



Media Contacts:

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

FOR IMMEDIATE RELEASE

**Terra Andina Announces Educational Wine Pairing Series
Celebrating America's Take-Out Favorites**

*Kick-Off Event to Match Chilean Carmenère, Chardonnay and Sauvignon Blanc and
Unique Red Blends with Exotic Thai Dishes*

MINNEAPOLIS, November 2, 2010—Terra Andina, Chile's innovative, premium wine producer, today announced the launch of an educational pairing series specifically for members of the media that will pair up its wines with America's take-out favorites. The inaugural tasting seminar, to be held at PURE Thai Restaurant in New York City, will focus on this uniquely popular Southeast Asian cuisine. Future events will include Korean fried chicken, Mexican tacos, Italian antipasti, Spanish tapas, New York pizza, American barbecue and more.

At this launch event, Terra Andina's recently released 2009 Carmenère, Chardonnay and Sauvignon Blanc, as well as unique red blends, will be matched with dishes such as Pad Thai with Shrimp, Vegetable Dumplings, Crispy Tofu, Roasted Baby Back Ribs and Ratchaburi Crab and Pork Dry Noodle.

"This pairing series is our way of educating the media, as well as supporting on-premise accounts that have been loyal fans of Terra Andina," said Chris Haroza, U.S. Brand Manager, Terra Andina. "In addition, it will encourage off-premise sales as consumers seek to recreate the restaurant experience at home by serving wine with their take-out favorites."

The pairing series was created in recognition of the fact that consumers are increasingly ordering in restaurant food to be consumed at home. While the rollout will begin in New York City, other cities, which have their own take-out favorites, are being considered, as well as pairing events for consumers.

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.

###