable livelihoods for the local people.

Pirque Tourist Center

For information on pricing and hours of operation, visit www.conchaytoro.com

Closed December 25th, January 1st and May 1st.

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DESDE 1883