



## Viña Bouchon presents new image

After months of work, Viña Bouchon officially presented on September 3rd its new image and portfolio, in a event that took place in the Polo Club San Cristobal, Santiago, and to which assisted sommeliers, gastronomic critics, personalities of the wine industry, owners of restaurants, journalists and friends of the winery. At the occasion, the attendees tasted the new vintage of J. Bouchon wines.

The new image of the cellar is now grouped under the name of “Bouchon Family Wines”. The new portfolio includes the brand “J. Bouchon”, with the lines Reserva,

the renamed “Block Series” and the iconic wine Mingre, as well as “Longavi”, recently created under a joint venture with the South African cellar Cederberg and a new premium brand that will be launched soon.

At the event, winemaker Julio Bouchon Sr, president of the company, highlighted that “as a family we are making wines for almost 130 years and this is a very special day for us: with my children want to share our new image that evokes the family tradition with a fresh and modern look”.