

FOR IMMEDIATE RELEASE

The Cousiño family is celebrating the 150th anniversary of Viña Cousiño-Macul!

The family's amazing history is the stuff of romantic novels. Among other things, the Cousiños built the first hydroelectric plant in Chile,. They owned coal mines and shipping lines, built railways, started the Chilean forestry industry, and had many farming industries. They also created various charitable foundations which are still active today. Their search for new ideas made them frequent travellers to Europe and the U. S., at times when foreign travel was a real adventure.

They finally found their *raison d'etre* in the wine business. Don Matias Cousiño acquired the Macul vineyards in 1856 and established a viticultural tradition which has been carried on by six generations of the Cousiño family. His son, Luis, brought back cuttings from Bordeaux, and his widow, Isidora Cousiño, built the famous Macul winery. Each generation thereafter made major contributions that led the company to a level of excellence comparable to that of traditional European vintners.

Today, the sixth generation of the Cousiños family is working hard to lay the foundations for the next 150 years. They have assembled the best creative talent and have drawn together the most advanced technology available to produce world-class wines at their new estate located in the traditional Buin region of the Alto-Maipo Valley. Started in 1996 and only 20 miles away from the original and still existing Macul Estate, the new Buin Estate vineyards and winery were designed to push quality to the limit. State-of-the-art equipment and techniques have made it possible to undertake a number of new projects to further enhance the quality of the wines.

Meanwhile at the Macul estate, the newly renovated historic cellars at Cousiño-Macul in Santiago now house new French oak barrels and the wine library. Twenty-four hectares of organic vines were planted and the other vineyards have been improved with tighter spacing to lower yields. A small "winery within a winery" was built in the cellars and is dedicated to very special hand-crafted projects, the first of which will be announced in September, 2006.

The enclosed Chronology tracks some of the milestones in the 150-year history of Viña Cousiño-Macul. For a full press kit, please see cousiñomacul.com/presskit.