

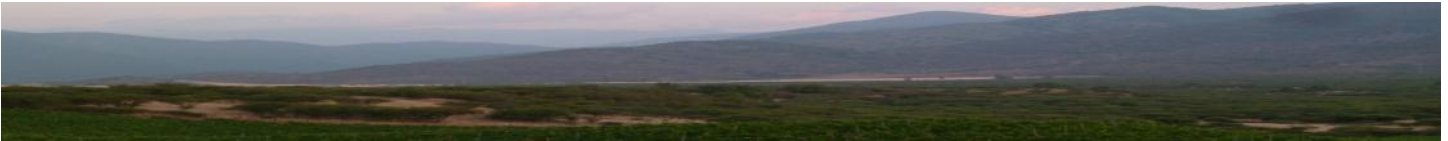


CHILEAN TERROIR EXPERIENCE

*Taste, Tour and Experience Chilean Wine
with Wine Expert Stuart George*



March 17 - 25, 2012
October 6 - 14, 2012



The Chilean Terroir Experience (CTE), comprising wine writer, educator and consultant Stuart George (www.stuartgeorge.net), Ben Weinberg of Wine On The Road (www.wineontheroad.com), and Jane Nisbet Huseby of Brandabout S.A. (www.brandabout.cl), offers independent, behind-the-scenes tours of Chile for up-and-coming wine professionals.

These are on-site, intensive learning opportunities specifically designed for sommeliers, wine buyers and wholesalers who have shown potential and have indicated an intention to pursue a career in wine. Typically, those who are flown to Chile are senior buyers, company owners, or established journalists, but when such expeditions occur early in a career they can have significantly greater life-changing impact.

We believe that the ultimate way to learn about regional wines is to go to where they are made. The Chilean Terroir experience is uniquely designed to provide first-hand, in-depth access to wineries and wine makers who are setting the standards for the next generation of wine professionals. While we accept students from around the world, tours are conducted in English and are particularly oriented to students from the UK and USA. Our business model is based on charging attendees a fair price that is a small fraction of the cost of the trip, with additional funding and support contributed by sponsors.

ABOUT TOUR LEADER STUART GEORGE

Stuart George is an independent wine writer and consultant, and has contributed to publications on five continents including Decanter, FINE, Gilbert & Gaillard, Harpers, Meininger's Wine Business Monthly, Sommelier Journal, The Tasting Panel Magazine and

the Times Literary Supplement. In 2003 he was awarded the UK Young Wine Writer of the Year. The following 5 years, he worked as Tastings Editor and Staff Writer at The World of Fine Wine magazine (winner of Gourmand World Cookbook Award for Best Wine Magazine 2009, and Louis Roederer Award for International Wine Book 2010). Stuart was the co-author of The Wine Box (UK, 2005), leading contributor to 1001 Wines You Must Try Before You Die (2008) and Editor for the sections on Austria and Burgundy of Wine Behind the Label (2011 edition).

Stuart continues to broker consignments of fine wines into London and Hong Kong auctions and travel extensively around the world, participating in international wine competitions and visiting wine regions. Stuart started his wine career working for the wine merchant Haynes Hanson & Clark (UK) and completed the WSET Diploma program in Wine & Spirits in 2000. He studied English and European Literature at the University of Warwick.

Stuart enjoys a glass at the El Milagro stud farm that belongs to Viñedos Puertas in Chile.



Partners and Vendors:

Brandabout S.A.

Brandabout (www.brandabout.cl) is an international wine marketing company based in Santiago, Chile with the vision to be the leading expert of Chilean & Argentinean vineyards in their target markets. With passion and commitment, Brandabout currently works with over 80 vineyards in the region with the aim to strengthen the international image of Chile and Argentina as producers of great quality wines. Brandabout's Managing Director and Founder Jane Nisbet Huseby established the firm in Chile in 2005. Originally from Scotland, Jane studied a Masters in Strategic Marketing in Norway before arriving in Chile 7 years ago. Together with her team, she is passionate about increasing the awareness of the quality and diversity of wines that can be found in Chile and Argentina. Her mission: reduce the distance between the vineyards, their staff and the international wine community of wine experts and consumers. Jane has enjoyed exploring the world of wines for more than 15 years and currently holds the Advanced Certificate (level 3) from WSET in London.



Jane Nisbet Huseby
Managing Director and Shareholder
Brandabout S.A.
Camino San Francisco de Asís 150, of 311,
Vitacura, Santiago, Chile
Tel: +56 2 9466284 (Office Chile)



Wine On The Road LLC

Certified Sommelier and professional wine writer Ben Weinberg is Editor-in-Chief of Unfiltered, Unfiltered where he writes about his travels and adventures while exploring wine around the world. You'll also learn about the wine lifestyle, wine trends and regions, best buys, wine-and-food pairings, special occasion wines and how to collect and protect bottles obtained during your own travels. Ben's work is frequently featured in Sommelier Journal, and he also writes for Wine Enthusiast, The World of Fine Wines, Tasting Panel Magazine, Nation's Restaurant News and Wine Country International. His column, "Weinberg's Wine Notes," appeared in the Rocky Mountain News, and another column, "Unfiltered Unfiltered," appeared in Denver Magazine.

Ben created Wine on the Road as a way to share his passion for wine and special access to winemakers and their estates with small, adventurous groups of wine enthusiasts. Each luxury tour is designed to give participants a behind-the-scenes look at top-notch wineries that provide uniquely local experiences and knowledge. Ben currently leads groups to Tuscany and Piedmont in Italy, Burgundy and Champagne in France, the Napa Valley and South America, and also works with private groups to develop personalized tours of wine country all over the world.

Other Sponsors and Participants

Exclusive U.S. Media Sponsor



Why Chile?

In The Narrative of the Honourable John Byron, a 1768 account of how Byron was shipwrecked on the coast of Patagonia, he described how “Chili wine, in my opinion, is full good”. Over 240 years later, Chilean wine continues to have many things in its favor, including a great diversity of micro-climates and Phylloxera-free soils, much of which can be farmed in an environmentally-friendly manner. Chile offers a broad range of varietals and styles—“Day-colored wine, / night-colored wine, / wine with purple feet / or wine with topaz blood”, as Pablo Neruda, the 1971 Nobel Laureate in Literature, put it. It is quite possible that the best sites in Chile have not yet been planted or even discovered. The possibility of greatness is always there.



Grapes on the Vine

The Chilean wine industry is changing rapidly. The discovery of new valleys and terroir continues to produce wines of exceptional quality. This activity has combined with modern wine-making techniques to create an exceptional diversity and quality of wines which make up the real Chilean Terroir Experience. Chile is also fortunate to have young, well-travelled, freethinking winemakers such as Nicolas Bizzarri, Alvaro Espinoza, Adolfo Hurtado, and Marcelo Papa, many of whom will be hosting CTE travelers personally during their visit. Michael Cox, UK director of Wines of Chile, says, “In my view the future of the Chilean wine business looks extremely positive for many reasons, and the opportunities are substantial. In fact, after nearly 40 years in the wine trade, I have never been more excited about one country’s ability to prosper. I know I am biased (!) but I genuinely feel it.”



Examining Terroir

Today, Chilean wines are known all over the world, however finding good written information about the latest developments and innovation in Chile is still quite a difficult task. Participate in the Chilean Wine Experience to gain greater insight into the country’s quality wines, understand the best valleys for specific varieties, and develop trade relations with new vineyards.

Wineries—and visitors—don’t like rushed itineraries. Travelers get exhausted. Winemakers don’t get to tell their stories. Why do big-room tastings when we all get those back home? CTE believes that if people are taken on an educational visit to a country then the trip has to be focused on meeting winemakers and standing in their cellars and vineyards, not spending time in anonymous tasting rooms with PR flaks. CTE travelers will visit acclaimed wine estates selected for their distinctive expressions of Chilean wine. Wineries are selected for quality and interest. A typical itinerary includes two in-depth winery visits per day plus evening dinners and events. Due to the large distances between areas, some days we may have 2–3 hours traveling time. However, we aim to stay in accommodation as close to the vineyards as possible.

On our eight-day trip, discover fresh and crisp white wines from rugged coastal areas where the icy breezes sweep in from the cold Pacific Ocean. Explore the range of expression of red wine varieties planted in either cooler areas towards the coast or the foothills of the magnificent Andes mountains to gain that all important elegance or restrained style, or in warmer areas to ensure full maturation and full expression, depending on the variety. Examine soils and see for yourself the diversity of type that characterize Chilean wines. Learn how Chilean winemakers are utilizing different plots and vineyards to express varieties to their ultimate expression.

Preliminary Itinerary:

Saturday March 17, 2012

CTE's van meets you in the morning at Santiago airport for the drive to Hotel XXXX in downtown Santiago. There is an optional city tour in the afternoon. In the evening we will meet each other properly over drinks and a light dinner.

Sunday March 18

Our working week begins with a "Chilean Wine Experience Day" at the offices of Brandabout. Here students will be given an overview of Chile and its wine regions. The evening is free for rest and relaxation.

Monday March 19

The first visits of the week are in Maipo. At Concha y Toro we will be given a full overview of the viticultural resources of Chile's largest and best-known wine company. After lunch, Odfjell will host us for a close look at their wines. Back in Santiago, Cousiño Macul will join us for dinner and present an overview of their winemaking philosophy.

Excellent Cuisine



Tuesday March 20

In Aconcagua, Head Winemaker Francisco Baettig will host us personally at Viña Errázuriz, where we will also eat lunch. In the afternoon we visit Viña Von Siebenthal, travelling to Valparaíso by 19.30 for dinner with Matías Rivera, General Manager of Santa Helena CS.

Wednesday March 21

Today we drive to Cachapoal and Colchagua. Aurelio Montes of the eponymous winery will show us his estate and host us for lunch. In the afternoon we visit Casa Lapostolle to discover the secrets behind its icon wine Clos Apalta. We will stay overnight in the Colchagua Valley, being joined at dinner by Adolfo Hurtado of Viña Cono Sur who will outline his winemaking philosophy.

Thursday March 22

Windswept Vistas

In the morning we visit Viñedos Emiliana where José Guilisasti Gana will explain the increasing importance of organic viticulture in Chile. From Colchagua we head south to Curicó and Maule to visit Miguel Torres and his Chilean operation, with lunch at the winery's excellent restaurant. We return to Santiago that evening for a dinner with several winemakers from MOVI, a group of 18 small, boutique wineries.

Friday March 23

From our base in Santiago we travel west today to Casablanca and San Antonio, home to Quintay and its premium Sauvignon Blanc, and to Casa Marín, where María Luz Marín makes arguably Chile's best Pinot Noir. Returning to Santiago that afternoon, we will enjoy an "Extreme Valleys" tasting at Brandabout's offices.



Tasting with Dennis Murray of Montes



Saturday March 24

Our final day of travels will be to William Fèvre Chile's winery at Pirque on the outskirts of Santiago. Winemaker Felipe Uribe will tell us how French winemaking and business practices can be used to make something distinctly Chilean. This afternoon we also offer an optional trip to XXXX. In the evening we will enjoy a closing dinner and discuss our experiences this week in Chile.

Sunday March 25

CTE's van returns you to the airport ready for your departure flight.

Up-Close-and-Personal



CHILEAN TERROIR EXPERIENCE



*Taste, Tour and Experience Chilean Wine
with Wine Expert Stuart George*

March 17 - 25, 2012

October 6 - 14, 2012

PRICING

Pricing is per person and includes pickup at and return to Santiago International Airport on day of arrival and departure, transportation for program excursions, accommodations, meals, wine and wine tastings. Pricing is exclusive of airfare, travel insurance (which is highly recommended) and any optional activities, personal expenditures or choices.

Tour March 17 - 25, 2012: \$2,000

Must be fully paid by January 31, 2011

Tour October 6 - 14, 2012: \$2,000

Must be fully paid by September 31, 2012

For more information go to www.wineontheroad.com/chileanterroirexperience.php



CHILEAN TERROIR EXPERIENCE



*Taste, Tour and Experience Chilean Wine
with Wine Expert Stuart George*

March 17 - 25, 2012

October 6 - 14, 2012

Booking and Registration Form

To reserve space in this program please scan and e-mail this completed form (pages 1-4) to info@brandabout.cl (reference "Chilean Terroir Experience"). If valid PayPal email address and/or credit card information is/are included, after confirmation of tour availability full payment will be processed immediately upon receipt. No reservations are final without confirmation from Brandabout, S.A., which can also assist with pre- or post-program arrangements**.

Participant _____

Home Address _____

City, State, Zip _____

Phone Numbers: **Home:** _____ **Business:** _____

Fax: _____ **Cell/Pager** _____

Email: _____

For more information go to www.wineontheroad.com/chileanterroirexperience.php

Hotel Room Requests (circle/check)

_____Smoking _____Non-smoking

Tour Dates and Payment Amount (circle/check applicable amount)

Tour March 17 - 25, 2012: Must be fully paid by January 31, 2011: _____ \$2,000

Tour October 6 - 14, 2012: Must be fully paid by September 31, 2012: _____ \$2,000

Payment Method (circle/check and follow applicable instructions)

_____ Pay via PayPal (payment must be received by Brandabout, S.A. within five business days of confirmation of tour availability and transmission of PayPal invoice to participant's email address as listed on this form)

_____ Pay via direct bank transfer to Brandabout, S.A.'s dollar account - please add an additional \$25 USD to your payment to cover bank transaction fees in Chile. Use the bank details below and send a confirmation email to our Administration Manager (aiga@brandabout.cl) with the following information:

1. A scanned copy of your bank receipt of the transfer
2. Confirmation that you have added \$25 USD to the total amount
3. Details for our course registration system:
 - a. Full name of participant
 - b. Name of transferring bank
 - c. Amount transferred
 - d. Date

Brandabout Bank Account Details:

Brandabout S.A

Account number: 05-086-10025-19

SWIFT BCHICLRM

Banco de Chile

Address: Avenida Apoquindo 3721, Las Condes, Santiago

_____ ****Please Contact Me for Pre- and/or Post-Program Arrangements**

For more information go to www.wineontheroad.com/chileanterroirexperience.php

Travel Insurance

In regard to health and safety, the program’s organizers recommend that participants assure that they have sufficient insurance, including travel insurance, to cover the expenses of health, accident, ambulance return to home country, etc., as well as the possibility of having to cancel the course after the cutoff date for covered reasons. Participants understand that they may purchase travel insurance to cover certain risks inherent in travel such as supplier bankruptcy and the inability to travel due to a medical or personal emergency.

Signature(s) at the end of this document indicate(s) that participants have adequate insurance for travel and health needs in relation to this program. By this/these signature(s), participants also agree to all of the terms and conditions of this document. Participants must also check and initial acceptance or refusal of travel insurance below:

PARTICIPANT	Indicate Choice Below	Participant’s Initials
I wish to purchase travel insurance		
I decline to purchase travel insurance		

Terms and Conditions:

Registration and participation in this program are also subject to the following terms and conditions:

1. Payment is due at the time of registration and may not be refundable upon cancellation as indicated below. If any portion of the payment remains unpaid as of the last date in the Tour Dates and Payment Amount section, this registration may be cancelled and any payments made may be retained by the program's organizers. Pricing is per person and includes pickup at and return to Santiago International Airport in Chile via scheduled transfer on days of arrival and departure, transportation for program excursions, accommodations, meals and most of the wine including scheduled wine tastings. Pricing is exclusive of airfare and any optional activities or personal expenditures. Participants making travel reservations who arrive outside of those scheduled transfer times must schedule their own transport or contact Brandabout, S.A. for private transfers at an additional fee.
2. Registration and cancellation must be made in writing, by registered mail, fax or e-mail, and proof of submission date is the participant's responsibility. If cancellation is made by e-mail, it is the participant's responsibility to assure receipt. Upon participant's cancellation of attendance after cutoff dates shown in the Pricing and Tour Dates and Payment Amount sections, within 60 days of the start of the program, or occurrence of specific events listed in other terms and conditions, none of the program price is refundable.
3. This program assumes single occupancy, i.e., one person per room.
4. Program organizers reserve the right to change certain conditions of the offered itinerary, including tour leaders and personalities, with the understanding that substituted items will be of equal quality. In the unlikely event that the program is cancelled for lack of participation, the sole responsibility of the program organizers is for Brandabout, S.A. to provide a refund of payments made by the participant. The program organizers have no other refund responsibilities after the last date shown for each tour in the Tour Dates and Payment Amount section.
5. No responsibility is accepted for cancellations by the participant or cancellations due to adverse weather conditions, war, threat of war, civil strife, terrorism, or natural disaster. It is the responsibility of participants to protect their investment with trip insurance covering, but not limited to, medical expenses, baggage, accident, loss or damage to property, cancellation and curtailment, personal liability, legal expenses and emergencies.

View and download additional terms and conditions, which are incorporated herein by reference, at www.wineontheroad.com/chileanterroirexperience.php. Participant's signature signifies that the participant has read and accepted these and all other terms and conditions published as of that date. Participant can request copies of the additional terms and conditions by emailing tour@wineontheroad.com. This Agreement constitutes the entire agreement among the parties regarding the subject matter hereof and supersedes all prior or contemporaneous agreements or understandings. Further, this Agreement may not be modified except in a writing signed by each party and specifically referring to this Agreement.

Signature of Participant

Date

Print Name

For more information go to www.wineontheroad.com/chileanterroirexperience.php