



# LA PLAYA

*“Wines with Purpose”*

Has a new faced, we invite you to discover it

[www.laplayawines.com](http://www.laplayawines.com)

@laplayawines

# Wines with purpose

Our commitment is to develop a sustainable wine brand produced in a responsible way, concerned with helping the environment and generating a positive impact on the surrounding communities.



Wines of Chile  
Sustainability Code

We are certified in the 3 complementary areas with a high standard of compliance.



**FOR THE  
PLANET®**

— MEMBER —

Proud to be the first Latin America  
winery being member of  
1% FOR THE PLANET



All our wines have the V-  
Label Europe vegan  
certification

Our challenge is backed by world-renowned institutions which provide us with guidance, credibility and transparency for developing our purpose.

# Sustainable actions implemented



## Vineyards/ Green area: 92,9% accomplishment

- Natural resources management
- Soil-ground protection
- Biodiversity

## Cellar / Red area: 98% accomplishment

- Water management
- Energetic efficiency
- Recycling and pollution prevention

## Social / Orange area: 91,5% accomplishment

- Community collaboration
- Working conditions respect
- Business and Marketing ethics



- Our wines carry Vegan seal on their label, which is easily recognized by consumers.
- Certifies **WE DON'T USE ANIMAL PROTEIN** during wines filtering, which is replaced by inputs that contain vegetable protein, such as potato or pea derivatives.



Irrigation system improvements  
**93 millions litres saved**



Organic disposals reutilization  
**290.000 Kilos for fertilization**



Support of Peralillo local community  
**Donations and Trainings**



Raw materials recycling  
**Paper and cardboard 1.900 kilos**  
**Glass bottles 2.310 kilos**  
**Plastics 1.090 kilos**



Reutilization on plant perimeteral closure  
**19.500 kilos of scrap**



We don't use animal protein in the vinification  
**Only use of vegetable protein**



# Our porpuse in action

**Project:** Replenishment of native flora

**Location:** Punta de Lobos (2,2 hectares) situated in Chile's VI region. One of the most visited places of Chile's coastal edge.

**NGO:** Fundación Punta de Lobos. They take care of the conservation and the development of the park and its species. **Objective:** Restoration of the ecosystem through the planting of 19 species of native flora.

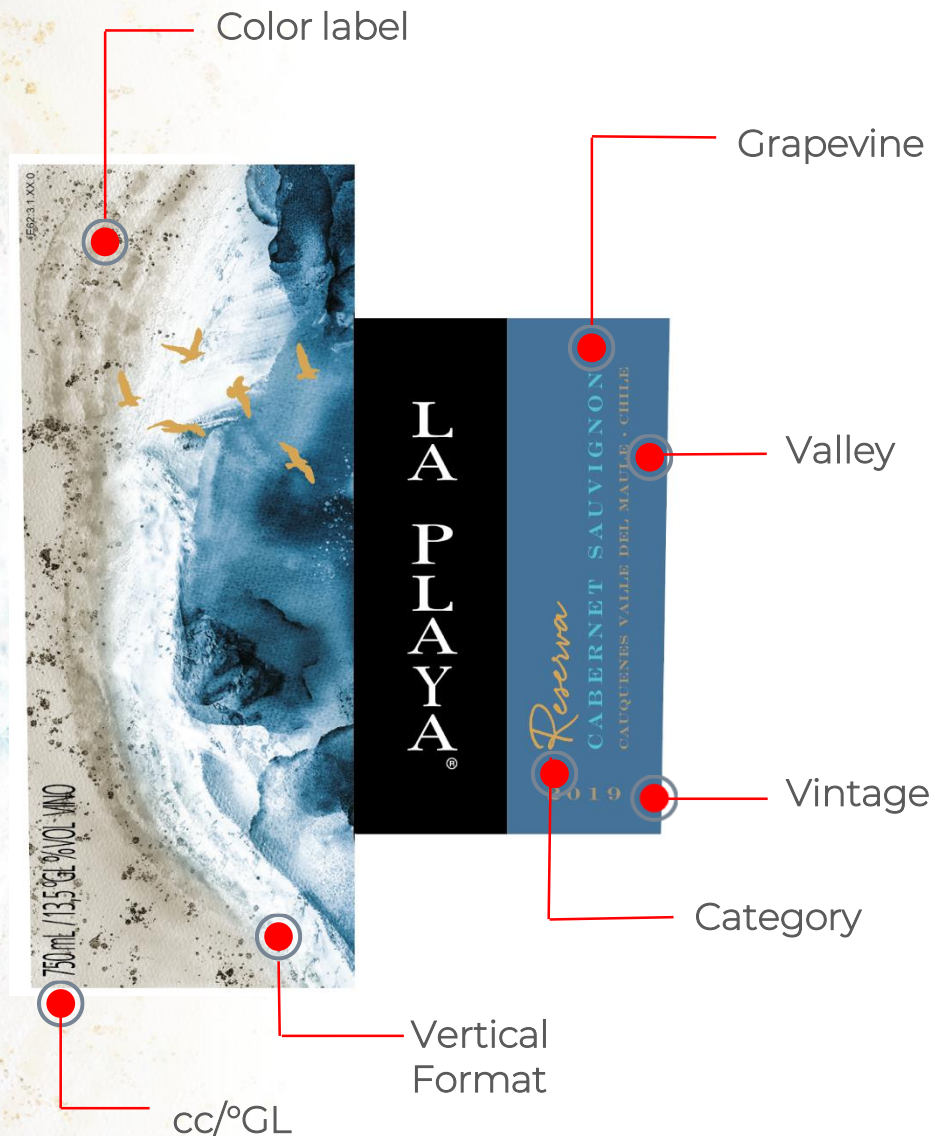


- ✓ **Number of plants:** 2,500 new plants of existing species.
- ✓ **Number of Species:** 19 species native flora
- ✓ **Replantation Area:** 833 mts2 / 33% of the total Park área.



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# Innovative design



## Wines with purpose

We **honor the ocean and its beaches** as a natural habitat for our ecosystem and we are **concerned about keeping them pristine**, therefore we allocate 1% of our sales for this purpose through local non-profit NGOs.

### "Wines with purpose"

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1% for the Planet membership

*Reserva*

**CABERNET SAUVIGNON**

CAUQUENES, VALLE DEL MAULE • BLOCK N° 3 • CHILE

Handcrafted and Estate Bottled in Chile

[WWW.LAPLAYAWINES.COM](http://WWW.LAPLAYAWINES.COM)

The nose is of red fruit with spices. The wine's palate shows silky tannins. With good volume and texture in the mouth, the flavors are of fruit and oak, followed by a nice finish. The wine aged for 12 months in second- and third-use French oak barrels.

Imported by:

Valley Information



Vegan certification

PRODUCED AND BOTTLED BY TOP WINE GROUP S.A., AV. NUEVA PROVIDENCIA 1860, OF. 92 SANTIAGO, CHILE / WINE OF CHILE / ENVASADO EN CHILE / PRODUCT OF CHILE / RED WINE.

CONTAINS SULFITES / CONTIENT DES SULFITES / ENTHÄLT SULFITE / BEVAT SULFIETEN / Գարուհակում է սուլֆիտներ.

Alc.13,5% by Vol.

750 ml / mL



Wines of Chile sustainable certification



LA  
PLAYA



Grand Reserva  
6x 750 ml

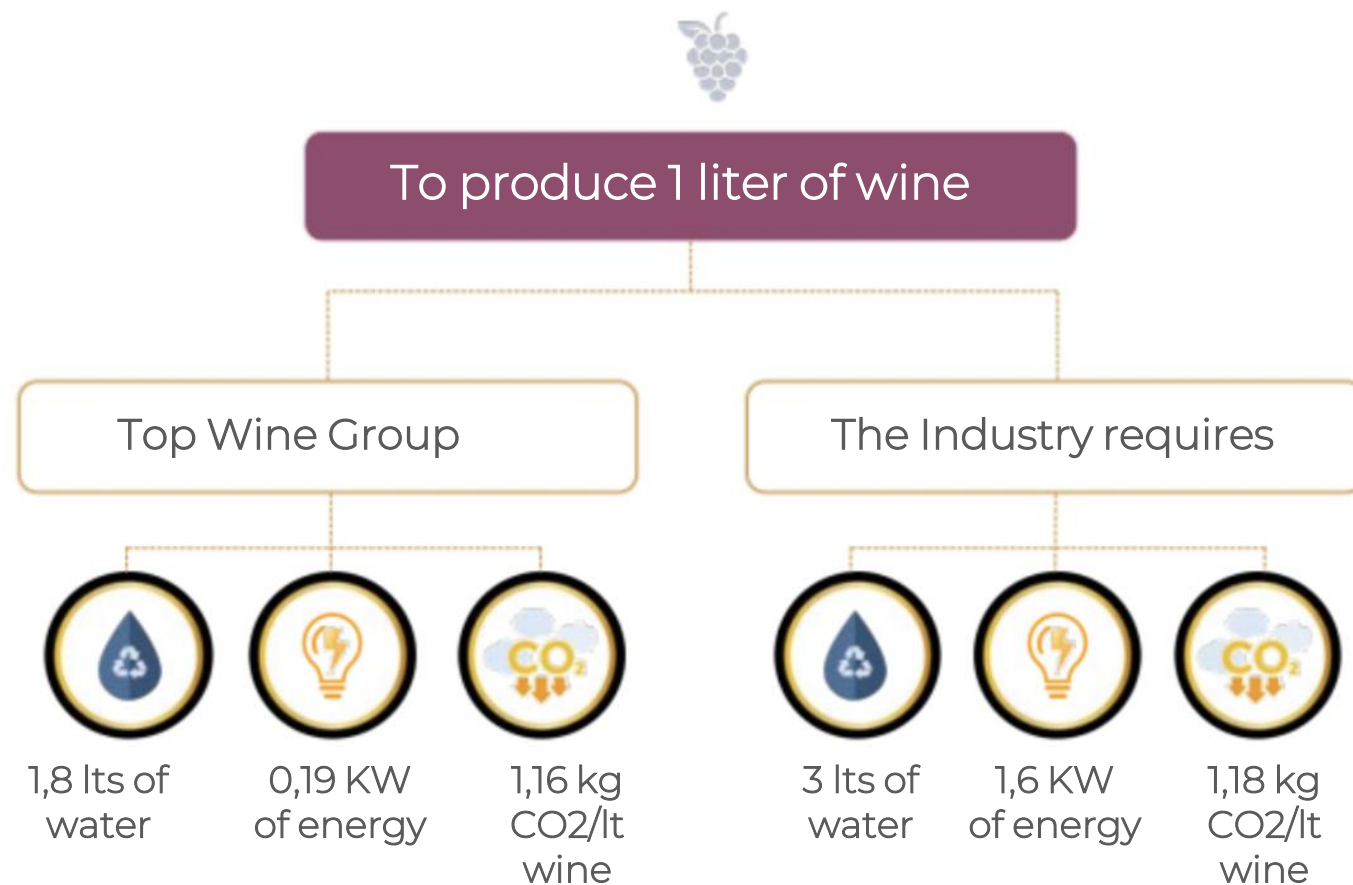
Reserva  
6x 750 ml

## Cases



Estate Series  
6x 750 ml





From a comparative perspective to the industry. **Top Wine Group** requires 40% less water, 88% less KW and emits 1.7% less CO2 than the average national industry to produce 1 ltr of wine





# LA PLAYA

“Thank you”

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