

AXEL[®] by LAPLAYA[®]

Axel: A Family Tradition of Excellence

Axel is La Playa's new Premium line. Named after the Axelsen family, the founders of Viña La Playa, these wines are the ultimate expression of Chile's Colchagua Valley.

In 1952, patriarch Søren Axelsen left his native Copenhagen to travel the great vineyards of the world. Eventually, he settled in California to grow his own grapes. But he never forgot the remarkable growing regions he had seen in Chile, in particular Colchagua Valley, which showed such great potential to produce world-class wines.

By 1989, he had realized his dream, founding Viña La Playa alongside his sons Peter and Eric. Located at the western end of Colchagua Valley, along the banks of the Tinguiririca River, Viña La Playa enjoys a unique microclimate and near-perfect growing conditions for premium quality grapes.

Along with their partners, the Sutil and Errazuriz families, the Axelsens are proud to introduce this exceptional new collection.

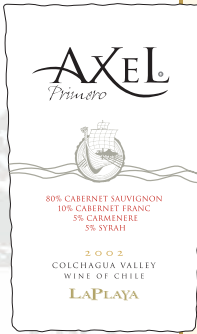


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“La Playa 2003 Axel Cabernet Sauvignon (Colchagua Valley). The surprise of the moment from Chile has to be this full throttle keg of dynamite Cabernet. It’s a cellar wannabe with credentials. First off, it’s brilliantly ripe, with forceful black cherry, cinnamon and wood spice on the palate. Huge tannins, poking acids and a couple of floors’ worth of depth make it praiseworthy.”

WINE ENTHUSIAST

Axel Selection

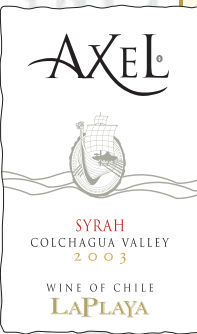


Primero

Axel Primero is a distinctive red blend showcasing the finest of the year's vintage. This, La Playa's icon wine, represents a never-ending dedication to expressing the unique terroir of the Estate's vineyards. The best barrels from Viña La Playa's best lots are selected and composed to produce a splendid wine with outstanding balance and complexity.

The Axel Primero shows wide spectrum of intense colors varying from deep red garnet to violet. On the nose there are hints of red fruits like cherries and ripe plums, along with notes of spices like nutmeg, tobacco, tea and cinnamon. In the mouth, it has delicious concentration and balance, supported by round tannins. Tasty, and flavorsome, it recalls fruits and sweet spices, with a lengthy and pleasant smooth finish.

April, 2002
Colchagua Valley
Harvested by hand
10 year-old vines
3.25 tons per acre yield
48 hours prefermentation
Selected yeast, 30°C, 7 days
Aged 18+ months in
French oak
14.2% alcohol
5.673 g/l total acidity
0.74 g/l volatile acidity
2.25 g/l residual sugar
3.63 PH
27.4 mg/l SO2 free
80.0 mg/l SO2 total

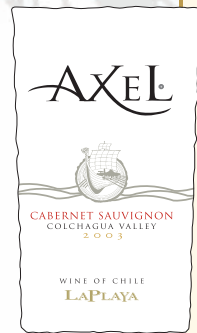


Syrah

The Colchagua Valley has proven a fertile home to relative newcomer Syrah, showcasing both the fruit character of the growing regions, and the elegance and complexity fostered by the cooler climate. This Syrah comes from the finest plots within the best block of the Viña La Playa Estate.

The Axel Syrah ranges from ruby red to deep violet. On the nose, it is attractive and complex, showing the distinctive character of the variety. Forward aromas of black fruits like blackberries, raspberries and blueberries, together with hints of spices; well supported by notes of tobacco, chocolate and vanilla. It is pleasant yet potent in the mouth, offering a very good structure with ripe tannins and an appealing freshness. Full fruit flavors lead to the finish with soft notes of chocolate, vanilla and smoke.

April, 2003
Colchagua Valley
Harvested by hand
12 year-old vines
3.25 tons per acre yield
48 hours prefermentation
Selected yeast, 30°C, 5 days
Aged 20 months in
French oak
14.0% alcohol
5.5 g/l total acidity
0.64 g/l volatile acidity
2.0 g/l residual sugar
3.55 PH
34.0 mg/l SO2 free
64.0 mg/l SO2 total



Cabernet Sauvignon

This wine shows a pronounced quality and character, revealing a variety that is powerful, yet tamed by ripe and round tannins.

The Axel Cabernet Sauvignon is bright ruby red. On the nose, it hints of leather, cherries, cassis, raisins, cedar, mint and tobacco. A high concentration of ripe tannins gives a very well structured and flavorful mouth-feel, while notes of chocolate, vanilla, coffee and ripe red fruits lead to a lingering and pleasant finish.

April, 2003
Colchagua Valley
Harvested by hand
12 year-old vines
3.25 tons per acre yield
48 hours prefermentation
Selected yeast, 30°C, 5 days
Aged 20 months in
American & French oak
14.5% alcohol
5.77 g/l total acidity
0.70 g/l volatile acidity
2.25 g/l residual sugar
3.58 PH
34.0 mg/l SO2 free
80.0 mg/l SO2 total