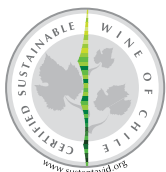


J. BOUCHON

J. Bouchon is a 4th generation, family-owned winery and leads Chile's wine evolution by revitalizing ancient Pais vines in the Maule Valley to preserve their ancestral viticulture and transform Chile's modern wine chapter with a reach to the past.



SUSTAINABILITY

- J. Bouchon wines are 100% Certified Sustainable by the Wines of Chile Sustainability code.
- The code certifies wineries working sustainably in four different areas: vineyards (environmental), winemaking (process), employees (social) and tourism (community).
- J. Bouchon focuses on efficient use of water & energy in the winemaking process and organic vineyard management.



PAIS PROJECT

HUMANITARIAN

Chilean Pais vines are the oldest original rootstock in the world. Most of the vines are planted by small producers (1-5 hectares each). Bigger, corporate wineries pay lower prices, eventually driving farmers to cities or forcing them to replace these vineyards with more productive plantations. Bouchon is saving these historic vines by paying family growers premium prices, recognizing the importance of preserving their local culture & economy.

ANCESTRAL

Award-winning winemaker, Christian Sepulveda [Tim Atkin's 2019 Young Winemaker of the Year] honors ancestral winemaking techniques by using native yeast, natural fermentation, low sulfur content & aging in concrete.

AUTHENTIC

Sustainable farming practices, horse-plowed fields and dry farming have preserved these vineyards and history for more than 100 years.



"At J. Bouchon, in the South of Chile, we believe that the Pais grape is the most important grape in Chile because it represents the history of this country. Our mission with the Pais Viejo Project is to preserve the culture built around the viticulture of these grapes, as well as to produce an honest, distinctly Chilean, unmanipulated wine from vine to bottle."

- Julio Bouchon, Jr.



J. BOUCHON

TOP 100 WINERIES OF 2021 Wine & Spirits



2021 PAIS BLANCO

VARIETAL: 100% Pais

WINEMAKING: Harvested from wild vines. Fermented and aged for 6 months in an ancient tinaja with native yeast and no filtration.

TASTING NOTE: Fruity aromas of green apple and pear. Juicy, fresh and a long finish.

SRP: \$20

2021 JUST RELEASED!



2021 PAIS VIEJO

VARIETAL: 100% Pais

WINEMAKING: Naturally-vinified using century-old winemaking techniques. Fermented with native yeasts in concrete tanks.

TASTING NOTE: Juicy & honest. Aromas of strawberry, wildflowers & sour cherry.

SRP: \$15

91PTS *Tim Atkin*



2021 PAIS SALVAJE

VARIETAL: 100% Pais

WINEMAKING: Harvested from wild vines and naturally-vinified using century-old winemaking techniques.

TASTING NOTE: Savory, balanced & rustic. Notes of strawberry, floral and cherry.

SRP: \$20

92PTS *Tim Atkin*



2020 CANTO SUR

VARIETAL: 50% Carmenere, 25% Carignan, 25% Pais

WINEMAKING: Sourced from the Mingre Vineyard in Maule. Aged in concrete tanks for 4 months.

TASTING NOTE: Aromas of Mediterranean herbs and red fruits. Lively, balanced & great acidity.

SRP: \$15

96PTS
GOLD MEDAL
Decanter World Wine Awards 2021

92PTS *Tim Atkin*

91PTS *Wine Advocate*



2019 CABERNET SAUVIGNON

VARIETAL: 100% Cabernet Sauvignon

WINEMAKING: Block Series Cabernet harvested from Mingre. Aged for 12 months in French oak.

TASTING NOTE: Juicy & smooth. Notes of red currant, cassis, jam and dried herbs.

SRP: \$20

2019 JUST RELEASED!

Historical Press 2018 Vintage
92pts - Tim Atkin
91pts - Vinous