



**LAPLAYA**  
Block Selection Reserve  
**CARMENÈRE**

*“Take the Carmenère Challenge...  
Our recommended wine  
stands out from the pack.”*

**San Francisco Chronicle**

August 1, 2008

*“Ripe berry, vanilla, toasted  
nuts and spiced cocoa.”*

This rating is for the 2006 vintage

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**CARMENÈRE**

Carmenère is a Bordeaux variety that was considered long-lost until it was rediscovered in Chile a decade ago. Today, the vines flourish at Viña La Playa, nurtured by the exceptional soil conditions and unique microclimate of the Colchagua Valley.