

**Title: Navarro Correas**  
**Version: v8**

Visuals	Audio
<p><b>LOOK/FEEL:</b> elegant, formal, but tailored, reflective of printed materials with gray, black, yellowy-beige and some maroon (or wine red) (refer to <i>NC_9.pdf</i>); note the promotional piece shows a fancy logo font, but is balanced with a clean, modern copy typeface; the same interplay of clean lines and elegance should appear in the look of the module; introduce some brighter colors, at times, when music and text calls for more excitement; deeper yellows or golds, increasing proportion of wine reds</p>	<p><b>MUSIC:</b> Overview begins with exciting Latin, and flows into sedate, almost classical Latin.  Concluding paragraph fades in with light, but slightly upbeat Latin.</p> <p><b>VOICEOVER:</b> Low-voiced speaker with ability to convey the elegance of Navarro Correas – with enthusiasm</p>
<p>Section 1. OVERVIEW</p> <p>Visual Text: One of the Leading Argentinian brands in the \$10+ category imported into the U.S.</p> <p>Visual Text: One of the Top Wineries of 2007, <i>Wine &amp; Spirits</i>, Winter, 2007.</p>	<p><b>Section 1. OVERVIEW (1 minute)</b></p> <p>Argentina . . . a spirited country known not only for its natural beauty: rugged mountains, vast deserts, dense forests and imposing waterfalls, but for its active life: outdoor sports, smoky tango bars, sultry music and . . . sensational wines. Not only is Argentina the fifth largest wine producer in the world, it’s also the second fastest-growing wine import country for the United States: a hot category.</p> <p>Diageo Chateau &amp; Estate Wines is pleased to announce the addition of a new brand to our collection of wines: Navarro Correas, currently one of the leading Argentinian brands in the ten-dollar plus category imported into the United States. Diageo is proud to become the exclusive marketer and seller of wines esteemed for their extraordinary prestige and quality.</p> <p>Diageo is also happy to introduce a</p>

	<p>brand that is an award-winning Malbec producer. Argentinian Malbec accounts for over 85% of all Malbec sold in the United States, popular due to its fruity character, velvety texture, and soft tannins. No one can craft Malbec the way the Argentinians do.</p>
<p>Section 2. HISTORY</p>	<p><b>Section 2. HISTORY (1 min 20 sec)</b></p> <p>As early as the 1500s, missionaries discovered the foothills of the Andes to be superior for growing wine, with the first recorded planting in 1557. Over two hundred years later, Don Juan de Dios Correas planted his first vineyard in 1798. Each subsequent generation of the family continued to sell grapes until 1974, when a direct descendent finally decided to make his own wine: Don Edmundo Navarro Correas. With a focus on high quality, he sought mineral-rich microclimates in Mendoza, producing wines of intense varietal flavor.</p> <p>In 1996, Diageo acquired the growing company, and in 2007 announced a twenty-million-dollar project to upgrade the winery and expand its production facility. The results are not only a world-class winery, but an amazing visitor center with auditorium, tasting room, VIP room, wine bar, library and wine shop, all set within scenic, lush gardens, enhancing Navarro Correas’s premium image.</p> <p>Today, Diageo is not only the owner</p>

	<p>of Navarro Correas, but is its exclusive importer and marketer in the U.S. Diageo proves their commitment to quality with strong investments in all stages of the production process. Since the initial winemaking days, Navarro Correas has risen to a leadership position in the Argentinian premium wine market.</p>
<p>Section 3. VINEYARDS</p> <p>B-roll footage of vineyards (25 seconds)</p>	<p><b>Section 3. VINEYARDS (25 secs)</b></p> <p>With its warm climate, low rainfall and wide diurnal temperature swings, Mendoza’s high elevations make it the most unique growing region in the world. Eighty percent of Argentina’s entire production originates from this area, as the high altitudes produce more concentrated flavors and density of structure in wines. Mendoza’s terroir is especially suited to Navarro Correas’s signature varietal, Malbec.</p> <p>The majority of Navarro Correas grapes are sourced from the two best sites in Argentina: Lujan de Cuyo and the Uco Valley, both above 3,000 feet in elevation. Lujan de Cuyo is an ancient region known as the first wine area of Argentina. The Uco Valley area covers the highest vineyards of the province, at up to 4200 feet above sea level. The extreme elevation allows for a cool climate and perfect ripening conditions for grapes.</p>

**Section 4. WINEMAKING**

B-roll footage of winemaker, etc. (35 seconds)

**Section 4. WINEMAKING (15 secs)**

Great winemaking starts with the vineyards, but constant innovation means increasing quality. Investments in leading-edge equipment, including high-tech cooling systems for all stages involved in the winemaking process, are seen as vital to keeping Navarro Correas the premium winery for which it has become famous.

Grapes for the Colección Privada tier are hand-harvested and undergo 15 days of skin contact. 30% of the wine is aged in French oak barrels for 12 months.

The grapes for the Alegoría tier are also hand-harvested and undergo 35 days of skin contact gaining extraordinary concentration and depth. The wine is racked in new French oak barrels for malolactic fermentation, then aged for 14 months.

To maximize quality for the rare Ultra, not only are the above techniques employed, but small batches of each varietal are selected and fermented separately, then aged in French oak barrels for 18 months.

**Section 5. WINES/WINE TIERS**

**Section 5. WINES/WINE TIERS (45 secs)**

Argentina's signature grape Malbec is featured throughout all three fine

<p>Video deleted</p>	<p>tiers of the Navarro Correas lineup.</p> <p>The Colección Privada line comprises six wines with the goal of selecting and blending the best wines of each vintage, using prime Mendoza growing areas.</p> <p>The Alegoría tier presents two exceptional examples of Malbec and Cabernet Sauvignon. Grapes are selected from the best vine-growing regions with the most interesting types of soil, topography, microclimates and people unique to each site.</p> <p>Finally, Navarro Correas makes such demands on its top tier, Ultra, that the winery will skip a vintage if the quality of the fruit is not exceptional. This is a limited edition blend of Malbec, Cabernet Sauvignon and Merlot grapes. Our goal is to create the very best out of each harvest, or don't create it at all!</p>
----------------------	---

<p><b>Section 6. KEY SELLING POINTS</b></p> <p>Visual Text Argentina: hot wine category</p> <p>Visual Text Line 1: One of the top Argentinian brands in the \$10 + category</p> <p>Line 2: imported into the U.S.</p>	<p><b>Section 6. KEY SELLING POINTS (Summary) (1 minute)</b></p> <p>1) Argentinian wines are a hot category for the United States. Currently, they are the second fastest-growing wine import country for the U.S. – behind New Zealand.</p> <p>2) Navarro Correas is one of the leading Argentinian brands in the ten-dollar plus category imported into the</p>
---	---

Visual Text  
Award-winning Malbec producer

United States.

3) Navarro Correas is an award-winning Malbec producer. Malbec's popularity in the U.S. is driven by its flavor profile of generous fruit character, with rich, soft smooth tannins.

Visual Text  
Commitment to continued innovation and investment

4) With Diageo's investment into the new, state-of-the-art production facility, Navarro Correas will continue its record of making award-winning wines.

Visual Text  
Line 1: Premium winery over delivering for its pricing

Line 2: Wines depict true varietal character

Line 3: Grapes originate from the best sites in Mendoza

5) Recognized by the international press as an ultra-premium winery that consistently over delivers on quality, Navarro Correas produces wines that depict true varietal character and are crafted from the best growing sites in Mendoza.

## Section 7. CONCLUSION

## Section 7. CONCLUSION (30 secs)

Diageo Chateau & Estate Wines is proud to include Navarro Correas within our portfolio of great wines. With its esteemed reputation, impressive winery and lavish visitor center, we can see unmatched opportunity and immense success ahead. Navarro Correas makes award-winning, high-quality, exquisite wines led by its flagship varietal, Malbec. Tradition, prestige and elegance are values that define the soul of Navarro Correas and its wines.