



## **VIK Vineyard Announces La Piu Belle**

*Holistic Vineyard Releases Third Wine as Companion to VIK and Milla Cala*

VIK Vineyard, the unparalleled wine experience in Chile's MillaHue Valley, is pleased to introduce La Piu Belle, an additional wine in the vineyard's exceptional offerings, presenting a distinctive personality while still reflecting the VIK philosophy. La Piu Belle, which will debut in 2017, will join the vineyard's family of wines, which includes Milla Cala, and its premier wine, VIK. With holism as VIK's guiding philosophy, every element, from the diversity of the terroir and natural relationship to the flora and fauna, to the architecture, design, art, and the warmth of the Chilean people, comes together to create what is a truly innovative and exceptional wine experience.

La Piu Belle has been created in homage to art and the art of winemaking at VIK. It is an estate grown and bottled wine that is at once unique and perfectly balanced, an assemblage of the bold structure delivered by the Cabernet Sauvignon, the support given by the quintessentially Chilean Carménère, and the enhanced aromatics, textures and flavors awarded by the Syrah and Cabernet Franc. The wine offers floral aromas with dark blackberry fruit, and soft, precise tannins, which culminate in its long finish. La Piu Belle is structured, elegant and harmonious, a delightful surprise to the palate further highlighting the remarkable terroir at VIK Vineyard.

La Piu Belle additionally features a distinctive and stunning wine label, rarely seen in the industry, which is a work of art in and of itself. In celebration of the importance of art at Vik Retreats, creators Alex and Carrie Vik asked the many artists featured at Viña Vik, the stunning retreat and wine spa that works in tandem with the winery, to each paint wine bottles to enhance the art experience at VIK. The inspirations for the process were bottles painted by the renowned surrealist artist Rene Magritte and others. Because of the exceptional beauty of the works, one was selected to become the label for La Piu Belle. La Piu Belle is a stunning, surrealist work by Gonzalo Cinefuegos and is an ephemeral depiction of

a woman and a natural expression of the VIK experience, emphasizing their philosophy that the wine is an expression of art. La Piu Belle will retail at approximately \$70 USD.

Under the direction of international winemaker Patrick Valette, a team of some of the most knowledgeable and passionate professionals has come together with the singular mission to produce the best wines that this exceptional terroir can offer, soon including three; VIK, La Piu Belle and Milla Cala.

At VIK, viticultural precision is essential to yielding the highest quality grapes. In order to attain the precision found in all three wines, grapes are planted in high density ranging from 3,000 to 4,000 plants per acre with vines planted on the valley floor and on hillsides. The latest technology and machinery is utilized, but more importantly, tremendous care and attention is paid by hand to the differing requirements and needs of each block, parcel and vine while a specially designed irrigation system precisely controls hydric resources for the vines. Grapes are harvested by hand at night when they are at their optimal natural temperature, ensuring that the grapes perform at their best through the selection and crushing process.

A scientific team spent two years searching South America for the best terroir to grow the best grapes with the goal of producing the best red wine of South America, ultimately purchasing the property in the Millahue Valley of Chile. More than 4,000 meticulous deep soil studies were conducted across the vineyard to ensure each block of land afforded the optimal growing conditions for each root stock clone and grape varietal specially chosen. Additionally, climate conditions were taken under careful consideration. Weather stations were installed and a team of geologists, oenologists, viticulturalists and agronomists researched all elements of the terroir including the diversity of exposures to the sun, wind, soil types and conditions, hydric flows, thermal amplitude and geographic orientation. All of these essential elements further determined the VIK location as the optimal one to grow the perfect grape. Upon completion of these studies the property was purchased in 2006 and planting of new vines commenced. The vineyard consists of twelve expansive valleys situated on 11,000 acres of land with grape varietals consisting of Cabernet Sauvignon, Carmenère, Syrah, Cabernet Franc and Merlot.

The VIK winery, designed by celebrated Chilean architect Smiljan Radic who was selected following an exciting architectural competition of some of Chile's best architects, is located at the end of this most picturesque Millahue valley and debuted in July 2014. The winery's architecture utilizes innovative design and advanced technologies to create an exceptionally efficient, green as well as visually beautiful winery.

While visiting the VIK winery, guests enjoy vineyard and winery tours and wine tastings highlighting the process by which VIK wine is created. Upon entering the winery, visitors are immediately immersed in the VIK experience, and are guided through its internal workings, which takes them through the wine making process. On the lower level of the fermentation hall with its stainless steel tanks, visitors gaze down the long colonnade through the malolactic barrel cellar and past walls marked by extraordinary works of art into the tasting room which features a stunning stone altar to VIK wine naturally lit with light from above. Here one of the team's wine experts present various aspects of the wine and walk visitors through tastings of varietals by individual block, discussing the uniqueness of each as well as discussing the various completed vintages. The tasting tables feature scenic and informative color-coded maps of the vineyard highlighting the various grape varietals and rootstocks, further immersing guests in the VIK wine experience. After an expert wine tasting, guests have the opportunity to enjoy lunch in the Pavilion Café while taking in the breathtaking landscape of the VIK Vineyard, the VIK Winery and the Millahue Valley.

Guests can also stay at Viña Vik, the avant-garde retreat and wine-spa at VIK Vineyard, which showcases cutting-edge architecture, art and design. Merging exceptional design with its remarkable locale, this stunning property is perched on a hilltop with breathtaking 360-degree views of the vineyard and surrounding nature. Each of the retreat's 22 suites feature unique designs, floor to ceiling glass windows with expansive views while also showcasing remarkable art. Viña Vik and the Winery at VIK provide a new dimension to the unrivaled Vik experience.

La Piu Belle will be available to purchase by visiting [www.vikwine.com](http://www.vikwine.com) and through those that carry VIK wine worldwide. The vineyard is accessible via the Santiago airport, which is serviced daily by flights from international airports throughout the world. VIK Winery is located approximately 200 kilometers or 2 hours from the Santiago airport and is easily accessible by car.