



## DISCOVER MILLESIME BIO 2018 ATTENDEES!

### Juan Pelizzatti, Chakana Wines (Mendoza, Argentina)

Chakana Wines owns 120 hectares, with several estates and appellations in the region of Mendoza, Argentina, including the country's largest organic-certified estate, Nuna Vineyard (80 hectares). Owner Juan Pelizzatti is very active engaged in the promotion of organic and biodynamic viticulture, and will host the 7<sup>th</sup> South American Biodynamic Viticulture Forum in November 2017.



#### **Millésime Bio: Please give us a brief introduction to Chakana Wines**

Juan Pelizzatti: Chakana was established in 2002 in Agrelo, Lujan de Cuyo, the most traditional area of Mendoza, Argentina. We now own 120 hectares in total, in the best regions of Mendoza, including Paraje, Altamira and Gualtallary in the Uco Valley.

In 2012, we started a conversion process for organic and biodynamic viticulture in order to recover and preserve soil biology and the natural balance of vines. we aim to organically certify all our vineyards.

#### **Millésime Bio: Can you tell us more about organic development in Argentina?**

Compared to Europe or North America, the organic wine movement in Argentina is still in its infancy. Today, in Argentina, there are about 30 organically certified wineries, representing around 1% of total wine production. There's still much left to be done.

Things are developing fast, however, and more and more sommeliers, wine enthusiasts and customers understand the importance of an ecological approach to vineyards today.

We propose a change of paradigm: a vision of the wine industry, empowering the independence of producers and the transparency of their work, preserving individual identity, as opposed to conventional industry, oriented towards marketing label or variety.

#### **Millésime Bio: You have been awarded great scores by various famous wine specialists and recently, Andreas Larsson... What's your opinion about it and who are your main customers?**

Over the past few years, we have received many excellent scores by experts such as Andreas Larsson, Stephen Tanzer, Robert Parker, Jancis Robinson, James Molesworth, Tim Atkin and others. At Chakana, we work to keep our own wine-making style and identity, and aim to express, through organic viticulture and biodynamic practices, the huge potential of our vineyards. We don't design our wines for critics or rankings. That's why we are so proud when our philosophy is understood and appreciated by such top-notch international experts.

Scores and ratings are, of course, very important for the international market, and still are a powerful tool for a medium size – by Argentinean standards - winery like ours. Approximately 80% of our production is exported to 25 countries. Nevertheless, our domestic market is growing yearly. For this, we have chosen to give priority to direct contact with the consumer via our e-commerce strategy: in 2016, Chakana was Argentina's top selling on-line winery with nearly 40% of our domestic sales made through this channel. The rest being equally made by sales to Horeca and wine shops.

**Millésime Bio: Why did you decide to take part in Millésime Bio? What are your expectations, commercially speaking?**

Initially, we targeted organic and biodynamic wine consumers through our conventional importer network. We do realize, however, that in many countries this is still a niche market, with very specialized distribution channels. Millésime Bio offers the perfect opportunity to meet trade colleagues, all actively involved in organic and biodynamic products. We meet specialized sommeliers, media representatives and importers and can introduce them to our philosophy and wines.

We will also launch "Inkarri" at Millésime Bio: our new line of wines certified 100% organic and biodynamic.

Of course, the show is also a fantastic way to meet and exchange with other organic producers and discover their wines, thus increasing our knowledge and stimulating co-production of new ideas.

**The Chakana Wines estate**

120 hectares of vineyards including several estates and wines in the Mendoza appellation (Paraje, Altamira, Gualtallary).

Production: 200,000 bottles per year (with 130,000 in biodynamic production).

Distribution circuits: export 80%, Argentina 20% (including direct online sales 40%, bar/hotel/restaurant 30%, specialist wine outlets 30%).

**Further information at: [www.chakanawines.com.ar](http://www.chakanawines.com.ar)**