

EPICA Wines Introduces Malbec to Millennial Groups

VSPT Wine Group

VIÑA SAN PEDRO, Chile (PRNewswire) — EPICA Wines, the adventurous brand that inspires epic lifestyles, announces the introduction of a 2013 Malbec from Mendoza, Argentina to the U.S. market. EPICA Malbec will be available nationwide at select retail locations and wine stores as of this month for a suggested price of \$10.99 per 750 ml bottle.

Aimed at adventurers 21 and older who want to enjoy life to the fullest, live in the here and now, and keep things fun and simple, EPICA Malbec was created to capitalize on the growing interest for this Argentinian grape. This introduction provides the brand with the opportunity to expand its presence in the wine aisle outside of Chilean wine offerings.

According to Wines of Argentina, in the last five years, shipments of Argentine Malbec to the United States have more than doubled, from 1.9 million cases in 2008 to four million in 2013. The rise in popularity can be attributed to Malbec's appeal among consumers who enjoy soft, ripe fruitiness over more polarizing flavors.

"Millennial consumers are open to other cultures and flavors based on their travel experiences, and are willing to experiment with their wines," said Sebastian Reitze, Brand Director for EPICA. "Considering this audience represents 30 percent of core drinkers in the U.S., we thought there was a great opportunity for EPICA to launch an alternative that didn't sacrifice taste at an accessible price."

EPICA Malbec has dominant notes of ripe plums, strawberries and violets along with concentrated ripe black fruit flavors that result in a perfectly smooth lingering finish. The rich body and firm tannins of EPICA Malbec pair well with hearty pastas, red meats, and nuts.

"EPICA prides itself on creating unique taste profiles, that's why we made sure that our amazing wine that originates from UCO Valley, Mendoza had the same attributes that the region. That due to its climatic conditions (high temperature range) and soil (shallow, rocky and sandy texture thin, low in organic matter), we produced a wine with great personality with deep, dark red color, intense and complex, which presents aromas of black fruits like blackberry and plum with floral notes. EPICA'S Malbec palate presents friendly, spacious and sweet tannins," said EPICA's winemaker Miguel Rencoret.

As part of the Viña San Pedro, EPICA has a strong commitment to quality and consistency that over-delivers at an affordable price. Since its introduction to the U.S. market in 2012, EPICA experienced 53% growth last year. In addition to Malbec, EPICA is also available in four varieties: Red Blend, Cabernet Sauvignon,

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Sauvignon Blanc and Chardonnay.

EPICA Malbec's launch will be supported through trade advertising, social media and in-store promotion, with attractive POS material to encourage trial.

For more information about EPICA Malbec or to interview a brand executive, please contact Berenice Gonzales at (212) 219-0321. You can also visit www.EPICAwines.com [1].

About Viña San Pedro and VSPT Wine Group

San Pedro is part of VSPT Wine Group, one of the largest exporters of Chilean wine and leader in the premium segment in the Chilean market. All of the Group's wineries are renowned, producing its own distinctive wines, and they are all great representatives of the best wines that each terroir can produce.

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