

In the first quarter 2011

17.5% INCREASE IN VIÑA CONCHA Y TORO SALES

Santiago, Chile, April 8th, 2010 - Viña Concha y Toro S.A. ("The Company" or "Concha y Toro") (NYSE: VCO, Chile: Conchatoro), informed today its preliminary sales for the first quarter 2010. Consolidated sales totaled Ch\$ 77,662 million, showing a 17.5% increase as compared to the same quarter last year.

For the quarter, sales in export markets increased 21.4%; Sales of wine in the domestic markets grew 7.3%; The Argentine subsidiary exports decreased 5.1% and sales in the domestic market in Argentina decreased by 13.8% in the quarter. Domestic market – Other products increased 39.4%, following the growth in sales in the Diageo liquor business.

	1Q2011	1Q2010	Change (%)
Total Sales (Million Chilean Pesos) ^(*)	77,662	66,068	17,5%
Export Markets	56,396	46,457	21,4%
Domestic Market - Wine	12,296	11,456	7,3%
Domestic Market - Other Products	4,346	3,116	39,4%
Argentina Exports	3,091	3,259	-5,1%
Argentina Domestic	1,533	1,779	-13,8%
Volume (thousand liters)	1Q2011	1Q2010	Change (%)
Export Markets ⁽¹⁾	38,379	29,941	28,2%
Domestic Market - Wine	14,208	15,730	-9,7%
Argentina Exports ⁽²⁾	2,374	2,870	-17,3%
Argentina Domestic	1,371	1,755	-21,9%
Total Volume (thousand liters)	56,332	50,296	12,0%

(*) Other Sales, including bulk wine sales to third parties, are not included in this preliminary sales report.

(1) Export Volumes include exports to third parties and sales volume of the company's distribution subsidiaries (UK, Nordics, Brazil, Singapore)

(2) This figure excludes shipments to the company's distribution subsidiaries.