



Media Contact:

Hanna Lee
Hanna Lee Communications, Inc.
(646) 752-1526 (cell) / (212) 527-9969 (office)
hanna@hannaleecomunications.com

FOR IMMEDIATE RELEASE

**NBC-TV's "Today Show" Featured
Terra Andina's 2007 Carmenère Reserva in
*Best Bargain Wines for Spring Segment with Leslie Sbrocco***

The wine was Chile's sole representative



MINNEAPOLIS, April 16, 2009 – Terra Andina, Chile's innovative, premium wine producer, today announced that its 2007 Carmenère Reserva was featured on NBC-TV's "Today Show." Known worldwide, the "Today Show" is the most-watched morning network show in the U.S. with six million daily viewers. The Terra Andina wine was the sole selection from Chile and was part of an entertaining segment on wine, "Best Bargain Wines for Spring," that used a game show format lead by noted wine author and expert Leslie Sbrocco.

The premise of the segment was for "Today Show" show hosts Hoda Kotb and Kathie Lee Gifford to identify the less expensive wine among pairs of wine. Four sets of wines were tasted. In round three, the Terra Andina 2007 Carmenère Reserva was matched against an Argentinean Malbec. "Terra Andina is a delicious wine and a great value," said Ms. Sbrocco on air, who vetted numerous wines for this segment. In addition, the Terra Andina bottle received three close-up camera shots and its full brand/product name was spelled out on screen.

"This is a tremendous breakthrough for us and we are thrilled," said Chris Haroza, U.S. Brand Manager, Terra Andina. "We are proud to have been endorsed by noted wine expert Leslie Sbrocco on a show like 'Today' that reaches millions of American households."

About Leslie Sbrocco

An award-winning author, writer, speaker, wine consultant, and television host, Leslie Sbrocco's entertaining approach makes learning about wine and food fun. She is host of KQED-TV "Check Please," and consultant for Kimpton Hotels and Virgin Airlines. Sbrocco's first book, "Wine for Women: A Guide to Buying, Pairing and Sharing Wine," has been excerpted by two national magazines, *Redbook* and *Family Circle*, and won the coveted Georges Duboeuf Best Wine Book of the Year award. Her second book, "The Simple & Savvy Wine Guide," was released in October 2006.

-more-

As Tasting Notes columnist for Epicurious.com, and contributor to WineReview Online and the *San Francisco Chronicle*, Sbrocco's monthly musings are enjoyed by thousands. Her work has been published in outlets such as *O, the Oprah magazine, Coastal Living, Woman's Day, Good Housekeeping, Glamour, and Santé*. Prior to completing "Wine for Women," Leslie was a columnist for The New York Times online and Cooking with the Times and General Manager/Co-founder of WineToday.com, the wine site of The New York Times Company.

About Terra Andina

Headquartered in Santiago, Terra Andina is Chile's innovative premium wine producer. With its name meaning "Land of the Andes," Terra Andina's award-winning wines represent the diversity of Chile's terroirs and varietal integrity. Led by Master Winemaker Oscar Salas, Terra Andina is redefining Chilean wines with three lines of wine: Terra Andina Varietals, Terra Andina Reserva and Terra Andina Altos, a range of unique blends. Wines include Chile's signature varietal, Carmenère, as well as Cabernet Sauvignon, Merlot, Pinot Noir, Cabernet Franc, Syrah, Malbec, Chardonnay and Sauvignon Blanc. These modern yet affordable wines share New World voluptuousness and Old World finesse and express the soul of the Andes. Terra Andina is also the first producer to pioneer the unique Carmenère-Carignan blend.

Terra Andina is backed by the Claro Group, which also owns the Santa Rita Winery. This relationship provides Terra Andina the financial stability for making investments in state-of-the-art technology, while maintaining the winery's total creative independence. For further information, please visit www.terraandina.com.

###