



MONTES®

2016 Brand Study Insights

In 2016, Montes conducted an extensive study with the help of Wine Opinions, the top research company in the wine industry. The goal of the study was to understand the perception of the Montes brand among trade, consumers, and press across the USA. The results were extremely positive and clearly illustrate the strength of the brand. Over 1,200 high-frequency wine consumers and 50 trade were polled for the study. Here is a recap of what they said:

- **Montes is the benchmark for all Chilean wines.**
- **Montes is a world class brand that stands proudly among top icon wines from around the world – it is a brand that is relevant to the US market inside as well as outside of the Chilean category.**
- Montes is well known for its quality, value, innovation, and pioneering spirit.
- Aurelio Montes is a leader and an iconic figure in the wine industry worldwide. He is largely responsible for introducing premium Chilean wine to the US.
- The iconic Montes angel contributes to the overall positive image of the brand and resonates strongly with the American consumer.
- Consumers and trade both desire to know more about the brand, the story behind the angel, and the passion behind the wines.
- The new labels were also very well received and reflect the superior quality of the wines.



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