

# CONCHA Y TORO



ANNUAL REPORT 2010

## INTERACTIVE CONTENTS

<u>FINANCIAL OVERVIEW</u>	2
<u>LETTER FROM THE CHAIRMAN</u>	4
<u>CONCHA Y TORO GROUP RESULTS 2010</u>	6
<u>BOARD OF DIRECTORS</u>	10
<u>MANAGEMENT</u>	11
<u>CONCHA Y TORO GROUP STRUCTURE</u>	12
<u>VIÑA CONCHA Y TORO</u>	14
<u>VIÑA CONO SUR • VIÑEDOS LOS ROBLES</u>	18
<u>VIÑA MAIPO • VIÑA PALO ALTO</u>	20
<u>VIÑA CANEPA • VIÑA MAYCAS DEL LIMARÍ FINCA LA CHAMIZA</u>	22
<u>VIÑA ALMAVIVA</u>	25
<u>TRIVENTO BODEGAS Y VIÑEDOS</u>	26
<u>COMERCIAL PEUMO</u>	28
<u>CONCHA Y TORO UK</u>	30
<u>CONCHA Y TORO NORDICS</u>	31
<u>VCT BRASIL</u>	32
<u>VCT ASIA</u>	33
<u>SUSTAINABLE DEVELOPMENT</u>	34
<u>INFORMATION ON THE COMPANY</u>	40
<u>CONSOLIDATED FINANCIAL STATEMENTS</u>	62



# FINANCIAL OVERVIEW

(Consolidated figures in million of Chilean pesos)

	IFRS <sup>(1)</sup>		2008	2007	2006
	2010	2009			
<b>Income Statement</b>					
Net Revenues	374,019	354,419	314,756	304,067	246,640
Gross Profit	132,243	130,975	125,608	122,451	85,011
Operating Result <sup>(2)</sup>	46,023	46,599	50,102	50,267	27,794
EBITDA	60,772	61,655	64,079	64,332	40,557
Income	41,919	45,278	34,343	36,237	18,466
<b>As a percentage of revenues:</b>					
Gross Margin	35.4%	37.0%	39.9%	40.3%	34.5%
Operating Margin	12.3%	13.1%	15.9%	16.5%	11.3%
EBITDA Margin	16.2%	17.4%	20.4%	21.2%	16.4%
Income	11.2%	12.8%	10.9%	11.9%	7.5%
<b>Balance</b>					
Total Assets	584,916	576,774	505,907	419,097	391,318
Total Liabilities	214,240	233,801	248,866	182,139	183,171
Total Equity	370,675	342,972	257,042	236,959	208,147
Financial Debt	80,691	99,663	138,867	92,117	109,371
ROA <sup>(3)</sup>	7.2%	7.9%	7.4%	8.9%	4.9%
ROE <sup>(4)</sup>	11.7%	14.4%	13.9%	16.3%	9.1%
ROIC <sup>(5)</sup>	8.4%	8.5%	10.5%	12.7%	7.3%
Financial Debt/Equity	21.8%	29.1%	54.0%	38.9%	52.5%
Earnings per Share (Ch\$)	56.12	60.39	47.75	50.39	25.68
Share Price December 31 (\$)	1,127.00	1,105.90	961.79	1,049.60	800.00
<b>Volume (thousand 9 liter cases)</b>					
<b>Chile:</b>					
Export Market	18,761	17,319	15,995	14,797	11,590
Domestic Market	7,826	8,248	7,971	8,588	7,676
<b>Argentina:</b>					
Export Market	1,753	1,636	1,675	1,528	1,416
Domestic Market	863	924	944	864	700

(1) As of fiscal year 2010 the company presents its financial statements under IFRS, comparative with 2009. The figures for the 2006-2008 period are presented in Chilean Gaap and in constant pesos as of December 2009.

(2) Operating Result is calculated as: Gross profit plus other income, less distribution costs and administration expenses.

(3) Return on assets=Net Income /average assets

(4) Return on equity= Net Income/average equity

(5) ROIC=Operating result after taxes / Equity + net financial debt





Now positioned among the ten most important wineries in the world, Concha y Toro in 2010 took further steps to continue advancing in the globalization of its brand. Although the company during the year faced an adverse business scenario, it managed a positive performance with results in line with its profitability objectives, with consolidated sales of US\$735 million and 29.2 million cases sold.

The results of Viña Concha y Toro show the commercial strength achieved and its great future growth potential. It has a structure that was strengthened by a strategic orientation focused on the premium segment, a greater participation of the winery subsidiaries and the excellent results of its own distribution offices located in key markets.

2010 was therefore a year of decisive achievements for the group's development: the strategic partnership with the English football club Manchester United, which is directed to the company's definitive globalization; the implementation of solid sustainable development policies and a strong commitment with the community. In addition are the outstanding recognitions that once again underline the progress of Viña Concha y Toro, and the consistency and quality of its wines. These are attributes that are sustained on the excellence of the work in its own vineyards and a constant search for new origins for each variety.





## LETTER FROM THE CHAIRMAN

**D**ear Shareholders,  
 The year 2010 has been a special one for Chile and certainly for our company. In a complex international scenario that has only recently begun to overcome the effects of the global financial crisis, we have again achieved growth in sales, we completed an important partnership with the English club Manchester United which will support our globalization strategy forcefully and, within the framework of our social responsibility policy, we were able to show the company's strong commitment with the community. All these were key highlights for Viña Concha y Toro which undoubtedly made 2010 a year that will mark the progress of our company in the future.

At the beginning of the year, a tragic event deeply marked the country: an earthquake hit the center-south of Chile with devastating intensity, especially in the zone where winemaking activity is concentrated. Viña Concha y Toro, as well as the whole industry, was affected by losses of wine and damage to its installations. However, the company was quickly able to recover and resume its business, to open the way, in the months following, to repairing the production capacity, part of the year's investments being dedicated to this objective. It is important to point out that the company has all-risk insurance policies against earthquakes and its effects covering all its assets. By December 2010, it had received advances against claims for a total of US\$45 million.

As a result of this earthquake, a large number of families, linked to agricultural areas where the company has its operations, were left with their homes completely destroyed. This led us to re-focus our commitment with the community by promoting a large solidarity campaign. With the generous contributions of our distributors, personnel and others close to the company, we were able to complete the building of 125 new homes for families



affected, supporting the country's reconstruction in our own surroundings, a plan that will continue over time.

Undoubtedly a fundamental highlight of the year was the launching of our partnership with the English football team Manchester United. This is an original and futuristic marketing strategy with which we intend to spread our brand to new markets and to millions of people around the globe, thanks to the great visibility that the world's most powerful football club offers us. It was Manchester United that identified the values shared with Viña Concha y Toro, like tradition, excellence and leadership, which led to completion of this partnership, which points to projecting the global nature of our company even more.

We continued during the year with our solid sustainability policies, being conducted by the company for years, that contemplated improvements in the estimate of the carbon footprint, progress in the measurement of the water footprint, the introduction of energy-efficiency measures and of light bottles for premium brands. The subsidiaries for their part also followed important environmental policies, particularly Cono Sur with a new international certification for its carbon footprint, the compensation of its emissions with respect to transport and the development of a large ecosystem preservation project in its vineyards.

In an uncertain financial context with weak signs of recovery, as we faced in 2010, Concha y Toro carried out strategic price rises during the year in order to offset the increase in raw material costs and a significant weakness of the dollar throughout the period. This policy was successful, achieving a 5.5% increase in group sales. This positive performance is reflected especially in the sales in dollar terms which showed an increase of 14.3%.

In the premium category, one of the most affected by the economic deceleration in 2009, notable were the record performances, like the case of the Casillero del Diablo line which reached its target of three million cases sold. These are results that support our strategic objective of strengthening the premium and superior categories.

During 2010, important steps were taken to strengthen our commercial structure in the subsidiary company wineries, which have been developing their own business strategies independently. We are certain that this new organization will enable us to strengthen the Concha y Toro group with a unique and differentiated positioning. On the other hand, the distribution subsidiaries, located in key regions for our wines, have already produced important results and show that the strategy of entering distribution in these markets opens up an interesting growth opportunity, both via the expansion of the channels and the building of the brand.

Viña Concha y Toro, already positioned among the most important wineries in the world, now completes the globalization of its brand, with growth more integrated toward the community and with an excellent performance again confirmed in 2010; great landmarks for our company that impose on us fresh challenges for the future.



**Alfonso Larraín Santa María**  
Chairman

# CONCHA Y TORO GROUP

## 2010 RESULTS

### SALES

**US\$735** million  
**+14.3%**

### CONSOLIDATED VOLUME

**29.200.000** cases  
**+3.9%**

### SALES

**CH\$374,019** million  
**+5.5%**

### EARNINGS

**CH\$41,919** million  
**-7.4%**

### HECTARES PLANTED IN CHILE AND ARGENTINA

**9,513**

The consolidated sales of the Concha y Toro group rose to Ch\$374,019 million in 2010, representing growth of 5.5% over 2009. With the focus on profitable and sustained growth over time, a key element in this strategy has been a pricing policy coherent with the reality of costs and currencies faced during the period. Despite a difficult economic context, prices were raised in the different categories throughout the year, which was replicated in the group's different subsidiaries.

These positive results show the solid positioning of the company's brands and the effects of a diversified geographic exposure. The consolidated volume sold rose by 3.9% to 29.2 million cases. Sales increased to US\$735 million with a 14.3% rise over the year before; a rate that best reflects the company's commercial performance. This measure in dollar terms partially isolates the exchange effect following the substantial appreciation of the peso against all the group's main currencies.

Market diversification, with a presence in 135 countries, certainly mitigated the risks of over-exposure to one particular destination and was also able to capture the dynamism of the regions that showed the fastest recovery. The company's exports totaled US\$544 million, and 20.5 million cases, with a 12.5% growth in value (measured in dollars) and 8.3% in volume.

The company saw an expansion in its sales in most of the regions, particularly Asia with a 21.4% increase in volume, led by Japan, China and Korea. These markets show great potential with marked trends toward greater wine consumption. The company has therefore invested in strengthening distribution in the region and developing new markets for its brands. Latin America showed growth of 18.2%, following strong demand from Brazil and the recovery of the Central America area. In Europe, volumes rose by 6.1%, reversing the difficult situation experienced in 2009. The Canadian market grew by 10.9% and the emerging zone of Africa by 24.6%. The United States on the other hand showed a fall of 1.7% in the volume exported, principally due to the contraction of the most competitive segment which was affected by the rise in prices during the year.

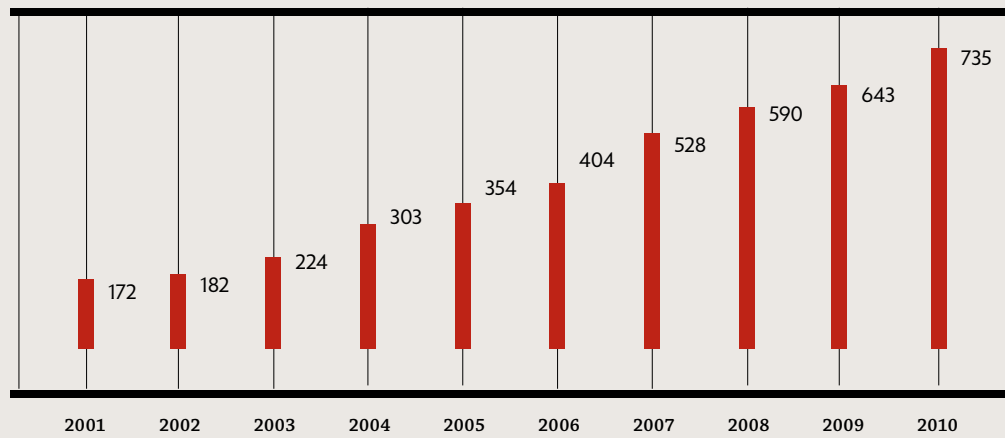
Sales on the Chilean domestic market grew by 16% in 2010, benefiting from the expansion of the premium wines and the dynamism of the company's new businesses.





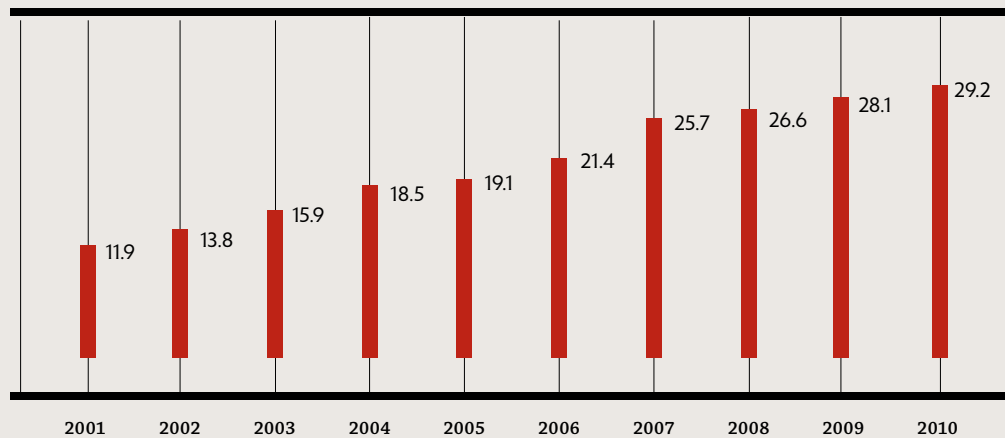
### CONSOLIDATED SALES (million dollars)

**18%**  
average annual growth



### CONSOLIDATED VOLUME (million cases)

**10%**  
average annual growth



## DISTRIBUTION NETWORK AND OFFICES

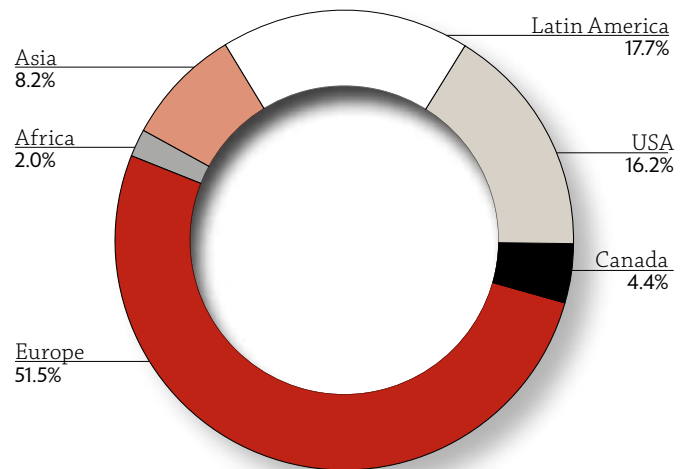
**135** destination countries



In line with the strategy of focusing on the segments of greatest value, the premium and superior saw growth of 13%. The global premium Casillero del Diablo brand showed its solid market position with double-digit growth, of 15% in volume, which enabled it break a new record of 3 million cases.

Viña Concha y Toro has continued to invest in its commercial areas of marketing and distribution to adapt to the new challenges of the industry and the company's growth and globalization. The group's future prospects were thus supported by the reorganization and investment in new structures, in order to provide greater strength to the development of the subsidiaries. With independent commercialization and marketing strategies, these have the task of strengthening their penetration and providing greater scope for their products, according to their own positioning. The strengthening of distribution, a central pillar of the export strategy, continued to progress with the integration of own distribution subsidiaries in the Nordic countries and Brazil. In addition, the subsidiary VCT Asia was formed to consolidate a commercial platform in this promising region, which included the transfer of the commercial office in Asia to Singapore.

**EXPORTS BY GEOGRAPHICAL ZONE**  
(% OF TOTAL EXPORTS)



LAND DISTRIBUTION IN HECTARES AS OF DECEMBER 2010

VALLEY	TOTAL VINEYARDS PLANTED	FALLOW	ORCHARDS	TOTAL
<b>Chile:</b>				
Limari	896	322	113	1,331
Casablanca	415	11	-	426
San Antonio	130	-	-	130
Aconcagua	-	129	-	129
Maipo	974	22	-	997
Cachapoal	1,306	525	60	1,892
Colchagua	1,757	13	-	1,770
Curicó	666	45	-	711
Maule	2,300	253	-	2,554
<b>Total Chile</b>	<b>8,445</b>	<b>1,320</b>	<b>173</b>	<b>9,939</b>
<b>Argentina:</b>				
Mendoza	1,068	142	-	1,210
<b>TOTAL GROUP</b>	<b>9,513</b>	<b>1,462</b>	<b>173</b>	<b>11,149</b>

Note: Total vineyards planted includes some long-term leases the company holds in the valleys of Casablanca, Maipo and Colchagua. The total agricultural area does not include unworkable land such as hills or roads.

The group's investments in 2010, the central strategy that supports future growth, amounted to US\$50 million. In the agricultural area, more than 300 hectares were planted to reach a total of 9,513 hectares planted in Chile and Argentina. Investments in the winemaking area were employed in the expansion of cellars and repairs to installations that were damaged by the earthquake.

At the operating level, this produced income of Ch\$46,023 million, showing a decline of 1.2% which is evaluated positively given the adverse scenario faced in 2010. This was especially affected by the sharp appreciation of the peso against the currencies of the most important countries to which we export, a substantial rise in the cost of wine and losses due to the earthquake, plus a still slow recovery in the sale of higher-value products in the principal markets. On the other hand, earnings for the year amounted to Ch\$41,919 million, a 7.4% reduction compared to the previous year.



# BOARD OF DIRECTORS



## CHAIRMAN

### 1. Alfonso Larraín Santa María

Businessman

Director of the company since 1969

General Manager between 1973 and 1989

## VICE CHAIRMAN

### 2. Rafael Guilisasti Gana

Degree in History

Director of the company since 1998

### 3. Francisco Marín Estévez

Agricultural Engineer

Director of the company since 1982

### 4. Mariano Fontecilla de Santiago Concha

Diplomat

Director of the company in various periods

The first in 1949 and the most recent since 1995

### 5. Sergio de la Cuadra Fabres

Commercial Engineer

Director of the company since 2005

### 6. Pablo Guilisasti Gana

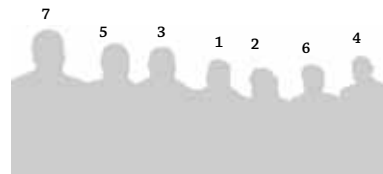
Commercial Engineer

Director of the company since 2005

### 7. Christian Skibsted Cortés

Commercial Engineer

Director of the company since 2005



# MANAGEMENT



## PARENT COMPANY

### Chief Executive Officer

Eduardo Guilisasti Gana  
Civil Engineer

### Agriculture Manager

Andrés Larraín Santa María  
Agricultural Engineer

### Engineering And Projects Manager

Carlos Saavedra Echeverría  
Foreign Trade Specialist

### Chief Financial Officer

Oswaldo Solar Venegas  
Commercial Engineer

### Corporate Export Manager Northern Zone

Thomas Domeyko Cassel  
Commercial Engineer

### Corporate Export Manager Southern Zone

Cristián Ceppi Lewin  
Commercial Engineer

### Corporate Export Manager Asia Zone

Cristián López Pascual  
Publicist

### Corporate Export Manager United States

Giancarlo Bianchetti González  
Commercial Engineer

### Enology Manager

Carlos Halaby Riadi  
Agricultural Engineer and Oenologist

### Enology Manager

Don Melchor  
Enrique Tirado Santelices  
Agricultural Engineer and Oenologist

### Processes And Information Technology Manager

Daniel Durán Urizar  
Civil Engineer

### Marketing Manager Specific Origin Wines

Isabel Guilisasti Gana  
Degree In Visual Arts

### Marketing Manager Global Brands

Cristóbal Goycoolea Nagel  
Commercial Engineer

### Negotiations And New Businesses Manager

Tomás Larraín León  
Agricultural Engineer

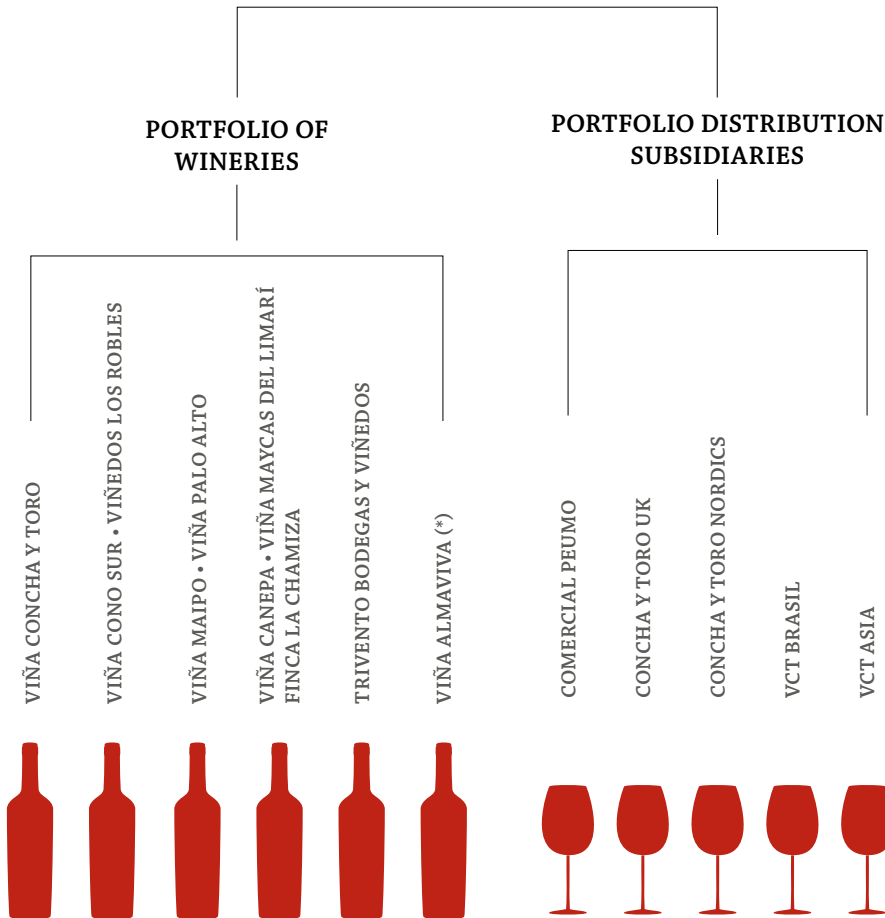


# CONCHA Y TORO GROUP STRUCTURE

The company has in recent years developed a portfolio of winery subsidiaries in order to achieve a greater reach and diversity in its offer of products. Each subsidiary with its own brand strategy develops a wine portfolio with a unique character that reflects its origin, history and the values it represents.

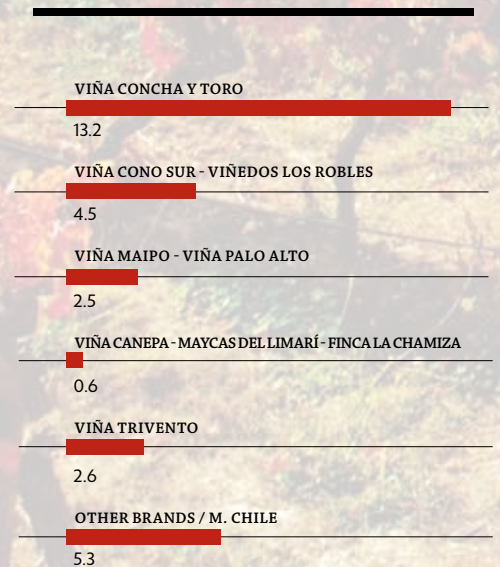
In addition, in an environment of growing competition, the company has been opening its own distribution offices in key countries to strengthen its distribution network and promote their brands directly in the markets of destination.

## GROUP STRUCTURE



(\*) Joint venture 50% Viña Concha y Toro – 50% Baron Philippe de Rothschild

## SALES VOLUME (MILLION CASES)





*Peumo vineyard workers, VI Region.*





# VIÑA CONCHA Y TORO

**G**lobalization and outstanding quality are the seal of Viña Concha y Toro. Its business strategy and important investments have been directed to these two great objectives, which have enabled the company to position itself among the most prestigious wineries in the world. This has been recognized year by year in well-known publications like Wine & Spirits, which has named it as “Winery of the Year” on 16 occasions, awards that have given it second place in this magazine’s Hall of Fame. And in 2010, Concha y Toro moved up a position to become now the second most powerful wine brand in the world, according to the survey “The Power 100: The world’s most powerful spirits & wine brands”, carried out annually by the English consultancy, Intangible Business.

These achievements are based on a strategy that has been developed over time, focused on brand building. High-quality products have therefore been created in all the market categories, consolidating a broad portfolio of wines, all endorsed by Viña Concha y Toro. This strategy has produced strong results, with an extensive international presence where the brand stands out for the excellence of its wines and the strength of its image.

These attributes of global reach, quality and tradition of the brand, which are part of the essence of the company, were key in sealing an audacious strategic partnership that made Concha y Toro the first wine brand to sponsor a football club of the category of Manchester United, considered to be the most powerful in the



*Santa Isabel vineyard, Pirque.*





world. It was the English club itself that identified with the values that characterize the winery, proposing in turn a partnership that transformed Concha y Toro into its official wine brand. This big event was celebrated in the city of Manchester in September 2010 and the news was covered by the world's press.

This three-year partnership points directly to the company's globalization strategy as, thanks to Manchester United's international fame, a future projection of great visibility is opened toward a segment of new consumers and markets that are today emerging for wine. The partnership contemplates an important presence in the Old Trafford stadium, the mutual use of the brand image and important joint activities, which



## CONCHA Y TORO

**N° 2**  
**MOST POWERFUL WINE BRAND**  
*Intangible Business, 2010*

## DON MELCHOR

**21** vintages  
**OUTSTANDING CONSISTENCY**

## MARQUES de CASA CONCHA

**N° 56** TOP 100

**91** points  
**CABERNET SAUVIGNON 2007**  
*Wine Spectator*

## Casillero del Diabolo

**3.000.000** cases  
**+15% GROWTH**

**90** points  
**MALBEC 2009**  
*The Wine Advocate, Robert Parker*





*Concha y Toro chairman, Alfonso Larrain and Sir Alex Ferguson, Manchester United manager, celebrate the new partnership.*

have already included the meeting of Sir Alex Ferguson with the Chilean president, Sebastián Piñera, and the visit to Manchester of a group of miners rescued from the San José mine.

Casillero del Diablo is the key brand within this partnership as, starting in 2011, it will be present in all the activities of the English club. The so-called “Red Devils” will therefore receive a new member of the team and that has been reinforced by the tag line “A new devil in the team”, which has been included in all communications made by Casillero del Diablo through the different channels. All this has meant a large new step in this brand’s successful process of internationalization, which crowned 2010 with the breaking of a record with 3 million cases sold and growth of 15%, improving its position in both traditional and emerging markets.

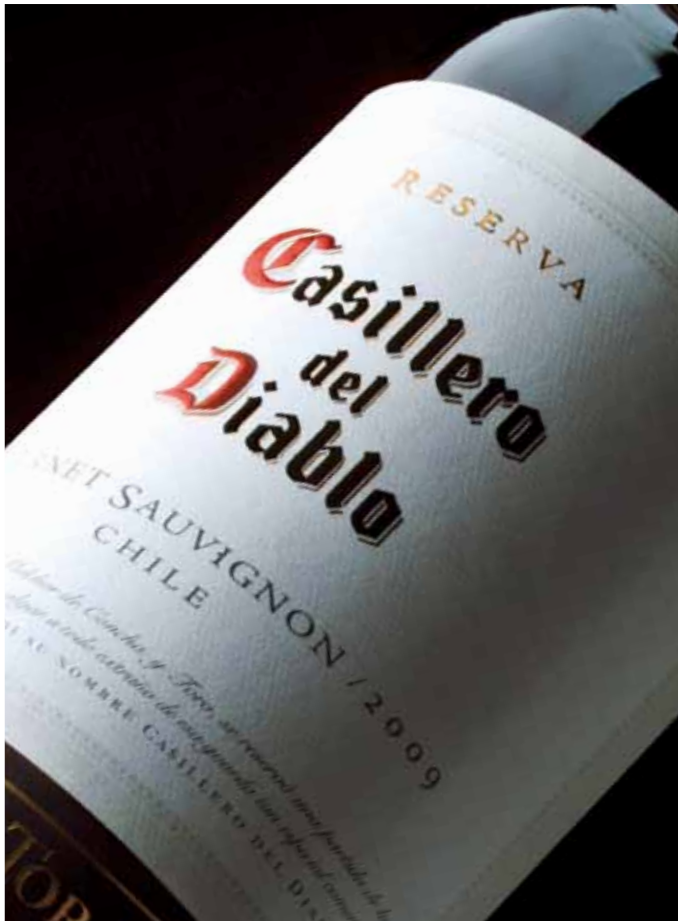
Various international publications have awarded Casillero del Diablo important recognitions, like the 90 points obtained for the Malbec variety in The Wine Advocate of Robert Parker. The International Wine & Spirit Competition also awarded a silver medal to three of its varieties and praised the varieties Cabernet Sauvignon and Shiraz as “Best in Class”.

The ample wine portfolio of Viña Concha y Toro has been strengthened with the creation of new icons that seek to position Chile as a high-quality producer and that reflect the special conditions of their country of origin, which leads the company to develop a constant and passionate search to identify terroirs that faithfully express the character of each variety.

Thus, in 2010, a great Syrah was added as a new icon of Concha y Toro: Gravas del Maipo. Coming from the Quinta de Maipo vineyard, located on the south bank of the Maipo river, this wine with Buin Domain of Origin is noted for the gravel in its soils which provides this delicate Syrah with round, complex and elegant tannins. Already on its debut, with the 2007 vintage, Gravas del Maipo was named as the best Chilean Syrah by the country’s three most respected wine guides; Descorchados 2011, with 95 points; La Cav’s Guía de Vinos 2011, with 94 points; and Mujer y Vino, with 95 points.

The iconic Don Melchor continued to celebrate its twentieth anniversary, in which it has traveled through different countries with the presentation of its 2007 vintage and an exclusive blend of the seven lots of its 2009 vintage. These tastings have attracted





a large audience, the cycle closing with a magnificent event in the city of San Juan, Puerto Rico. Don Melchor, rewarded with the highest scores in prestigious specialist magazines at the international level throughout its history, with 21 vintages has positioned as a New World benchmark.

The excellent progress of the Terrunyo line continued with outstanding scores in competitions and publications, especially with the Carmenere variety that was a highlight in 2009 by being included in the Top 100 of Wine Spectator. The same achievement was made in 2010 by Marques de Casa Concha Cabernet Sauvignon 2007; with 91 points, it was placed 56th in the Wine Spectator's Top 100, becoming the best-positioned Chilean wine. This is the third time that Marques de Casa Concha has appeared in this prestigious ranking, thus confirming its consistency and quality.

TRIO was again rewarded by the renowned English magazine Decanter which granted 5 stars to the TRIO Cabernet Sauvignon/Shiraz/Cabernet Franc 2007 vintage, as well as choosing it as "Best Value" among Chilean Cabernet Sauvignon wines. Apart from this important recognition, TRIO renewed its image by approaching the art involved in the blending of three varieties.





# VIÑA CONO SUR • VIÑEDOS LOS ROBLES

**General Manager**  
Adolfo Hurtado C.

**Agriculture Manager**  
Gustavo Amenábar E.

**Enology Manager**  
Matías Ríos L.

**Export Manager America, Asia and UK**  
Francisco Ascui A.

**Marketing Manager**  
Alberto Tiravanti M.



## VIÑA CONO SUR

**F**or Cono Sur, the year 2010 represented its consolidation as Chile's second bottled wine exporter, recording growth of 10% in sales volume compared to the year before. This growth is mainly sustained in the positive performance of its premium wines: organic line, Reserva, Vision, Sparkling, Ocio and 20 Barrels. The growth in the superior categories was 18.2%, notable being the 57% increase of Ocio (Pinot Noir, the winery's icon) plus the 50% rise in Cono Sur's sparkling.

It also managed to strengthen its position as an important player in the production of organic wines, with a 21% increase in this category.

The subsidiary continued with its solid progress in its positioning in international markets gaining second place in a market as important as Japan and first place in Finland, which demonstrates the growing acceptance its wines have had at the global level. Cono Sur also worked on the opening of new markets for its wines, like French Polynesia and Cambodia, and Santa Lucia and Belize in Latin America, which enabled the winery to deepen its market penetration and reach new consumers.

At the new farm in the Jahuel sector of the Aconcagua valley, additional hectares were planted with innovative varieties for Chilean winemaking, like Carignan, Grenache, Petit Syrah, Mouvedre, Petit Verdot, Cabernet Franc and Tempranillo, in an area of great agricultural-winemaking potential, as its piedmont permits projecting plantations of up to 1,100 meters altitude.

In the area of cellars, efforts during the year were centered on the repair of earthquake damage, building new cellars in Chimbarongo in an architectural style similar to the Casona, which integrates the winery's circuit of special-customer attention.

The subsidiary Cono Sur again took important steps in 2010 in environmental matters. Especially relevant is the ISO 14.064-1:2006 certification granted by the New Zealand firm CarboNZero through CEMARS (Scheme of Certification of Emissions Measurement and Reduction), recognized in the 50 largest export markets and which placed Cono Sur as the first winery in America and third in the world to measure the whole of its carbon footprint under this certification.

Important for Cono Sur was its recognition as "Best in their Category" for the varieties Chardonnay and Merlot of Cono Sur 20 Barrels Limited Edition 2009, in the 8th Annual Wines of Chile Awards. A specialized world-level jury was organized for this 2010 version, which gives additional value to these important distinctions.

Viña Cono Sur was also chosen as "Value Brand of the Year 2010" by the magazine Wine & Spirits, while Wine Spectator gave important scores for Cono Sur 20 Barrels Limited Edition Syrah 2008, with 90 points in its first vintage; Cono Sur 20 Barrels Limited Edition Sauvignon Blanc 2009, with 90 points, and Cono Sur Ocio Pinot Noir 2008 with 91 points.





*Campo Lindo vineyard, San Antonio valley.*

## VIÑEDOS LOS ROBLES

**V**iñedos Los Robles SpA is a renovated winery after being acquired by Viña Cono Sur in 2009, where a new focus was begun with the principal objective of sustainable development through its social commitment with small producers in the center-south of Chile.

This commitment with the producers led Viñedos Los Robles to obtain the international Fair Trade certification, an organization that seeks sustainable development by offering better commercial conditions and assuring the rights of small producers and workers.

The Los Robles project currently benefits around 20 small producers and their families in the Curicó area, helping them to obtain a better quality of life and improved opportunities for the future.

Under the wing of Cono Sur, Viñedos Los Robles has been able to strengthen the quality of its products, thus managing a better reception by our consumers, which translates into sustained growth throughout these years.





# VIÑA MAIPO • VIÑA PALO ALTO

## General Manager

Paul Konar E.

## Marketing Manager

Felipe Rossel E.

## VIÑA MAIPO

**V**iña Maipo in 2010 sold US\$41 million and more than 2 million 100 thousand cases, showing growth of 9% in value and 6% in volume. With these positive results, the subsidiary consolidated its position in fourth place in Chile's export ranking, covering over 65 countries.

In line with the principal strategy defined by Viña Maipo for the coming years, it managed successfully to increase the sale of premium products. This category showed growth of 41% in volume, mainly to countries like Finland, Denmark, Mexico, Belgium, Brazil, Ireland and England, where the presence of the lines Limited Edition, Gran Devoción and Reserva increased. The introduction during the year of the Gran Devoción was well received in new key markets like England, Sweden, Hong Kong, Singapore, China and Colombia.

The winery's agricultural-winemaking area focused on adding further hectares for premium wine production, which will permit important future growth in this segment.

Viña Maipo's Gran Devoción line explores the multiple blending possibilities offered by the Syrah variety and this was fully recognized during the year in important competitions and the specialized media. Notable was Gran Devoción Cabernet Sauvignon/Syrah 2007 vintage which obtained 90 points from the prestigious magazine Wine Spectator. Gran Devoción Carmenere/Syrah 2008 was also awarded a gold medal in different world category competitions like Wines of Chile Awards, Selections Mondiales des Vins and Concours Mondial de Bruxelles, obtaining also a "Trophée Excellence" in Citadeles du Vin. It added a new blend in 2010, Gran Devoción Syrah/Viognier 2009, which has already been recognized with a gold medal at the Concours Mondial de Bruxelles.



For its part, Syrah Limited Edition 2008 from the Quinta de Maipo vineyard obtained the highest recognition granted by Concours Mondial de Bruxelles, the Grand Gold Medal.

**90** points  
**GRAN DEVOCIÓN**  
**CABERNET SAUVIGNON/SYRAH 2007**  
*Wine Spectator*



**“THE BEST NEW WORLD RED  
WINE AT UNDER €7”**  
*according to Mundus Vini*

## VIÑA PALO ALTO

**F**or Palo Alto, 2010 was a year in which its efforts were concentrated on strengthening the concept of sustainability defined for the winery at the world level.

Palo Alto thus joins the new guidelines of the wine industry, with a strong commitment to care for the environment. It consolidated its campaign during the year for the reforestation of cities, forests and jungle, through alliances with various international NGOs in countries like England, Brazil, Mexico and Puerto Rico. Notable in 2010 was the incorporation in Chile of the Fundación Mi Parque, an organization that seeks to promote the development of green areas to improve the quality of life of the most vulnerable social sectors of the country. Another highlight for Palo Alto was the launching in England of the marketing campaign “Buy three and get one tree”, whose aim is to plant 100 thousand trees over the next few years.

Also in the area of sustainability, a new bottle was developed that is produced with eco-glass technology which, being 12% lighter, offers important energy savings in its production and transport.

With a volume sold in 2010 of over 334 thousand cases, the winery enlarged its position in its principal markets in Europe, like the United Kingdom, Denmark, Holland, Ireland and Germany. Palo Alto’s wines also performed well in the strategic American markets like the United States, Brazil and Mexico.

In its short history, Palo Alto is seeking to position itself as leader in the Reserva category with an excellent price-quality ratio and a simple portfolio of wines from the Maule valley. Dedicated winemaking work has enabled Palo Alto Reserva 2009 red to be recognized as “The best New World red wine at under €7” at the prestigious competition Mundus Vini and with



a gold medal at the Concours Mondial Bruxelles. The Palo Alto Sauvignon Blanc 2009 was awarded a gold medal in the Wines of Chile Awards competition.





# VIÑA CANEPA • VIÑA MAYCAS DEL LIMARÍ FINCA LA CHAMIZA

## General Manager

José Manuel Infante E.

In line with the company's strategic objective of developing the premium wines segment, a new internal structure was created to combine the three winery subsidiaries of the Concha y Toro group: Maycas del Limarí and Canepa, both Chilean, and Finca La Chamiza in Argentina. The principal objective of this new unit will be to strengthen the high-quality categories, emphasizing the development of a strong portfolio of products in this line for each of the wineries.

An attractive and novel alternative will be sought for its distributors through the synergy between these subsidiaries, with a focus on the building of brands in the long term and the search for new commercial opportunities, stressing the different origins (Chile and Argentina) of their wines.

**V** IÑA CANEPA had a great year in 2010, with growth of over 15% in the volume exported, especially the performance in markets like Belgium, Norway, Mexico and Brazil. The winery also launched a new product that provides diversity and differentiation to the portfolios: Genovino ultra premium of the Carignan variety. The Carignan vineyards have grown for over sixty years in the warm and dry coastal region of Cauquenes, in the Maule valley, providing all the nobility and quality that characterizes this wine, which has already been recognized in various competitions.

To end a successful year, Viña Canepa was awarded the prize "Chilean Wine Producer of the Year" at the International Wine & Spirits Competition 2010.





**V**IÑA MAYCAS DEL LIMARÍ, in a scenario of slow recovery for the higher value wines, ended the year with lower sales of its Reserva line, mainly due to price increases implemented across the markets. However, this decrease was partly compensated by a strong growth in its principal line, Reserva Especial.

Significant expansion in markets like Denmark, Puerto Rico and Canada marked a very good year for this winery, which is located in the Limarí valley, in Chile's IV Region, which gives it the unique characteristics of this special terroir.

The launch of Maycas del Limarí Reserva Pinot Noir 2009 vintage, together with the re-design of the line, were fundamental to

opening up a market unexplored until now by the winery: Australia, a country known for its wine production, where the fresh-weather varieties, like Pinot Noir and Syrah were well received, a landmark for a Chilean winery.

Many recognitions highlighted the quality of Viña Maycas del Limarí, as in 2009. These included the 91 points that the respected Chilean guide Descorchados granted to the iconic Quebrada Seca Chardonnay 2008 and the 92 points obtained by Reserva Especial Syrah 2008. This same wine earned 91 points by the famous American critic Robert Parker. The Chardonnay and Sauvignon Blanc varieties of the Reserva Especial received 92 and 91 points respectively in the Descorchados guide.





**F**INCA LA CHAMIZA produced a valuable performance in 2010. The careful focus placed on strengthening the winery's premium portfolio produced results: the Legend of Polo was launched, a super premium Malbec 2007 which is entering the international markets and which, in its first year, obtained a gold medal in Selections Mondiales des Vins. The iconic Malbec of the subsidiary, Martín Alsina 2006, was awarded a gold medal in both the International Wine Challenge and the Selection Mondiales des Vins. Other wines of the premium portfolio recognized in 2010 were Polo Profesional Cabernet Sauvignon 2009 and Polo Profesional Malbec 2009, the latter with a gold medal in Japan Wine Challenge, a fundamental factor for its positioning in this promising Asian market.

In addition, the first winemaker tour of the cellar was made in the markets of Brazil, Ecuador and Canada, in order to strengthen sales in the highest segments, and the La Chamiza estate house was opened, in the heart of the Uco valley, as a place for receiving customers and visitors.



# VIÑA ALMAVIVA

JOINT VENTURE 50% VIÑA CONCHA Y TORO – 50% BARON PHILIPPE DE ROTHSCHILD

## General Manager

Felipe Larrain V.

The new 2008 vintage of Almaviva was successfully launched in Bordeaux in September 2010. This meant total sales of US\$8.5 million, representing growth of 25% in value over 2009.

The average price showed a 9% increase to US\$596 per case, a figure that is still the highest in the Chilean industry.

While the North American market was greatly affected by 2009 economic crisis, this did not affect overall sales of the winery, led by the strong demand seen by the Negociants de Bordeaux from the Asian markets.

In terms of awards, Almaviva 2008 vintage received 93 points in the prestigious magazine Wine Spectator and 93+ points from the well-known critic Robert Parker. With these distinctions, Almaviva is a benchmark for excellence and quality: with 13 vintages on the market, all have received recognitions of over 90 points from the most prestigious specialized publications in the world.





# TRIVENTO BODEGAS Y VIÑEDOS

**General Manager**

José Jottar N.

**Agriculture Manager**

Cristián Linares T.

**Enology Manager**

Federico Galdeano F.

**Administration  
and Finance Manager**

Santiago Ribisich R.

**Marketing Manager**

Mónica Caamaño S.

**Export Manager**

Leandro Bastías B.

**Domestic Sales Manager**

Juan Carlos Gornatti L.

**Head of Audit**

María Elena Molina



The Argentine subsidiary in 2010 defined its objectives for positioning Trivento as a high-quality winery, structuring its portfolio to highlight its premium and superior wines: the iconic Trivento Eolo, Trivento Golden Reserve, ambassador of the brand that reflects the winemaking tradition of Mendoza, and Trivento Reserve, an emblematic wine that illustrates the essence of the winery. A wine portfolio that carries the deep identity of the Mendoza terroir, marked by winds that leave their effects on the vineyards of this traditional Argentine winemaking region.

The results of this strategy were seen especially reflected in the growth in sales of the super and ultra premium categories, by 75% in volume at the global level. In the

United States, the most important market for Trivento, sales of the premium line grew by 18% in volume.

These results are supported by the improving quality of the Trivento wines. The 2007 vintage of Trivento Eolo Malbec obtained 93 points and recognition as “Top Wine of Argentina” in the prestigious American magazine Wine Spectator. It was also awarded 92 points by Robert Parker’s The Wine Advocate. For its part, Trivento Golden Reserve Malbec 2007 was distinguished as “Exceptional Wine” with 92 points in the specialist magazine Wine & Spirits.

The Amado Sur line also obtained important recognitions. The 2009 vintage of the Torrontés variety received 91 points in the

famous publication of Robert Parker and the trophy “Regional Blend of Argentine whites for less than £10” in the Decanter World Wine Awards. For its part, Trivento Amado Sur Malbec 2008 was recognized as “Top Value from around the world” with 89 points in Wine Spectator.

The subsidiary’s sales in 2010 amounted to US\$55 million with a volume of 2 million 616 thousand cases. Exports were US\$38 million with shipments of 1 million 753 thousand cases, representing an increase of 13.8% in value and 7.1% in volume. In line with its objectives for the year, the average price showed a rise of 6.2%, reflecting the price strategy that sought to protect the value of its brands.

Domestic sales amounted to US\$17 million, with a volume of 863 thousand cases, a fall





of 6.6% in volume and a rise of 6.8% in value, thus achieving a substantial 14.3% improvement in the average price.

In terms of marketing, Trivento followed a strategy based on the social networks, plus attractive promotions to the end consumer.



# COMERCIAL PEUMO

**General Manager**  
Cristián Canevaro J.

**Retail Sales Manager**  
Mario Liberona N.

**Route – Wholesale Sales Manager**  
Fernando Campos B.

**On-Trade Sales Manager**  
Humberto Cuevas S.

**Marketing Manager**  
Francisco Espinosa O.

**Diageo Sales Manager**  
Javier Plubins P.

**Assistant Manager, Logistics**  
Horacio Villalobos C.



**D**uring 2010, the company, through its Chilean distribution subsidiary, Comercial Peumo, continued to implement its value strategy in the domestic market, based on two pillars: greater participation in sales of premium brands and an increase in the prices of the mass consumption lines, in a scenario marked by a sharp increase in the cost of raw materials. At the same time, it continued to develop other product categories, like beer and liquors, in order to diversify distribution.

Wine sales on the domestic market amounted to Ch\$59,100 million, with growth of 10% in 2010. The premium portfolio distributed by Comercial Peumo showed a rise of 18% in value, increasing its share to 17% of wine sales. Notable was the 13.5% annual increase in sales of the Casillero del Diablo line. This brand



enjoys an undeniable preference in the local market thanks to its quality supported by constant investment in marketing focused on brand building, which has strengthened its positioning in the premium category.

In the mass segment, profitability took priority over volume. This category therefore showed an average price rise of 15%. Sales grew by 9.8% in value while volume in this category fell by 4.8% compared to 2009.

Even so, the company's leadership in the domestic market continued solid, with a market share of 30.7% in volume and 26.8% in value, which maintained its positioning in first place according to the Nielsen Bi-monthly Retail Index.

The New Businesses category produced sales of Ch\$20,382 million, a rise of 37.3%. The brands distributed by the subsidiary represented 25.8% of total sales on the domestic market, led by growth of 75.6% in the beer category, and an outstanding performance by the Diageo portfolio, with an increase of 45%. This position has enabled Comercial Peumo to achieve greater economies of operating scale, thus contributing to raising the operating margin on the domestic market.





# CONCHA Y TORO UK

## Co Managers

### Commercial Director

Simon Doyle

### Finance-Logistics Director

Germán Lledó M.

Notable are the significant achievements in the English market ten years after the establishment there of the subsidiary Concha y Toro UK: sustained growth over time, group wines' share of the market representing close to 50% of all Chilean wines, and the positioning of Casillero del Diablo among the best-selling premium brands in the UK.

Market conditions in 2010 were complex; tough competition coupled with a sharp fall in the exchange rate, higher wine costs and new rises in alcohol taxes. In this context, the subsidiary Concha y Toro UK directed its strategy to the development of its higher-priced brands like Casillero del Diablo and also its premium wines.

The company also continued with its development strategy of different channels to off-trade, which offer attractive opportunities for building the brand, with profitability prospects extended over time. It nevertheless continued to keep a strong presence in the competitive off-trade channel.

The volume sold by the subsidiary Concha y Toro UK grew by 6.3%, amounting to 5 million 580 thousand cases. Notable was the performance of the Casillero del Diablo line, with growth of 15.6% and sales of 948 thousand cases, due to the greater coverage of its distribution and important promotional activity at the points of sale.



*Picnic concert in Borde Hill – West Sussex, London, sponsored by Casillero del Diablo. (July 2010)*





# CONCHA Y TORO NORDICS

## Co Managers

### Co Manager Commercial

Felipe Neira S.

### Co Manager Finance-Logistics

Niclas Blomström B.

The integration of distribution in Sweden, Finland and Norway, after a year from the start-up of these subsidiaries, has permitted the strengthening of the brands in these three key markets. Highlights of the year were the large number of the group's products appearing in the region's monopolies during 2010, the successful launch of Viñedos Los Robles in Finland and strong development of the TRIO brand in Finland and Sweden, the latter becoming this brand's principal export market. This new distribution subsidiaries structure is aligned with the objective of strengthening the company's commercial, logistics and finance areas, a strategy that has already begun to produce favorable results.





# VCT BRASIL

## Co Managers

### Commercial Director

Francisco Torres T.

### Financial-Logistics Director

Mauricio Cordero B.

The solid macroeconomic situation of the Brazilian economy, as well as the appreciation of the real against the dollar of around 3.5%, marked the favorable environment that drove growth in the country's imported wines, representing import growth of 27% over 2009.

In this scenario, VCT Brasil successfully completed its second year of operations with sales of US\$44 million, which represented an increase of 90%. The volume sold by the subsidiary was 600 thousand cases, an increase of 82%. This expansion was achieved with a strong growth in customer and geographic coverage in the country.

VCT Brasil ended the year as the largest wine importer in that market, with a 10% share of the total volume imported.

The consolidated commercial structure and logistical platform during 2010 permitted a successful implementation of the plans and strategies of the company's principal brands. Notable was the performance of Casillero del Diablo which exceeded 100 thousands of cases in 2010, making it the largest-selling premium line of wines in Brazil, with growth of 23% over 2009, which reaffirms the potential of this market for the premium wines of Viña Concha y Toro.



# VCT GROUP OF WINERIES ASIA (VCT ASIA)

**Managing Director**  
Andrés Ballesteros R.



VCT Asia was created in January 2010 to tackle firmly this dynamic region that offers attractive opportunities for expansion. The objectives of this new subsidiary point to the development of the group's premium portfolio, promote sales through the retail channel, strengthen distribution and logistics in the zone, and implement focused marketing strategies.

The presence of the subsidiary in Asia was reorganized in 2010 with the opening of a regional office in Singapore which has a commercial, marketing and logistics structure that works in an integrated way with the base in Chile.

Continuing with the favorable growth trend in recent years, sales in the region in 2010 rose by 26.2% in value and 21.4% in volume. Notable was the 18% increase in sales value in Japan, plus 62% growth in China, 54% in Hong Kong, 112% in Singapore and 105% in Vietnam.

In line with the strategic objectives of the subsidiary, sales of premium and superior wines rose by 34%.



# SUSTAINABLE DEVELOPMENT



Concha y Toro believes deeply that it is possible to produce wines of the highest quality in harmony with nature, from the vineyard to the bottling. The winery's sustainability philosophy implies working with respect for the environment and in a socially-equitable way, at the same time being a successful company in terms of business. This is why in recent years Viña Concha y Toro has implemented important policies in terms of sustainable development.

Although outstanding environmental projects have been carried out before, programs were added in 2010 for tightening the links between the winery and its social environment and improving the quality of life of its own workers.

## ENVIRONMENT

In environmental terms, the carbon footprint was again estimated internally and verified externally. This estimate, which has been made since 2008, is designed to know the winery's greenhouse-gas (GHG) emissions and thus their impact on climate change. It also seeks to gradually make a more precise and complete analysis, so the organizational and geographical perimeter was expanded to include the subsidiaries Viña Cono Sur and Trivento Bodegas y Viñedos for the carbon footprint 2009. New elements have also been included in the estimate of indirect GHG emissions, considering some of the most important inputs.

With respect to the distribution subsidiaries, Concha y Toro UK has measured its carbon footprint and the actions for offsetting it. This will be repeated by the offices in Brazil, Sweden, Finland and Norway which are currently in the calculation stage.





*Concha y Toros' Idahue farm has 1,515 hectares of native forest certified by Conaf.*



One of the main conclusions of the carbon footprint estimate at the corporate level is the impact produced by transport to the markets of destination. This is why light bottles were introduced in 2009, employing less glass and thus reducing related emissions, a project that began with the varietal brands and in 2010 was expanded to the Casillero del Diablo premium line.

Measurement of the water footprint is also part of the sustainability strategy of Viña Concha y Toro, a project being carried out jointly with Fundación Chile and The Water Footprint Network. According to preliminary data, Concha y Toro used less volumes of water in 2010 than the approximate global average to produce a glass of wine. The results, taken from the first estimate of the winery's water footprint, will enable it to determine what production stages and supply chains consume the most water.

Energy audits were made during the year in the search for sustainability in winemaking and storage cellars. Based on these conclusions, measures are being introduced for improving the quality of energy, in a first stage related to thermal processes. Along the same lines, changes have been made progressively in the lighting of bottling plants and cellars. These replacements not only reduce consumption but improve the lighting conditions of these installations.

The company will also become a founder member of SCX, Santiago's new climate exchange and the first initiative of this kind in Latin America. In a joint project with Celfin, Fundación Chile and companies like Concha y Toro, carbon bonds will be traded and thus trigger in



Chile a CO2-reduction industry, on a par with developed countries, that will enable the winery to participate in a privileged manner in this industry and become positioned as a leader in the area.

The company's agricultural area is carrying out an important program for the sustainable use of forests and forest areas, whose main objective is the conservation and protection of the sclerotic natural forest that are assets of Viña Concha y Toro. These are zones like hills and ravines unsuitable for agricultural management. The benefits include the conservation of biological diversity of soils and water, protection of natural assets and conservation of the carbon drain that is a source of mitigation of climate change.

Concha y Toro, in its constant zeal to innovate, set itself to identify new winemaking zones to express and strengthen the geographical differentiation that Chile has in terms of climate and soils. In a joint project with the Center of Agriculture and Environment of the Universidad de Chile, progress has continued to be made in the scientific confirmation of those vineyards located in hydrographic basins that receive fresh breezes that pass along them from the Pacific Ocean. This would make the riversides ideal zones for quality wine production, and it is from these vineyards that the Gran Reserva Serie Riberas line was born, wines noted for the great freshness.

The subsidiary Cono Sur has stood out since its beginnings in its clear orientation toward care for the environment, an effort that has made it today one of the leading wineries of sustainable production in the



world. It again took important steps in 2010 toward this objective: it became the first winery in America and third in the world to obtain the certification CEMARS (Certified Emissions Measurement And Reduction Scheme), the first entity to be accredited internationally for accounting and verifying greenhouse gases, measured in the carbon footprint, based on the ISO 14.064 standard. Using this method, the subsidiary's carbon footprint could be estimated completely and the critical points of the emissions identified in order to take mitigation measures.

Viña Cono Sur also continues with its program CarboNeutral® delivery, which began in 2007 and made it the first in the world to achieve this status. This implies offsetting CO2 emissions produced by the shipping of its products, through the purchase of carbon bonds in international projects in which GHG emissions have been reduced, like the generation of renewable energies, forestation, cleaning of lakes and rivers, etc.

Together with the Chilean Institute of Ecology and Biodiversity, Cono Sur is developing the project "Wine, climate change and biodiversity" which involves new practices that promote the growth of native flora and fauna at its farms, in order to preserve the ecosystem and mitigate the effects of global warming. This project is being carried out at the Campo Lindo vineyard and replicated on the Santa Elisa farm, and includes actions like maintaining and generating corridors of native vegetation around the vineyard, introducing native species that host beneficial insects, the re-colonization of predatory birds in the fields and conservation of the high-value areas of the vineyards.

The subsidiary Viña Palo Alto has also assumed the environmental task, supporting an international NGO focused on the reforestation of cities, forests and jungles. The "Trees for cities" plan began in 2007 to reforest London, and then Brazil was added with "Green Initiative", an NGO focused on the reforestation of the Amazon region, and Mexico which, through "Reforestemos México" supports the conservation of forests and jungles. In 2010 Viña Palo Alto adhered to the Chilean foundation "Mi Parque" which promotes the development of green areas in order to improve the quality of life of the country's most vulnerable social sectors.

The subsidiary Trivento Bodegas y Viñedos began a light-bottles project which reduces their weight by about 10%, for the ultra premium, premium and blend segments.

**COMMITMENT WITH THE COMMUNITY**

The year 2010 was marked by the devastating earthquake of 8.8° on the Richter scale that affected Chile's center-south region, the heart of the wine-growing activity, in the early hours of February 27. Hundreds of homes built with the traditional Chilean "adobe", a mixture of mud and straw, were destroyed, so the main national emergency was centered on the homeless families. This led the company to make an important commitment to the community. As a first step, a house-construction program was carried out in the affected villages, financed by contributions from distributors, persons close to the winery and company personnel, which amount was doubled by the company: this project had the support of the board.



**Carbon Footprint Calculation 2009**

*Expanded its organizational and geographical perimeter*



**Water Footprint**

**Water Footprint**

*Fewer liters of water than the world average per glass of wine*



**Light bottles**

*Introduced for the Casillero del Diablo premium line*



**Viña Cono Sur**

*First in the Americas and third in the world to obtain the CEMARS certification*



**Viña Palo Alto**

*Supporting the reforestation of cities, forests and jungles*



125 homes were handed over in 2010, through the Fundación Casa Básica, built for affected families in the villages of Pumanque and Chancón in the VI Region, and Punta Lavapié, San Carlos, and Tirúa, in the VIII Region. These houses were very well received by the families because, although they were emergency homes, they provided a superior quality.

Other news that was transmitted around the world was the tragedy lived by 33 miners on being trapped for 69 days in the San José de Atacama mine in the north of Chile. In their fight to survive, they became a true example of unity, strength and team work toward a common challenge, which finally led to their successful rescue. These values deeply shocked the English club Manchester United which, jointly with the winery as its partner, invited a large group of miners to travel to Manchester where they saw the legendary Old Trafford stadium and, on different occasions, shared their experiences with Sir Bobby Charlton, Sir Alex Ferguson and the team's players.

**COMMITMENT WITH PEOPLE**

At the Internal Social Responsibility level, progress continued on important projects focused on the management and care of people within the company. Notable is the “Red Social CyT” program that is a service of psychological, financial and legal orientation for the employees and their families. An ergonomic program has also been introduced for the prevention and treatment of work-related pains or illnesses. The company also offers its personnel the possibility of taking complementary health insurance cover, various agreements and benefits, integration activities, plus support for



*The 33 homes built by Concha y Toro through Fundación Casa Básica in Punta Lavapié in Chile's 8th Region, at the extreme south of the Gulf of Arauco, one of the areas most affected by the earthquake.*







*Sir Bobby Charlton, a legendary figure of Manchester United receives the miners Raul Bustos and Mario Sepulveda of San Jose mine, in Old Trafford Stadium.*

sport and recreation programs. One of these is “Concha y Toro Runners” whose best runners were invited by the company to take part in the famous New York marathon.

Viña Concha y Toro provides large resources for the training and development of its personnel through plans, programs and courses that seek to provide knowledge, attitudes and skills aligned to the responsibilities of each job and their challenges. More than 49 thousand hours of training were given in 2010 to 1,504 people, in technical programs for the agricultural, winemaking and operations areas, and training through e-learning, extension activities, company induction, study and training scholarships for temporary cellar workers, etc. Programs were also arranged to strengthen skills like team management and leadership, key matters of the organization’s success. Notable also is the work carried out every year by the Fundación Eduardo Guilisasti Tagle which provides many university

scholarships to children of the employees of Viña Concha y Toro with high academic marks. This foundation seeks to transfer the spirit of Don Eduardo during his time as chairman of the company, through the promotion of excellence, solidarity and care of its personnel.

The subsidiary Viña Cono Sur is implementing a Certification of Working Skills which is given to certain farm workers and cellar operators with respect to activities carried out in the winery and in which they have specialized. This certification will enable workers to have access to better job opportunities.

Trivento Bodegas y Viñedos, in its sustainable policy toward persons, has carried out an interesting and motivating project “Education for everyone”, whose objective is to provide employees with the possibility of completing their secondary education in their workplace. Specially-equipped rooms for the classes were prepared at the winery in 2008, together

with a solid group of teachers. In November 2010, the first cycle of the program concluded and a group of 16 cellar workers graduated after studying three years with a great effort. At an emotional ceremony, they received their secondary-education diplomas accompanied by their families and senior authorities of Mendoza. The project, a pioneer in this vine-growing region, has marked the way so that other cellars can follow.



# INFORMATION ON THE COMPANY



## THE COMPANY

**Name:**

Viña Concha y Toro S.A.

**Tax No.:**

90.227.000 - 0

**Kind of Company:**

Open stock corporation

**Corporate domicile:**

Santiago

**Head office address:**

Avda. Nueva Tajamar 481, Torre Norte,  
Piso N° 15, Las Condes, Santiago, Chile

**Telephone:**

(56-2) 476-5000

**Fax:**

(56-2) 203-6740

**PO Box:**

213, Correo Central, Santiago

**Electronic mail:**

webmaster@conchaytoro.cl

**Web page:**

www.conchaytoro.com

**Ticker name on Chilean exchanges:**

CONCHATORO

**Ticker name on New York Stock Exchange:**

VCO

## CONSTITUTION DOCUMENTS

Viña Concha y Toro S.A was constituted as an open stock company on December 31, 1921 by a public deed signed before the Santiago notary Pedro N. Cruz. The abstract was registered on page 1,051, numbers 875 and 987 of the Santiago Trade Register for 1922, and published in the Official Gazette, issue 13,420 of November 6, 1922. The authorization decree was issued on October 18, 1922, with the number 1,556.

The company is currently registered on page 15,664, number 12,447 of the Santiago Trade Register of 1999, and with the Superintendency of Securities and Insurance, with the number 0043.



## HISTORY

Viña Concha y Toro was founded in 1883 by don Melchor Concha y Toro. The company was constituted as a corporation in 1922 and broadened its objects to wine production in general. Its shares began to be traded on the Santiago Stock Exchange in 1933, the year in which it made its first export, to Holland.

In the second half of the 20th Century, Concha y Toro undertook a deep modernization. The company's expansion intensified with the arrival of Eduardo Guisasaqui Tagle, a director of the company between 1957 and 1998. The 1980s brought the beginning of crucial transformations with the incorporation of modern technology. In the 1990s, it experienced a strong development toward foreign markets and launched an investment plan, current today, which involved the expansion of vineyards, an increase in operative capacity and the adoption of top winemaking processes, with just one great objective: the best quality in all its lines.

In 1994, Concha y Toro became the first winery in the world to trade its shares on the New York Stock Exchange, which enabled it to finance an investment plan that included a significant increase in own vineyards, the expansion of Viña Cono Sur in Chile and the foundation of Trivento in Argentina.

In 1997 Concha y Toro signed a joint venture with the prestigious French wine company Baron Philippe de Rothschild in order to produce Almaviva, a wine of equivalent category to the French Grands Crus Classés. This has positioned Viña Almaviva and Concha y Toro in the highest international circuits, giving a strong impulse to the company's image as the symbol of Chilean wine in the world.

Concha y Toro's growth has been driven by the development of subsidiaries in order to promote new businesses, penetrate different markets and reach new consumers. Viña Maipo was formed in 2000, Viña Palo Alto in 2006 and Viña Maycas del Limarí in 2007, the latter producing super-premium wines.

During 2009, the company continued to develop its strategy of opening its own distribution offices in key markets like Brazil and the Nordic countries, in addition to the subsidiary Concha y Toro UK and the regional office in Asia.

Already positioned among the 10 most important wineries in the world, 2010 was the year in which the globalization of Viña Concha y Toro was consolidated. The company sealed a strategic alliance with the English football club Manchester United, the most powerful in the world, which, thanks to its enormous coverage, provided a large window for further projecting the company's globalization, especially its Casillero del Diablo brand.

The successful performance of Viña Concha y Toro, and the consistency and quality of its wines were again recognized during the year. The company rose one place to become the second most powerful wine brand in the world, according to the survey "The Power 100: The world's most powerful spirits & wine brands". It has also already been named 16 times as "Winery of the Year" in Wine & Spirits, which has given it second place in the magazine's Hall of Fame, from among all the world's wineries.



## CORPORATE GOVERNANCE

### BOARD OF DIRECTORS

A seven-member board of directors, voted at the Ordinary Shareholders' Meeting, administers the company. Directors serve for a three-year term, after which the entire board is renewed; members may be re-elected indefinitely. The current board was elected at the Ordinary Shareholders' Meeting held on April 24, 2008 and will remain in office until 2011.

The board convenes in monthly ordinary meetings to analyze and resolve on the principal matters of its competence, and in extraordinary meetings whenever necessary.

The board of directors appoints a CEO who oversees all the managers.

ATTENDANCE AT MEETINGS	BOARD	DIRECTORS' COMMITTEE
Alfonso Larraín Santa María	13	
Rafael Guilisasti Gana	11	11
Francisco Marín Estévez	11	
Mariano Fontecilla de Santiago Concha	14	
Sergio de la Cuadra Fabres	14	13
Pablo Guilisasti Gana	13	
Christian Skibsted Cortés	14	13
<b>TOTAL MEETINGS IN 2010</b>	<b>14</b>	<b>13</b>



### REMUNERATION OF THE DIRECTORS AND EXECUTIVES

In accordance with company's bylaws, the Ordinary Shareholders' Meeting set the remuneration of the directors for 2010 at 1.3% of earnings for the year. A monthly fee of UF 300 (a Chilean inflation-indexed monetary unit) was also approved for the chairman of the board in compensation for his executive responsibilities.

The remuneration received by the directors during 2010 and 2009 with respect to profit sharing and fees for their executive responsibilities, amounted to ThCh\$752,160 and ThCh\$615,016 respectively.

DIRECTORS' REMUNERATION	2009 THCH\$	2010 THCH\$
<b>Profit sharing:</b>		
Alfonso Larraín Santa María	75,325	94,630
Rafael Guilisasti Gana	75,325	94,630
Francisco Marín Estévez	75,325	94,630
Mariano Fontecilla de Santiago Concha	75,325	94,630
Sergio de la Cuadra Fabres	75,325	94,630
Pablo Guilisasti Gana	75,325	94,630
Christian Skibsted Cortés	75,325	94,630
<b>Remuneration of the Chairman:</b>		
Alfonso Larraín Santa María	75,555	76,287
<b>Remuneration of Directors' Committee:</b>		
Rafael Guilisasti Gana	3,782	4,207
Sergio de la Cuadra Fabres	4,202	4,628
Christian Skibsted Cortés	4,202	4,628
<b>TOTAL</b>	<b>615,016</b>	<b>752,160</b>

The board of Viña Concha y Toro incurred no other expenses than those mentioned in this section.

The remuneration received by managers, assistant managers and senior executives of the company and its subsidiaries during 2010 (a total of 110 executives) amounted to ThCh\$ 8,818,268. Severance payments to managers, assistant managers and senior executives of the company and its subsidiaries amounted to ThCh\$ 81,858.

The managers and senior executives participate in an annual bonus scheme based on profit sharing and meeting objectives. All administrative employees of the company participate in a total annual bonus equivalent to 4.0% of earnings, in proportion to their remuneration.



### DIRECTORS' COMMITTEE

The members of the Directors' Committee at Viña Concha y Toro are Sergio de la Cuadra Fabres (chairman), Christian Skibsted Cortés and Rafael Guilisasti Gana who were elected by the extraordinary board meeting held on April 24, 2008. Sergio de la Cuadra Fabres and Christian Skibsted Cortés signed a sworn declaration as independent directors, as required by article 50 bis of Law 18,046 modified by Law 20,382 of October 20, 2009 and Circular 560 of the S.V.S. of December 22, 2009. They were named as independent director members of the Directors' Committee with effect from the board meeting held on January 28, 2010. At the same meeting, and in accordance with the above-mentioned regulations, the independent directors unanimously appointed Rafael Guilisasti Gana as the third member of the Directors' Committee.

The Directors' Committee met 13 times in 2010, when it knew and examined all the matters required by article 50 bis of the Corporations Law. It especially revised transactions covered by articles 44 and 89 of Law 18,046, ensuring that these met conditions of equity similar to those prevailing in the market. The detail of the transactions approved by the Committee can be found in Note 6 to the Company's Consolidated Financial statements.

### ANNUAL PERFORMANCE REPORT

The following were among the main activities of the Directors' Committee during 2010:

At its meeting on January 28, it revised and approved the Periodic Internal Audit Reports prepared and explained by the Company's management. The Committee also approved KPMG's proposal of services other than the financial audit.

The meeting on February 25 received and analyzed the Letter to the Management (Final Internal Audit Report) prepared by the external auditors KPMG with reference to 2009. It also analyzed the final audit report issued by KPMG.

The March 25 meeting knew and approved a donation to Fundación Casa Básica to help with reconstruction following the earthquake suffered by the country, and reported this approval to the board.

At its meeting of April 22, the Chief Administration and Finance Executive presented to the Committee a Pro-Forma Statement relating to the application of IFRS accounting standards, which was approved. The committee also proposed the firm KPMG Auditores y Consultores Limitada to the board as the external auditors for 2010. It also approved various operations with related parties, reporting these to the board.

On May 27, the Committee was informed of the Quarterly Internal Audit Report, revising particularly matters linked to the foreign subsidiaries. It approved the report, providing guidelines for improving the audit work.

At its meeting on June 24, the Committee revised various related transactions. It was also informed of the follow-up of matters that had been mentioned in previous audit reports.

The Committee's meeting of June 30 received the audit partner of KPMG, Benedicto Vásquez, who explained about the issue of the report 20-F, whose submission is required for entities registered with the US Securities and Exchange Commission (SEC).

On July 29, the Committee was informed of the report on grape and wine purchase transactions with related parties, issued by the advisory company to the Committee. At the Committee's request, similar transactions with un-related parties were reported.

The meeting of September 7 was informed of the company's half-yearly financial information. The KPMG audit partner, Benedicto Vásquez, said that there were no significant adjustments to be made to the financial statements as of June 30, 2010. The Committee approved the report, for presentation to the board.

The Committee revised a transaction with a related party at its meeting of September 23.

The Committee's meeting of October 28 analyzed the audit reports and the follow-up of those comments presented previously.

At its meeting of November 9, the Committee was informed of and approved the company's quarterly financial information and agreed its presentation to the board.

Finally, on December 23, the Committee analyzed and approved the preliminary internal audit report and the company's internal controls report (Letter to the Management) issued by KPMG. It was agreed to make both reports available to the board. It also approved without comment the report on the system of remunerations and compensations for senior executives and managers.

The Ordinary Shareholders' Meeting approved remuneration for each member of the Directors' Committee equivalent to one third of what directors receive for their board duties.

The Ordinary Shareholders' Meeting approved an annual working budget for this Committee of ThCh\$25,000. During 2010, the



Committee contracted external professional advice, which accounts for its expenses for the year amounting to ThCh\$15,448 (UF 720 at December 31, 2010).

**AUDIT COMMITTEE**

In compliance with the implementation schedule set for the US Sarbanes-Oxley Act (2002), the board on April 24, 2008, appointed from among its members the members of the Audit Committee as required by that law. The directors appointed were the same as those comprising the Directors' Committee, as required by Chilean law. On January 28, 2010, the board ratified the director members of the Audit Committee in their positions.

**ETHICS CODE**

On June 17, 2004, the board of Viña Concha y Toro approved its Ethics Code, incorporating the requirements of the Securities and Exchange Commission and other regulations adopted by the board. This internal document regulates the actions of everyone who works at Concha y Toro and contemplates, among other things, the obligations of managers and personnel, conflicts of interest, use of property and information, privileged information, independence, communications and certificates, fair conduct,

compliance with laws and regulations related to health and safety, relations with producers, suppliers and customers, and protection of the environment. The Ethics Code is available on the company's website.

**MANUAL FOR HANDLING INFORMATION OF INTEREST TO THE MARKET**

This manual seeks, through self regulation, to establish rules regulating the treatment of information which, without being material information, might be useful for a proper financial analysis of Viña Concha y Toro and its subsidiaries or the securities issued by them. This is understood to be all information of a legal, economic or financial nature that refers to relevant aspects of the progress of the corporate businesses or that might have a significant impact on them. The board also agreed that the manual should contain criteria for guiding the conduct of those it is addressed to, in the handling of the information and in its use in relation to eventual securities transactions, establishing freedom for parties to trade securities except in blockage periods during which such trading is forbidden. This manual can be found on the company's web site.



## OWNERSHIP AND CONTROL STRUCTURE

As of December 31 2010, the 12 largest shareholders hold the following number of shares and percentage holdings:

SHAREHOLDER	NUMBER OF SHARES	SHAREHOLDING %
Inversiones Totihue S.A.	87,615,431	11.73%
Rentas Santa Bárbara S.A.	85,274,628	11.42%
AFP Provida S.A. Fondo de Pensiones	32,794,000	4.39%
Inversiones Quivolgo S.A.	30,032,000	4.02%
AFP Habitat S.A. Fondo de Pensiones	29,334,839	3.93%
Fundación Cultura Nacional	26,964,775	3.61%
AFP Capital S.A. Fondo de Pensiones	26,184,511	3.51%
AFP Cuprum S.A. Fondo de Pensiones	24,541,425	3.29%
Inversiones GDF S.A.	24,439,851	3.27%
Constructora Santa Marta Ltda.	22,293,321	2.98%
Banco Itau Cta. de Inversionistas	17,413,005	2.33%
Banco de Chile por cuenta de terceros	16,895,434	2.26%
Total largest shareholders	423,783,220	56.73%
<b>TOTAL SUBSCRIBED SHARES ONE SERIES</b>	<b>747,005,982</b>	
<b>TOTAL SHAREHOLDERS</b>	<b>1,440</b>	

During the year, the principal changes in the ownership structure have been those in the holdings of pension funds, with a decrease by AFP Provida (4.39%), by AFP Habitat (3.93%) and AFP Capital (3.51%) and also a decrease by The Bank of New York (2.23%).

### CONTROLLING GROUP

The percentage held directly and indirectly by the Controlling Group is 41.71%, with an informal joint management agreement between them.

Note 10 to the Consolidated Financial Statements (Transactions with related parties) sets out each of the individual members of the controlling group and their respective shareholdings.

## STOCK INFORMATION

### DIVIDEND POLICY

Earnings for the year 2010 amounted to Ch\$41,919 million. The Ordinary Shareholders' Meeting of April 26, 2010 agreed to distribute against the net income for 2010 interim dividends Nos.240, 241 and 242 of Ch\$3.00 per share each, for payment on September 30 and December 29, 2010, and March 31, 2011 respectively.

The board will propose to the meeting to also pay a final dividend N° 243 for Ch\$13.45 against the net income for 2010, payable, if approved, on May 24, 2011.

The distributable earnings depend on the earnings for the year. Dividends charged against 2010 earnings amount to 40% of the net income for that year.

The policy has consisted of distributing 40% of each year's earnings in quarterly interim dividends and a final dividend to be paid in May of the following year. The board intends to maintain this policy in the foreseeable future.

It is therefore the board's intention to pay three interim dividends of Ch\$3.00 per share each, as a charge to the net income for 2011, payable on September 30 and December 29, 2011 and March 30, 2012. The remainder necessary to complete 40% would be paid in May 2012 once the results for the year are known and approved by the Ordinary Shareholders' Meeting.

Dividends paid per share over the last three years, in nominal values, are as follows:

DATE	Nº/TYPE	PER SHARE	EARNINGS OF YEAR
March 31, 2008	Nº230 interim	\$2.50	2007
May 23, 2008	Nº231 final	\$11.45	2007
September 30, 2008	Nº232 interim	\$2.50	2008
December 30, 2008	Nº233 interim	\$2.50	2008
March 31, 2009	Nº234 interim	\$2.50	2008
May 12, 2009	Nº235 final	\$12.05	2008
September 30, 2009	Nº236 interim	\$2.50	2009
December 30, 2009	Nº237 interim	\$2.50	2009
March 31, 2010	Nº238 interim	\$2.50	2009
May 14, 2010	Nº239 final	\$16.20	2009
September 30, 2010	Nº240 interim	\$3.00	2010
December 29, 2010	Nº241 interim	\$3.00	2010
March 31, 2011	Nº242 interim	\$3.00	2010



### STOCK MARKET TRANSACTIONS

The quarterly transactions of the last three years on the exchanges where the shares of Concha y Toro are traded in Chile, on the Santiago Stock Exchange, the Chilean Electronic Exchange and the Valparaiso Stock Exchange, as well as in the United States of America, on the New York Stock Exchange (NYSE), are as follows:

#### Chilean Stock Exchanges

	NUMBER OF SHARES TRADED	VOLUME TRADED (MCH\$)	AVERAGE PRICE (CH\$)
<b>2008</b>			
I quarter	38,327,846	32,798,129	856
II quarter	52,401,315	47,633,023	909
III quarter	35,424,941	33,645,294	950
IV quarter	41,236,061	41,305,180	1,002
<b>2009</b>			
I quarter	17,482,635	17,209,441	984
II quarter	32,336,752	32,630,623	1,009
III quarter	33,322,692	36,275,965	1,089
IV quarter	27,151,102	28,917,661	1,065
<b>2010</b>			
I quarter	24,179,383	28,442,026	1,176
II quarter	53,998,908	60,820,881	1,126
III quarter	107,459,582	127,460,354	1,186
IV quarter	60,899,204	71,066,588	1,167

#### New York Stock Exchange (NYSE)

	NUMBER OF SHARES TRADED	VOLUME TRADED (US\$)	AVERAGE PRICE (US\$)
<b>2008</b>			
I quarter	398,559	14,957,065	37.53
II quarter	515,685	19,784,472	38.37
III quarter	350,830	10,431,479	29.73
IV quarter	253,563	7,640,391	30.13
<b>2009</b>			
I quarter	251,533	8,121,148	32.29
II quarter	245,676	8,494,156	34.57
III quarter	251,436	9,891,281	39.34
IV quarter	329,894	13,511,204	40.96
<b>2010</b>			
I quarter	447,685	20,495,194	45.78
II quarter	730,846	30,909,389	42.29
III quarter	226,753	10,712,192	47.24
IV quarter	159,322	7,766,730	48.75

### STOCK PRICE CONCHA Y TORO VS IPSA

247 million shares were traded on the Chilean stock market during the year, equivalent to Ch\$287,790 million. The closing price of the share at December 31, 2010 was Ch\$1,127 and Ch\$1,105.9 in 2009, representing an annual change of 1.9% in 2010 and 15% in 2009. The increases in the IPSA (selected share price index) were 37.59% in 2010 and 50.7% in 2009.





## SHARE TRANSACTIONS

The share transactions in 2010 and 2009, all of a financial investment nature, carried out by the chairman, directors, chief executive, senior executives and majority shareholders, were as follows:

SHARE TRANSACTIONS 2010	RELATIONSHIP	AVERAGE PRICE	SHARES BOUGHT	(CH\$)	SHARES SOLD	(CH\$)
Repa S,A,	Major shareholder	1,179.00	10,922	12,877,038		
San Bernardo Abad S,A,	Major shareholder	1,180.00	200,000	236,000,000		
Guilisasti Gana Sara	Major shareholder	1,174.00			180,000	211,320,000
Guilisasti Urrutia Pablo	Major shareholder	1,179.00			10,922	12,877,038
Guilisasti Urrutia Eduardo	Major shareholder	1,184.00			38,000	44,992,000
Alfonso Larraín Santa María	Chairman	1,185.00			100,000	118,500,000
Inversiones Quivolgo S,A,	Chairman	1,160.00	32,000	37,120,000		
Inversiones Quivolgo S,A,	Chairman	1,185.00	1,168,449	1,384,612,065		
Forestal Quivolgo S,A,	Chairman	1,185.00			1,030,000	1,220,550,000
Carlos Saavedra Echeverría	Chairman	1,159.00	68,000	78,812,000		
Fontecilla Concha Mariano	Director	1,164.05			2,733,055	3,181,412,673
Cia, Inversiones Riaza	Director	1,177.50	683,264	804,543,360		
Cia, Inversiones Santa Beatriz	Director	1,177.50	683,264	804,543,360		
Cia, Inversiones Santa Inés	Director	1,177.50	683,263	804,542,183		
Fontecilla Lira Francisco	Director	1,177.50			683,263	804,542,183
Fontecilla Lira Enrique	Director	1,177.50			683,264	804,543,360
Fontecilla Lira Mariano	Director	1,177.50			683,264	804,543,360
Carlos Halaby Riady	Manager	1,149.18	62,275	71,565,301		
Adolfo Hurtado Cerda	Manager	1,133.70	58,840	66,706,675		
Canevaro Jaramillo Cristián	Manager	1,264.90			5,020	6,349,798
Izcue Elgart Ignacio	Manager	1,170.00			3,988	4,665,960

SHARE TRANSACTIONS 2010	RELATIONSHIP	AVERAGE PRICE	SHARES BOUGHT	(CH\$)	SHARES SOLD	(CH\$)
Rentas Santa Bárbara S,A,	Major shareholder	930.73	1,852,921	1,724,564,338		
Inversiones Totihue S,A,	Major shareholder	930.34	4,701,726	4,374,193,830		
Agrícola Alto de Quitralman	Major shareholder	930.00	1,168	1,086,240		
Ases, e Inv, Rapallo y Cía,	Major shareholder	930.00	348	323,640		
Inversiones Manque S,A,	Major shareholder	930.00	67,277	62,567,610		
Inmob,e Inv, Paguil Ltda,	Major shareholder	930.00	68,718	63,907,740		
Lientur S,A	Major shareholder	930.00	56,770	52,796,100		
Pelluam S,A,	Major shareholder	930.00	129,806	120,719,500		
Repa S,A,	Major shareholder	930.00	80,912	75,248,160		
San Bernardo Abad S,A,	Major shareholder	1027.44	348,703	358,271,070		
Segesta S,A,	Major shareholder	930.00	111,249	103,461,570		
Tiziano S,A	Major shareholder	930.00	122,547	113,968,710		
Tordillo S,A,	Major shareholder	930.00	165,113	153,555,090		
Guilisasti Gana Sara	Major shareholder	1080.00			200,000	216,000,000
Guilisasti Urrutia Pablo	Major shareholder	991.09			24,100	23,885,310
Guilisasti Urrutia Eduardo	Major shareholder	924.60			20,810	19,240,900
Inversiones La Gloria Ltda,	Chairman	930.00	400,000	372,000,000		
Inversiones QuivolgoS,A,	Chairman	929.88	7,624,045	7,089,435,375		
Ases e Inv, Asis Ltda,	Chairman	1000.00	4,500	4,500,000		
Inversiones y Ases, Alcalá Ltda,	Chairman	930.00	134,609	125,186,370		
Larraín León Andrés	Chairman	930.00	25,350	23,575,500		
Larraín León Tomás	Chairman	930.00	12,996	12,086,280		
Larraín León Max	Chairman	1028.68	19,528	20,088,040		
Ases, e Inv, Asis Ltda,	Chairman	930.00	9,061	8,426,730		
Gamboia Fernández María	Chairman	930.00	2,084	1,938,120		
Saavedra Echeverría Carlos	Chairman	930.00	5,840	5,431,200		
Marambio Morel Carlos	Chairman	930.00	67	62,310		
Inversiones Huingane Ltda,	Chairman	918.42			5,737,500	5,269,423,275



SHARE TRANSACTIONS 2010	RELATIONSHIP	AVERAGE PRICE	SHARES BOUGHT	(CH\$)	SHARES SOLD	(CH\$)
Inversiones Maquehua Ltda,	Chairman	1,054.81			525,000	553,775,250
Fundación Cultura Nacional	Chairman	930.00	1,010,497	939,762,210		
Foger Soc, Gestión Patrimonial	Director	930.00	607,782	565,237,260		
El Mayorazgo S,A,	Director	930.00	398,707	370,797,510		
Contructora Sta, Marta Ltda,	Director	930.00	835,435	776,955,480		
Marín y Cía, Ltda,,	Director	930.00	49,568	46,098,240		
Cía de Rentas Limar Ltda,	Director	930.00	18,669	17,362,170		
Cía de Rentas Trigal Ltda,	Director	930.00	66,319	61,676,670		
Cía de Rentas Epulafquen Ltda,	Director	930.00	23,745	22,082,850		
Cía General de Rentas Ltda,	Director	930.00	21,131	19,651,830		
Soc, Civil Rentas Huishue Ltda,	Director	930.00	19,991	18,591,630		
Doña María Loreto S,A,	Director	930.00	237,143	220,542,990		
Inversiones Hemaco S,A,	Director	930.00	211,157	196,376,010		
Rentas e Inv, San Antonio Ltda,	Director	930.00	187,338	174,224,340		
Santa Marta S,A,	Director	930.00	16,727	15,556,110		
Don Guillermo S,A,	Director	930.00	16,727	15,556,110		
Skibsted Cortés Christian	Director	930.00	681	633,330		
Inversiones Santa Emililana S,A,	Director	930.00	313,212	291,287,160		
Teodora S,A,	Director	930.00	307,274	285,764,820		
Alamos Morandé Agustín	Controlling Group	930.00	1,400	1,302,000		
Alamos Morandé Catalina	Controlling Group	930.00	1,400	1,302,000		
Alamos Morandé Francisca	Controlling Group	930.00	1,400	1,302,000		
Alamos Morandé Luis	Controlling Group	930.00	1,398	1,300,140		
Alamos Morandé Ignacio	Controlling Group	930.00	1,400	1,302,000		
Alamos Morandé Juan	Controlling Group	930.00	1,400	1,302,000		
Solar Venegas Osvaldo	Manager	930.00	19,569	18,199,170		
Ases, e Inversiones Glamys Ltda,	Manager	930.00	4,864	4,523,520		
Solar Mir Pedro	Manager	930.00	8	7,440		
Herreros Infante Juan Pablo	Manager	930.00	10,077	9,371,610		
Herreros Infante Juan Pablo	Manager	1126.00			9,000	10,134,000
Hurtado Cerda Adolfo	Manager	1005.28	57,921	58,226,797		
Ceppi Lewin Cristián	Manager	930.00	17,564	16,334,520		
Halaby Riadi Carlos	Manager	930.00	20,513	19,077,090		
Domeyko Cassel Thomas	Manager	930.00	14,699	13,670,070		
Biachetti González Giancarlo	Manager	930.00	8,286	7,705,980		
Durán Urízar Daniel	Manager	930.00	10,286	9,565,980		
Tirado Santelices Enrique	Manager	930.00	10,876	10,114,680		
Canevaro Jaramillo Cristián	Manager	930.00	5,020	4,668,600		
López Pascual Cristián	Manager	930.00	9,665	8,988,450		
López Pascual Cristián	Manager	999.00			9,665	9,655,335



## BUSINESS INFORMATION

Viña Concha y Toro is the largest producer and exporter of wines in Chile. It is a vertically-integrated company that manages company-owned vineyards, winemaking facilities and bottling plants, plus the largest own wine-distribution network in Chile. It also operates in Argentina through Trivento Bodegas y Viñedos.

The company conducts its business both directly and through subsidiary companies: Viña Cono Sur, Viña Maipo, Viña Palo Alto, Viña Maycas del Limarí, and Trivento Bodegas y Viñedos in Argentina. Distribution is handled by the subsidiaries Comercial Peumo Ltda., Concha y Toro UK Limited, VCT Brasil Importación y Exportación Limitada, Concha y Toro Sweden AB, Concha y Toro Finland OY, Concha y Toro Norway OY and VCT Group Asia.

A detail of the business of each subsidiary is provided in the section Subsidiaries and Associates.

### WORKFORCE

As of December 31, 2010, Concha y Toro's total workforce, corresponding to the permanent workforce is distributed as follows: 1,911 people in Viña Concha y Toro, plus 276 people of the agriculture area, 545 people working in the subsidiaries in Chile and 392 in foreign subsidiaries.

### PROPERTIES

The company's main properties in Chile are its vineyards, cellars and bottling plants. It owns 15,348 hectares distributed throughout the country's nine main vine-growing valleys, and also holds long-term leases on another 835 hectares. Of this total, 8,445 hectares are planted in Chile.

The company owns a further 1,290 hectares in Argentina, 1,068 hectares of which are planted.

### PRODUCTION PLANT AND EQUIPMENT

The company has 15 own production plants distributed throughout Chile's various winemaking regions. It has sought to improve the efficiency of the winemaking processes and the quality of the grapes and wines.

The company uses a combination of epoxic-covered cement vats, stainless-steel tanks and barrels of American and French oak for fermenting, keeping and storing its wines. The equipment used for harvesting, winemaking, keeping and preparation are of the latest world-class technology. In December 2010, the total winemaking and keeping capacity in Chile is 355 million liters and 48 thousand barrels.

The company has 4 modern bottling plants, located at Pirque, Vespucio and Lo Espejo in the Metropolitan Region, plus Lontué in Chile's VII Region.

In the Mendoza region of Argentina, Trivento Bodegas y Viñedos owns two winemaking and cellar facilities with a total capacity of 31 million liters, and a bottling plant.

The subsidiary Transportes Viconto Ltda. possesses a fleet of trucks used for hauling part of the grapes, bulk wine and finished products.

### BRAND NAMES

Concha y Toro markets its products under several company-owned registered and fully operative brand names. Some of the most prominent are Concha y Toro and its sub-brands Don Melchor, Amelia, Terrunyo, Trio, Casillero del Diablo, Sunrise, Sendero, Frontera, Tocornal and Maipo. The subsidiaries have registered their Cono Sur, Isla Negra, Palo Alto, Maycas del Limarí and Trivento brands.

### INSURANCE

Viña Concha y Toro and its subsidiaries hold all-risk insurance policies issued by first-rate insurance companies to covering all their essential assets.

### PRINCIPAL CUSTOMERS

The company markets its wines through independent distributors in most of its markets. The sales of the company's principal distributor, Banfi Products Corporation ("Banfi"), in the USA represented 8.7% and 10% respectively of total sales in 2010 and 2009. More information on the principal customers is given in Note 9 to the Consolidated Financial Statements.

### SUPPLIERS

The company's main suppliers are: Cristalerías de Chile S.A. (bottles), Tetra Pak de Chile Comercial Ltda. (tetra brik packages), Industria Corchera S.A. (corks), Envases Roble Alto S.A. (cases), Cameo Marinetti S.A, Ártica S.A. and Etiprak Productora de Etiquetas S.A. (labels), Industrias Alcan Packaging (screw caps and capsules), Inesa Chile (screw caps), Imprenta y Editorial La Selecta S.A. (cases), RTS Embalajes de Chile Ltda. (partitions), Interpack Envases S.A. (cases - Bs.As.) and Chep Chile S.A. (pallets).

In addition, Concha y Toro relies on some 650 external producers who provide grapes and bulk wine.



### REGULATORY FRAMEWORK

Viña Concha y Toro, with respect to its agricultural, productive and marketing activities, is subject to a broad spectrum of Chilean legal and administrative regulations, particularly those related to the production, preparation and sale of alcoholic drinks. It also has to meet foreign and international health regulations with respect to its exports. In adjusting its processes to these regulations, the company has the support of all its customers and is subject to international controls and certifications.

### RESEARCH AND DEVELOPMENT

Research and development efforts do not involve significant expenditure as they mostly revolve around agreements with domestic and foreign firms and institutes for research assistance and technology transfer.

In 2006 Concha y Toro joined Vinnova, the “Consortio Tecnológico Empresarial de la Vid y el Vino”. This association groups other members of Vinos de Chile (Association of Chilean Wineries), local universities, Universidad Católica de Chile (Santiago) and Universidad de Concepción. The company has conducted part of its viticulture and winemaking research in association with these institutions.

It has also carried out a joint study with Universidad de Chile to determine the freshness indicators in riverside vineyards of certain Chilean rivers, thus proving the potential of these areas (riversides) to produce quality wines. At the international level, the company is currently developing a pilot plan to estimate its Water Footprint, together with the Dutch organization “Water Footprint Network”, which promotes the use of water in a sustainable, equitable and efficient way worldwide.

### FINANCIAL ACTIVITIES

Viña Concha y Toro is constantly monitoring the domestic and international financial markets, seeking opportunities that enable it to maintain a solid debt position and to manage risks.

The company’s financial activities are geared to covering the business working-capital needs and investments in fixed assets. Debt is drawn or repaid according to its cash requirements. The consolidated debt structure is denominated in different currencies, according to exchange and market conditions and matching needs of its financial position. During 2010, the company repaid financial debt from own resources amounting to Ch\$20,070 million.

In terms of risk management, the most important financial activity is the hedging of exchange risks. The company monitors its exposures daily, closing derivatives with the principal local banks to cover these positions.

### INVESTMENT AND FINANCING POLICY

The company’s investments are focused on sustaining growth and the normal renewal of operating assets, modernizations, new facilities for expanding and improving productive capacity and land acquisitions for planting vines. Investments in fixed assets in 2010 totaled US\$50 million.

Investments in 2010 were financed mainly through operating cash flow.

### RISK FACTORS

Viña Concha y Toro’s business is not immune to a series of risks as the company participates at every stage of the production and marketing of wines.

In the agricultural area, climatic phenomena such as droughts or frosts, pests and fungus, etc. can affect the production yields of own or third-party vineyards, influencing the supply of grapes and eventually the prices of grapes or wines provided by independent suppliers.

The bottling process relies on just one large bottle supplier with the capacity to supply all the company’s needs, although there are another two smaller suppliers of bottles. There is just one supplier of TetraBrik containers so any disruption in the provision of these primary materials could have a short-term effect on the company’s results.

Concha y Toro’s products are marketed in Chile and various countries so it faces market risks, mainly the exchange risk and interest rate risk related to its financial debt.

The company’s exports are denominated in United States dollars, euros, pounds sterling, Canadian dollars, Argentine pesos, Swedish crowns and Norwegian crowns. The financial results could therefore be adversely affected by factors like exchange rate fluctuations or weak economic conditions in the foreign markets where the company distributes its products, a risk that is mitigated by its sales diversification.

The company has also established subsidiaries abroad, in Argentina, the UK and, more recently, in Brazil, Sweden, Norway and Finland, so political or economic events in these countries could influence the results of the subsidiaries.

Further information and analysis of the company’s risks appear in Note 6 to the Consolidated Financial Statements – Financial Risk Management.



**CREDIT RATINGS**

The credit ratings for the company's publicly-offered instruments as of February 2010, as measured by two independent firms, is as follows:

INSTRUMENT	HUMPHREYS LTD.	FELLER - RATE
Shares	1ST CLASS LEVEL 1	1ST CLASS LEVEL 2
407 Bonds	AA	AA-
574 & 575 lines of bonds	AA	AA-
No.49 line of trade paper	LEVEL 1+/AA	AA-/LEVEL 1+

**EXTERNAL AUDITORS**

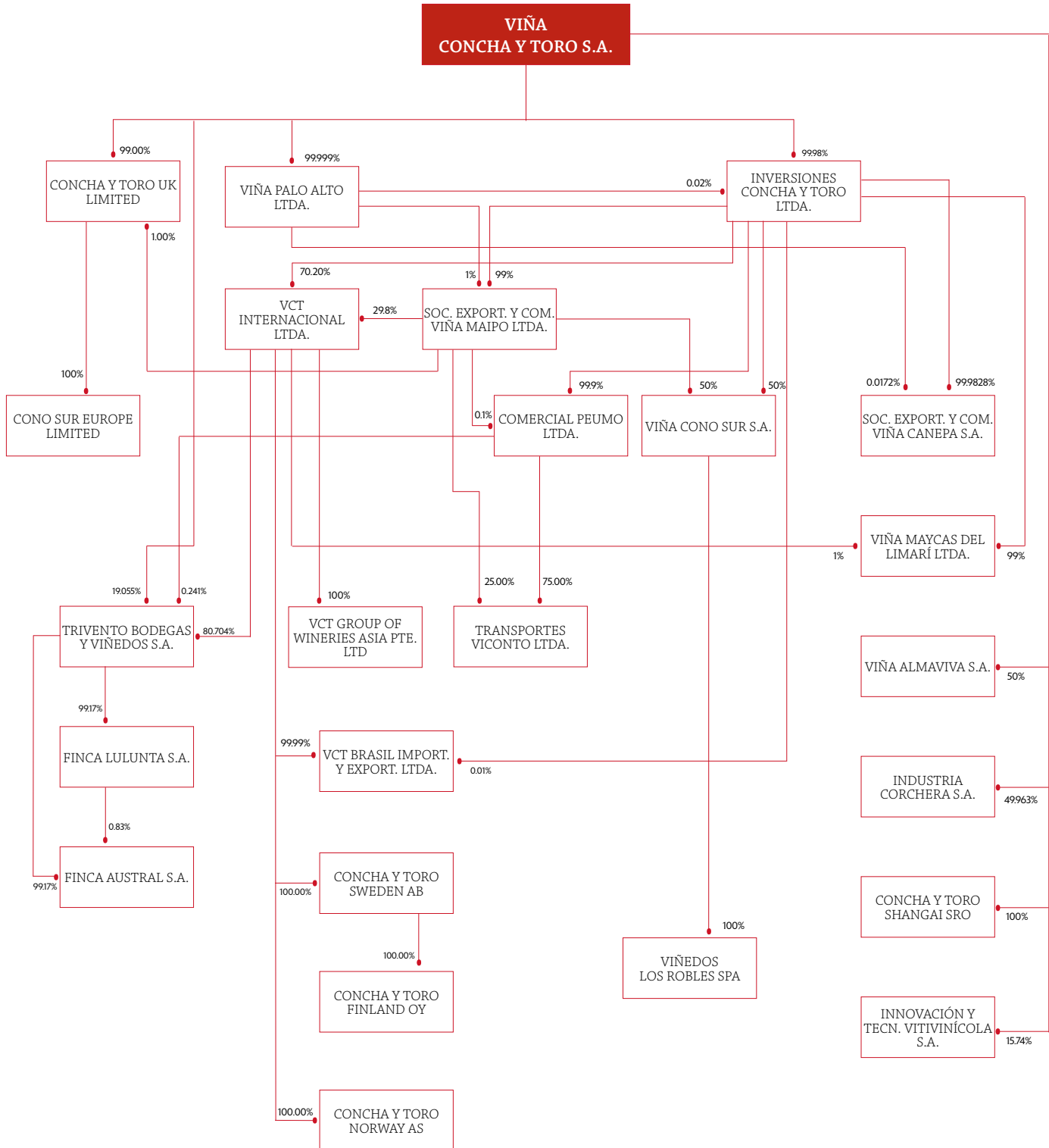
KPMG Auditores Consultores Limitada

**LEGAL ADVISORS**

- Uribe, Hübner & Canales
- Ossandón Abogados
- Cruzat, Ortúzar & Mackenna – Baker & McKenzie
- Luis Felipe Cruzat Larraín
- Latham & Watkins
- Sargent & Krahn
- José Luis Santa María



## SUBSIDIARIES AND ASSOCIATES



## SUBSIDIARIES AND ASSOCIATES

### INVERSIONES CONCHA Y TORO S.A.

**Tax ID:** 96.921.850-K

**Address:** Avda. Santa Rosa 0837, Paradero 43, Puente Alto, Santiago

**Direct and Indirect Shareholding:** 100%

**Paid-in Capital:** ThCh\$14,609,149

**Corporate Objects:** Invest in all kinds of corporeal and incorporeal real estate or movable assets in order to receive their returns or income. Constitute, form part or acquire rights or shares in companies.

The company will not carry out commercial activities within its objects.

**Business Relationship with Parent Company:** Controls the subsidiary companies Comercial Peumo Limitada, Sociedad Exportadora y Comercial Viña Maipo Limitada and Viña Maycas del Limarí Limitada which in turn controls Sociedad Exportadora y Comercial Viña Canepa S.A. Inversiones Concha y Toro Limitada holds 50% of Viña Cono Sur S.A., 99% of Sociedad Exportadora y Comercial Viña Maipo Limitada, 70.2% of Inversiones VCT Internacional Limitada, 99.9% of Comercial Peumo Limitada, 0.01% of VCT Brasil Importación y Exportación Limitada, 99.98% of Sociedad Exportador y Comercial Viña Canepa S.A. and 99% of Viña Maycas del Limarí Limitada. All the above are subsidiaries of the parent.

**Administration:** Viña Concha y Toro S.A. through attorneys.

### INVERSIONES VCT INTERNACIONAL S.A.

**Tax ID:** 99.513.110-2

**Address:** Nueva Tajamar N°481, Torre Norte, piso 15. Las Condes, Santiago

**Direct and Indirect Shareholding:** 100%

**Paid-in Capital:** ThCh\$16,069,673

**Corporate Objects:** To invest, preferably abroad, in all kinds of long-term and short-term assets: movable or real estate, tangible or intangible, relating to the business interest of the Parent company, and also to constitute or participate in any kind of company, preferably abroad.

The company will not carry out commercial activities within its objects.

**Business Relationship with Parent Company:** The company holds the Argentine subsidiary Trivento Bodegas y Viñedos S.A. with 80.704%, Finca Lunlunta S.A. with 0.83%, VCT Brasil Importación y Exportación Limitada with 99.9%, Concha y Toro Sweden AB with 100% , Concha y Toro Norway AS with 100% and VCT Group of Wineries Asia Pte.Ltd. with 100%. It also has a 1% holding in Viña Maycas del Limarí.

**Administration:** Sociedad Exportadora y Comercial Viña Maipo Limitada through attorneys.



**COMERCIAL PEUMO LTDA.**

**Tax ID:** 85.037.900-9

**Address:** Avda. Santa Rosa 0837, Paradero 43, Puente Alto, Santiago

**Direct and Indirect Holding:** 100%

**Paid-in Capital:** ThCh\$2,617,586

**Corporate Objects:** To engage in all kinds of trade operations and, in particular, the import, export, purchase, sale, distribution, acquisition and disposal in general of all kinds of merchandise within Chile or abroad. To trade in any form and all other businesses that the partners.

**Business Relationship with Parent Company:** This company has holdings in the Parent company subsidiaries Transportes Viconto Limitada, with 75%, and Trivento Bodegas y Viñedos S.A., with 0.241%.

This company is dedicated to the sale, distribution and marketing of the products of the Parent and its subsidiaries in Chile. Comercial Peumo Limitada carries out these functions through a specialized sales force in both the wholesale and retail markets, as well as through the internet.

**General Manager**  
Cristián Canevaro Jaramillo

**Principal contracts with the parent:** The purchase and sale of wines and products of the parent and its subsidiaries and associates.

(D) Director Viña Concha y Toro S.A.  
(M) Manager Viña Concha y Toro S.A.  
(SM) Subsidiary Manager Viña Concha y Toro S.A.

**VIÑA CONO SUR S.A.**

**Tax ID:** 86.326.300-K

**Address:** Nueva Tajamar 481, Torre Sur, Piso 21, Las Condes, Santiago

**Direct and Indirect Shareholding:** 100%

**Paid-in Capital:** ThCh\$497,171

**Corporate Objects:** To manufacture, package, distribute, purchase, sell, export, import and in any way trade still and sparkling wines, and spirits.

**Business Relationship with Parent Company:** Production and marketing of grapes and wines, under its own brands and labels.

The company holds 100% of Viñedos Los Robles SpA.

**Directors**  
Eduardo Guilisasti Gana (Chairman) (M)  
Christian Skibsted Cortés (D)  
Pablo Guilisasti Gana (D)  
José Guilisasti Gana  
Carlos Halaby Riadi (M)  
Cristián Canevaro Jaramillo (SM)  
Thomas Domeyko Cassel (M)  
Osvaldo Solar Venegas (M)  
General Manager  
Adolfo Hurtado Cerda

**Administration:** Inversiones Concha y Toro Limitada through its attorneys.

**Main Contracts with Parent Company:** Buying and selling of grapes and products to the Parent company and Comercial Peumo Ltda. Bottling services contract with Parent company.





**SOCIEDAD EXPORTADORA Y COMERCIAL  
VIÑA MAIPO LTDA.**

**Tax ID:** 82.117.400-7

**Address:** Virginia Subercaseaux 210, Pirque, Santiago

**Direct and Indirect Holding:** 100%

**Paid-in Capital:** ThCh\$22,922

**Corporate Objects:** To manufacture, package, bottle, distribute, purchase, sell, export, import and in any way trade still and sparkling wines.

**Business Relationship with Parent Company:** This company has holdings in the Parent company subsidiaries Transportes Viconto Ltda., with 25%, Concha y Toro UK Limited, with 1%, Comercial Peumo Limitada, with 0.1%, Viña Cono Sur S.A., with 50%, and VCT Internacional S.A., with 29.8%

**General Manager**

Paul Konar Elder

**Administration**

Inversiones Concha y Toro Limitada through its attorneys.

**Main Contracts with Parent Company**

Buying and selling of wines and products.

**VIÑA PALO ALTO LIMITADA**

**Tax ID:** 84.712.500-4

**Address:** Virginia Subercaseaux 210, Pirque, Santiago

**Direct and Indirect Holding:** 99.999%

**Subscribed Capital:** ThCh\$27,961

**Corporate Objects:** To manufacture, package, bottle, distribute, purchase, sell, export, import and in any way trade still and sparkling wines.

**Business Relationship with Parent Company:** This company has holdings in the Parent company subsidiaries Inversiones Concha y Toro S.A., with 0.02%, Sociedad Exportadora y Comercial Viña Maipo Limitada, with 1% and Sociedad Exportadora y Comercial Viña Canepa S.A., with 0.0172%.

**General Manager**

Paul Konar Elder

**Administration:** Viña Concha y Toro S.A. through its attorneys.

**Main Contracts with Parent Company:** Buying and selling wines and products.



**SOCIEDAD EXPORTADORA Y COMERCIAL  
VIÑA CANEPA S.A.**

**Tax ID:** 96.585.740-0

**Address:** Lo Espejo 1.500,  
Cerrillos, Santiago

**Direct and Indirect Shareholding:** 100%

**Paid-in Capital:** ThCh\$176,919

**Corporate Objects:** To produce, prepare and package wines and other related products; to market, purchase, sell, import and export wine and other related products; to manufacture, make commercial use of, distribute and market mineral waters destined for human consumption; provide promotional, advertising, marketing and positioning services for its products and brands.

**Business relationship with the parent:** Production and marketing of wines.

**Directors**

Alfonso Larraín Santa María (Chairman)(D)  
Eduardo Guilisasti Gana (M)  
Osvaldo Solar Venegas (M)

**General Manager**

José Manuel Infante E.

**Main Contracts with Parent Company:** Buying and selling wines and products.

(D) Director Viña Concha y Toro S.A.  
(M) Manager Viña Concha y Toro S.A.  
(SM) Subsidiary Manager Viña Concha y Toro S.A.

**VIÑA MAYCAS DEL LIMARÍ LIMITADA**

**Tax ID:** 76.898.350-K

**Address:** Nueva Tajamar N°481, Torre Norte, Oficina 505, Las Condes, Santiago

**Direct and Indirect Holding:** 100%

**Suscribed Capital:** ThCh\$1,000

**Corporate Objects:** To produce, prepare and package wines and other related products; to market, purchase, sell, import and export wine and other related products; to provide promotional, advertising, marketing and positioning services for its products and brands.

**General Manager**

José Manuel Infante E.

**Administration**

Inversiones Concha y Toro S.A. through its attorneys.

**Main Contracts with Parent Company**

Buying and selling wines and products.

**VIÑEDOS LOS ROBLES SPA**

**Tax ID:** 76.048.605-1

**Address**

Avda. Nueva Tajamar 481, Torre Norte, Office 306  
Las Condes, Santiago

**Percentage participation (direct and indirect)**

100%

**Paid-in capital:** ThCh\$1,000

**Corporate Objects:** To produce, prepare and package wines and other related products; to market, purchase, sell, import and export wine and other related products; to provide promotional, advertising, marketing and positioning services for its products and brands.

**Administration:** Viña Cono Sur S.A. through its attorneys.

**Principal contracts with the parent:** Leasing and provision of winemaking and wine cellar services.



**TRANSPORTES VICONTO LTDA.**

**Tax ID:** 85.687.300-5

**Address:** Avda. Santa Rosa 0821,  
Puente Alto, Santiago

**Direct and Indirect Holding:** 100%

**Paid-in Capital:** ThCh\$35,076

**Corporate Objects:** To provide land transport and other freight-related services, both within Chile and internationally, using trucks and other suitable means; as well as engaging in other businesses that partners agree upon.

**Business Relationship with Parent Company:** Transports products of the Parent company and subsidiaries to the different sale and distribution points, using its own or leased vehicles.

**Administration:** The partners, Comercial Peumo Limitada and Sociedad Exportadora y Comercial Viña Maipo Limitada, through their attorneys.

**Main Contracts with Parent Company:** Freight of bulk wine and finished products.

**TRIVENTO BODEGAS Y VIÑEDOS S.A.**

**Tax ID:** 33-68989817-9

**Address:** Canal Pescara 9347, Russell C.P.5517, Maipú,  
Mendoza, Argentina

**Direct and Indirect Shareholding:** 100%

**Paid-in Capital:** Th\$18,422,188

**Corporate Objects:** To manufacture, package and fraction wine and alcoholic beverages; to import and export wine and other related products.

**Business Relationship with Parent Company:** To produce and market grapes and wine in Argentina, under its own labels and brands.

It participates in the ownership of the subsidiaries Finca Lunlunta S.A., with 99.17%, and Finca Austral, with 99.17%

**Directors**

Alfonso Larraín Santa María (Chairman) (D)  
Sergio de la Cuadra Fabres (D)  
José Jottar Nasrallah (SM)

**Alternate directors**

María Elena Molina  
Federico A. Galdeano

**Management Committee**

Alfonso Larraín Santa María (D)  
Eduardo Guilisasti Gana (M)  
Andrés Larraín Santa María (M)  
Sergio de la Cuadra Fabres (D)  
Tomás Larraín León (M)  
Osvaldo Solar Venegas (M)  
Enrique Tirado Santelices (M)  
Daniel Durán Urizar (M)

**General Manager**

José Jottar Nasrallah



**FINCA LUNLUNTA S.A.**

**Tax ID:** 30-70913379-5

**Address:** Canal Pescara 9347, Russell C.P.5517, Maipú, Mendoza, Argentina

**Direct and Indirect Shareholding:** 100%

**Paid-in Capital:** ThCh\$1,854

**Corporate Objects:** To manufacture, package and fraction wine and alcoholic beverages; to import and export wine and other related products.

**Business Relationship with Parent Company:** To market grapes and wine under its own brands.

It participates in the ownership of the subsidiary Finca Austral S.A., with 0.83%.

**Directors**

José Jottar Nasrallah (titular) (SM)  
María Elena Molina (alternate)

**General Manager**

José Jottar Nasrallah

(D) Director Viña Concha y Toro S.A.  
(M) Manager Viña Concha y Toro S.A.  
(SM) Subsidiary Manager Viña Concha y Toro S.A.

**FINCA AUSTRAL S.A.**

**Tax ID:** 30-70997638-5

**Address:** Canal Pescara 9347, Russell C.P.5517, Maipú, Mendoza, Argentina

**Direct and Indirect Shareholding:** 100%

**Paid-in Capital:** ThCh\$1,854

**Corporate Objects:** To commercially exploit permanent or seasonal wine-related crops; to produce and market agricultural and agribusiness products, including industrialization, fractioning and packaging fruit and products of these activities; to make use of industrial plants and warehouses; to fraction, transform and/or produce agricultural and viticulture products and by-products. To import and export all kind of products that relate to its business purpose.

**Business Relationship with Parent Company:** To market grapes and wine, under its own brands.

**Directors**

José Jottar Nasrallah (SM)  
María Elena Molina (alternate)

**General Manager**

José Jottar Nasrallah



**VCT BRASIL IMPORTACIÓN Y EXPORTACIÓN LIMITADA**

**Tax ID:** 9.300.053/0001-00

**Address:** Rua Alcides Lourenco Rocha 167, 4 andar,  
CJ 41/42 Cidade Mançoes CEP 04571-110, São Paulo, Brazil  
Telephone 55 11 5105-1599

**Direct and indirect holding:** 100%

**Paid-in Capital:** ThCh\$233,739

**Corporate Objects:** The import, export, purchase, sale and distribution of wines, alcoholic and non-alcoholic drinks and similar products; import, purchase, sale, and distribute and articles of publicity, advertising, marketing, communications and promotions related to the above; carry on trade in any form; provide publicity, advertising, marketing, communication and promotion services; and participate in other companies as partner or shareholder.

**Relationship with the Parent company:** Distribution of and trade in products of the Parent and some subsidiaries.

**Co- Managers**

Francisco Torres Tonda, Commercial Director  
Mauricio Cordero Barrera, Finance-Logistics Director

**CONCHA Y TORO UK LIMITED**

**Company number:** 4131411

Registered in England and Wales

**Address:** 6 Ashurst Court, London Road, Wheatley, Oxfordshire,  
OX33 1ER, Great Britain

**Direct and Indirect Shareholding:** 100%

**Paid-in Capital:** ThCh\$487

**Corporate Objects:** To import, distribute, sell and market all types of still and sparkling wines.

**Business Relationship with Parent Company:** This company distributes the products of the Parent company and subsidiary and associate companies in the UK.

**Directors**

Oswaldo Solar Venegas (M)  
Thomas Domeyko Cassel (M)

**Co-Managers**

Simon Doyle – Commercial Director  
Germán Lledó – Finance-Logistics Director

**Main Contracts with Parent Company:** Buying and selling of products of the Parent company and its subsidiary and associate companies.

**CONO SUR EUROPE LIMITED**

**Company number:** 5231308

Registered in England and Wales

**Address:** Amberley Place, 107-111 Peascod Street,  
Windsor, Berkshire, SL4 1TE, Great Britain

**Direct and Indirect Shareholding:** 100%

**Paid-in Capital:** ThCh\$72

**Corporate Objects:** To import wine and distribute it throughout Europe.



**CONCHA Y TORO SWEDEN AB**

**Company number:** 556059-9473

**Address:** Katarinavägen 20, 116 45, Stockholm, Sweden

**Direct and indirect holding:** 100%

**Paid-in Capital:** ThCh\$6,938

**Corporate Objects:** The import, export, sale and distribution of alcoholic drinks and everything related to this.

**Directors**

Thomas Domeyko Cassel (M)  
Niclas Blomström  
Felipe Neira

**Relationship with the Parent Company:** This company distributes products of the Parent company and its subsidiary and associate companies in Sweden. It holds 100% of the subsidiary Concha y Toro Finland OY

**CONCHA Y TORO FINLAND OY**

**Company No:** 2223825-5

**Address:** Pietarinkuja 3, Helsinki, Finland

**Direct and indirect holding:** 100%

**Paid-in capital:** ThCh\$12,431

**Corporate Objects:** The import, export, sale and distribution of alcoholic drinks and everything related to this.

**Directors**

Thomas Domeyko Cassel (M)  
Niclas Blomström  
Jaakko Siimeslahti

**Relationship with the Parent Company**  
This company distributes products the Parent company and its subsidiary and associate companies in Finland.

(D) Director Viña Concha y Toro S.A.  
(M) Manager Viña Concha y Toro S.A.  
(SM) Subsidiary Manager Viña Concha y Toro S.A.

**CONCHA Y TORO NORWAY OY**

**Company No:** 993 253 391

**Address:** Karenslyst allé 10, Oslo, Norway

**Direct and indirect holding:** 100%

**Paid-in capital:** ThCh\$14,312

**Corporate Objects:** The import, export, sale and distribution of alcoholic drinks and everything related to this.

**Directors**

Thomas Domeyko Cassel (M)  
Niclas Blomström  
Anne Irene Eliasson

**Relationship with the Parent Company:** This company distributes products the Parent company and its subsidiary and associate companies in Norway.

**VCT GROUP OF WINERIES ASIA PTE. LTD.**

**Registration No:** 201006669D

**Address:** 8 Cross Street #10-00, PWC Building, Singapore (048424)

**Percentage Participation (direct and indirect):** 100%

**Paid-in capital:** ThCh\$332

**Corporate Objects:** Import and re-export Chilean and Argentine wines through the Asian market, and the promotion and publicity of wine products in Singapore and the Asian market.

**Directors:**

Alfonso Larraín Santa María (D)  
Juan Andrés Izquierdo Bacarreza  
Osvaldo Solar Venegas (M)  
Cristián López Pascual (M)  
Ailbhe Horgan  
Andrés Ballesteros Rosati

**Managing Director**

Andrés Ballesteros Rosati

**Relationship with the parent:** The company acts as agent and promoter of the wines of its parent and other subsidiaries of the parent in the Asian market.



**VIÑA ALMAVIVA S.A.**

**Tax ID:** 96.824.300-4

**Address:** Avda. Santa Rosa 821, Paradero 45, Casilla 274, Puente Alto, Santiago

**Direct and Indirect Shareholding:** 50%

**Paid-in Capital:** ThCh\$2,424,784

**Corporate Objects:** To produce and market, including export and distribution, super premium wines characterized by their unique style and distinctive character.

**Directores**

Rafael Guilisasti Gana (Chairman) (D)  
 Eduardo Guilisasti Gana (M)  
 Enrique Tirado S. (M)  
 Philippe Dhalluin  
 Pierre Guinchard  
 Hughes Lechanoine

**General Manager**

Felipe Larraín Vial

**Main Contracts with Parent Company:** Buying and selling products.

**INDUSTRIA CORCHERA S.A.**

**Tax ID:** 90.950.000-1

**Address:** Jorge Cáceres 220, La Cisterna, Santiago

**Direct and Indirect Shareholding:** 49.963%

**Paid-in Capital:** ThCh\$4,955,978

**Corporate Objects:** To manufacture, produce, import, export, distribute and market cork and related by-products and substitutes, as well as other stoppers and caps. To act as representative of machinery and other inputs, service wine companies, invest in real estate and engage in other related businesses.

**Business Relationship with Parent Company:** Supplies corks and other materials to the Parent company and its subsidiary and associate companies.

**Directors**

Rafael Guilisasti Gana (Chairman) (D)  
 Antonio Ataide Pereira  
 Christophe Fouquet  
 Osvaldo Solar Venegas (M)

**Alternate Directors**

Antonio Ríos Amorim  
 Felipe Fellay Rodríguez  
 Jorge Lyng Benitez

**General Manager**

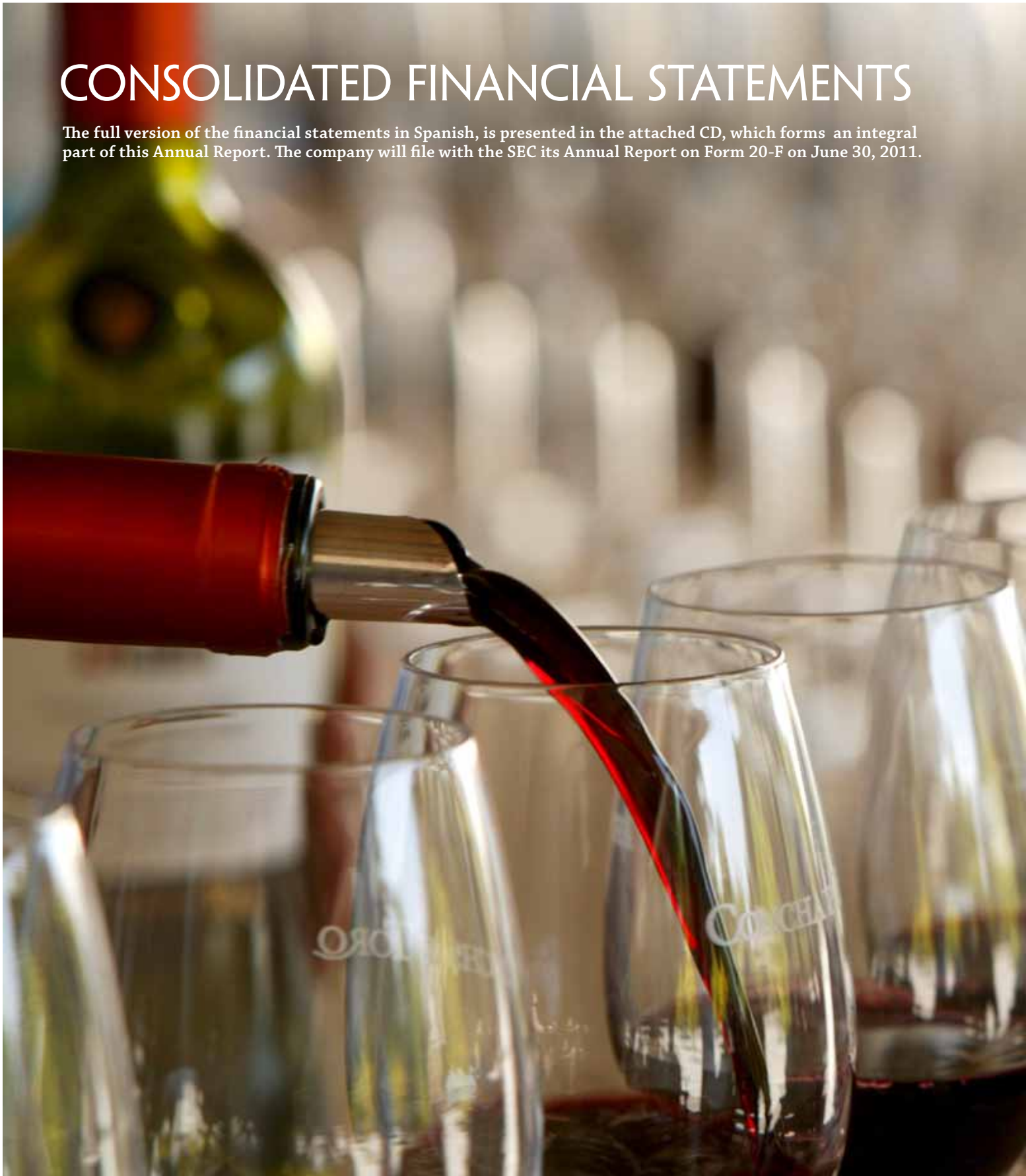
Juan de Magalhaes-Calvet

**Principal Contracts with the Parent Company:** Contract for the supply of corks and other materials (stoppers, caps and similar).



# CONSOLIDATED FINANCIAL STATEMENTS

The full version of the financial statements in Spanish, is presented in the attached CD, which forms an integral part of this Annual Report. The company will file with the SEC its Annual Report on Form 20-F on June 30, 2011.







## CONSOLIDATED CLASSIFIED STATEMENTS OF FINANCIAL POSITION

ASSETS	NOTE N°	AS OF DECEMBER 31, 2010 TH\$	AS OF DECEMBER 31, 2009 TH\$	AS OF JANUARY 1,2009 TH\$
<b>Current assets</b>				
Cash and cash equivalent	(7)	16,757,549	6,997,300	3,949,865
Other current financial assets	(8)	10,721,894	10,903,083	5,126,520
Other non-financial current assets		4,616,263	3,703,965	3,380,234
Trade and other accounts receivable, current	(9)	108,358,712	102,981,228	110,532,628
Accounts receivable from related parties, current	(10)	609,117	220,820	240,155
Inventories	(11)	107,233,780	118,196,897	111,600,565
Current biological assets	(15)	10,944,784	10,368,684	12,822,074
Current tax assets	(22)	14,853,251	12,657,009	15,381,635
<b>Total current assets other than assets or groups of assets for disposition classified as maintained for sale or as maintained to distribute to owners</b>		<b>274,095,350</b>	<b>266,028,986</b>	<b>263,033,676</b>
Non-current assets or groups of assets for disposition classified as maintained for sale	(16)	82,500	-	-
<b>Total current assets</b>		<b>274,177,850</b>	<b>266,028,986</b>	<b>263,033,676</b>
<b>Non-Current Assets</b>				
Other non-current financial assets	(8)	5,765,933	3,943,612	-
Other non-financial assets, non-current		2,442,581	2,779,252	3,244,011
Investments accounted for using the equity method	(12)	9,627,465	9,626,139	9,121,449
Intangible assets other than goodwill	(13)	8,863,353	8,379,752	8,417,493
Property, plant and equipment	(14)	225,070,491	229,469,990	226,652,653
Non-current biological assets	(15)	53,672,218	52,529,942	50,621,435
Deferred tax assets	(21)	5,295,823	4,015,976	3,376,166
<b>Total non-current assets</b>		<b>310,737,864</b>	<b>310,744,663</b>	<b>301,433,207</b>
<b>TOTAL ASSETS</b>		<b>584,915,714</b>	<b>576,773,649</b>	<b>564,466,883</b>

The full version of the financial statements in Spanish, is presented in the attached CD, which forms an integral part of this Annual Report. The company will file with the SEC its Annual Report on Form 20-F on June 30, 2011.



**LIABILITIES AND SHAREHOLDERS' EQUITY**

LIABILITIES	NOTE N°	AS OF DECEMBER 31, 2010 TH\$	AS OF DECEMBER 31, 2009 TH\$	AS OF JANUARY 1,2009 TH\$
<b>Current liabilities</b>				
Other current financial liabilities	(18)	30,732,214	36,891,049	75,069,473
Trade accounts payable and other current accounts payable	(20)	56,675,343	63,816,895	62,897,932
Current accounts payable to related companies	(10)	2,876,996	2,479,224	3,620,684
Other current provisions	(24)	14,687,986	18,621,917	21,530,839
Current obligations due to deferred taxes	(22)	18,022,445	11,154,271	8,539,379
Other current non-financial liabilities		9,924,689	7,580,233	8,063,787
<b>Total current liabilities</b>		<b>132,919,673</b>	<b>140,543,589</b>	<b>179,722,094</b>
<b>Non-current liabilities</b>				
Other non-current financial liabilities	(18)	49,959,254	62,772,393	69,746,210
Other non-current accounts payable	(20)	2,137,049	2,211,541	2,393,975
Non-current accounts payable to related companies	(10)	1,452,471	1,664,255	1,947,240
Non-current liabilities due to deferred taxes	(21)	25,930,099	25,003,032	23,225,431
Non-current provisions due to benefits to employees	(24)	1,841,740	1,606,683	1,582,919
<b>Total non-current liabilities</b>		<b>81,320,613</b>	<b>93,257,904</b>	<b>98,895,775</b>
<b>TOTAL LIABILITIES</b>		<b>214,240,286</b>	<b>233,801,493</b>	<b>278,617,869</b>
<b>Equity</b>				
Issued capital		78,030,378	72,812,240	53,411,360
Issuance premiums		6,148,412	6,147,567	6,232,415
Accumulated Profits(losses)		279,004,115	254,073,884	226,095,444
Other reserves	(26)	7,492,522	9,938,464	109,788
<b>Equity attributable to the owners of the controlling entity</b>		<b>370,675,427</b>	<b>342,972,155</b>	<b>285,849,007</b>
Non-controlling interest		1	1	7
<b>TOTAL EQUITY</b>		<b>370,675,428</b>	<b>342,972,156</b>	<b>285,849,014</b>
<b>TOTAL LIABILITIES AND EQUITY</b>		<b>584,915,714</b>	<b>576,773,649</b>	<b>564,466,883</b>

The full version of the financial statements in Spanish, is presented in the attached CD, which forms an integral part of this Annual Report.  
The company will file with the SEC its Annual Report on Form 20-F on June 30, 2011.



## CONSOLIDATED STATEMENTS OF INCOME BY FUNCTION

STATEMENT OF INCOME BY FUNCTION	NOTE N°	FOR THE TWELVE-MONTHS PERIOD ENDED AS OF DECEMBER 31,	
		2010 TH\$	2009 TH\$
Income from ordinary activities	(29)	374,018,545	354,418,905
Cost of sales	(30)	(241,775,864)	(223,443,943)
<b>Gross Profit</b>		<b>132,242,681</b>	<b>130,974,962</b>
Other income by function		886,787	106,046
Distribution costs	(30)	(68,256,090)	(65,807,994)
Administrative expenses	(30)	(18,850,626)	(18,674,326)
Other expenses by function	(30)	(747,463)	(460,452)
Financial income	(31)	340,264	734,741
Financial expenses	(31)	(3,149,276)	(5,594,142)
Equity in gains (losses) of associates and joint ventures accounted for using the equity method		984,406	811,500
Foreign currency translation differences	(31)	9,057,132	10,837,415
Income by adjustment units	(31)	(866,507)	1,950,267
<b>Income before tax</b>		<b>51,641,308</b>	<b>54,878,017</b>
Expense due to income taxes	(22)	(9,722,728)	(9,599,971)
<b>Income from continuing operations</b>		<b>41,918,580</b>	<b>45,278,046</b>
<b>INCOME</b>		<b>41,918,580</b>	<b>45,278,046</b>
<b>Profit (loss) attributable to :</b>			
Gain (loss) attributable to equity holders of the controller		41,918,574	45,278,038
Gain (loss) attributable to non-controlling interests		6	8
<b>INCOME</b>		<b>41,918,580</b>	<b>45,278,046</b>
<b>Earnings per share</b>			
<b>Basic earnings per share</b>			
Basic earnings per share in continuing operations		56.12	61.39
Basic earnings per share		56.12	61.39

The full version of the financial statements in Spanish, is presented in the attached CD, which forms an integral part of this Annual Report.  
The company will file with the SEC its Annual Report on Form 20-F on June 30, 2011.



## CONSOLIDATED STATEMENTS OF COMPREHENSIVE INCOME

STATEMENT OF COMPREHENSIVE INCOME	FOR THE TWELVE-MONTHS PERIOD ENDED AS OF DECEMBER 31,	
	2010 TH\$	2009 TH\$
Net income for the year	41,918,580	45,278,046
<b>Other comprehensive income components before taxes</b>		
<b>Currency translation differences</b>		
Gains (losses) from foreign currency translation differences, before tax	(1,173,668)	(552,697)
<b>Financial assets available for sale</b>		
Gains (losses) due to new measurements of financial assets available for sale, before tax.	21,217	(78,404)
<b>Cash flow hedges</b>		
Gains (losses) due to cash flow hedges, before taxes	(1,554,083)	11,081,476
<b>Income tax related to components of other comprehensive income</b>		
Income tax related to financial assets available for sale of other comprehensive income	(3,602)	(5,610)
Income tax related to cash flow hedges of other comprehensive income	264,194	(1,883,851)
<b>TOTAL COMPREHENSIVE INCOME</b>	<b>39,472,638</b>	<b>53,838,960</b>
<b>Comprehensive income attributable to:</b>		
Comprehensive income attributable to equity holder of the parent.	39,472,632	53,838,952
Comprehensive income attributable to non-controlling interest	6	8
<b>TOTAL COMPREHENSIVE INCOME</b>	<b>39,472,638</b>	<b>53,838,960</b>

The full version of the financial statements in Spanish, is presented in the attached CD, which forms an integral part of this Annual Report. The company will file with the SEC its Annual Report on Form 20-F on June 30, 2011.



## STATEMENT OF CHANGES IN NET EQUITY FROM JANUARY 1 TO DECEMBER 31, 2010 (FIGURES IN THOUSANDS OF CHILEAN PESOS)

STATEMENT OF CHANGES IN EQUITY	ISSUED CAPITAL TH\$	ISSUANCE PREMIUMS TH\$	FOREIGN CURRENCY TRANSLATION DIFFERENCE RESERVE TH\$	CASH FLOW HEDGE RESERVE TH\$	RESERVES OF GAINS OR LOSSES IN RE- MEASUREMENT OF FINANCIAL ASSETS AVAILABLE FOR SALE TH\$	OTHER SEVERAL RESERVES TH\$	OTHER RESERVES TH\$	ACCUMULATED PROFITS (LOSSES) TH\$	EQUITY ATTRIBUTABLE TO EQUITY HOLDERS OF THE PARENT TH\$	NON- CONTROLLING INTERESTS TH\$	TOTAL EQUITY TH\$
Beginning balance current period 1-1-2010	72,812,240	6,147,567	(552,697)	9,197,625	25,774	1,267,762	9,938,464	254,073,884	342,972,155	1	342,972,156
Increase (decrease) due to changes in accounting policies	-	-	-	-	-	-	-	-	-	-	-
Increase (decrease) due to error amendments	-	-	-	-	-	-	-	-	-	-	-
Re-expressed beginning balance	72,812,240	6,147,567	(552,697)	9,197,625	25,774	1,267,762	9,938,464	254,073,884	342,972,155	1	342,972,156
Changes in equity	-	-	-	-	-	-	-	-	-	-	-
Comprehensive income	-	-	-	-	-	-	-	-	-	-	-
Profit (loss)	-	-	-	-	-	-	-	41,918,574	41,918,574	6	41,918,580
Other comprehensive income	-	-	(1,173,668)	(1,289,889)	17,615	-	(2,445,942)	-	(2,445,942)	-	(2,445,942)
Comprehensive income	-	-	(1,173,668)	(1,289,889)	17,615	-	(2,445,942)	41,918,574	39,472,632	6	39,472,638
Equity issuance	-	-	-	-	-	-	-	-	-	-	-
Dividends	-	-	-	-	-	-	-	(16,988,343)	(16,988,343)	-	(16,988,343)
Increase (decrease) due to other owner's contributions	5,218,138	845	-	-	-	-	-	-	5,218,983	-	5,218,983
Increase (decrease) due to other owner's distributions	-	-	-	-	-	-	-	-	-	-	-
Increase (decrease) for transfers and other changes	-	-	-	-	-	-	-	-	-	(6)	(6)
Increase (decrease) for transactions of shares in portfolio	-	-	-	-	-	-	-	-	-	-	-
Increase (decrease) for changes in ownership of subsidiaries which do not imply loss of control	-	-	-	-	-	-	-	-	-	-	-
<b>Total changes in equity</b>	<b>5,218,138</b>	<b>845</b>	<b>(1,173,668)</b>	<b>(1,289,889)</b>	<b>17,615</b>	<b>-</b>	<b>(2,445,942)</b>	<b>24,930,231</b>	<b>27,703,272</b>	<b>-</b>	<b>27,703,272</b>
<b>FINAL BALANCE OF CURRENT PERIOD 12-31-2010</b>	<b>78,030,378</b>	<b>6,148,412</b>	<b>(1,726,365)</b>	<b>7,907,736</b>	<b>43,389</b>	<b>1,267,762</b>	<b>7,492,522</b>	<b>279,004,115</b>	<b>370,675,427</b>	<b>1</b>	<b>370,675,428</b>

The full version of the financial statements in Spanish, is presented in the attached CD, which forms an integral part of this Annual Report.  
The company will file with the SEC its Annual Report on Form 20-F on June 30, 2011.



## STATEMENT OF CHANGES IN NET EQUITY FROM JANUARY 1 TO DECEMBER 31, 2009 (FIGURES IN THOUSANDS OF CHILEAN PESOS)

STATEMENT OF CHANGES IN EQUITY	ISSUED CAPITAL TH\$	ISSUANCE PREMIUMS TH\$	FOREIGN CURRENCY TRANSLATION DIFFERENCE RESERVE TH\$	CASH FLOW HEDGE RESERVE TH\$	RESERVES OF GAINS OR LOSSES IN RE-MEASUREMENT OF FINANCIAL ASSETS AVAILABLE FOR SALE TH\$	OTHER SEVERAL RESERVES TH\$	OTHER RESERVES TH\$	ACCUMULATED PROFITS (LOSSES) TH\$	EQUITY ATTRIBUTABLE TO EQUITY HOLDERS OF THE PARENT TH\$	NON-CONTROLLING INTERESTS TH\$	TOTAL EQUITY TH\$
Beginning balance for prior period 1-1-2009	53,411,360	6,232,415	-	-	109,788	-	109,788	226,095,444	285,849,007	7	285,849,014
Increase (decrease) due to changes in accounting policies	-	-	-	-	-	-	-	-	-	-	-
Increase (decrease) due to error amendments	-	-	-	-	-	-	-	-	-	-	-
Re-expressed beginning balance	53,411,360	6,232,415	-	-	109,788	-	109,788	226,095,444	285,849,007	7	285,849,014
Changes in equity	-	-	-	-	-	-	-	-	-	-	-
Comprehensive income	-	-	-	-	-	-	-	-	-	-	-
Profit (loss)	-	-	-	-	-	-	-	-	-	-	-
Other comprehensive income	-	-	(552,697)	9,197,625	(84,014)	-	8,560,914	45,278,038	45,278,038	8	45,278,046
Comprehensive income	-	-	(552,697)	9,197,625	(84,014)	-	8,560,914	45,278,038	53,838,952	8	53,838,960
Equity issuance	-	-	-	-	-	-	-	-	-	-	-
Dividends	-	-	-	-	-	-	-	(17,299,598)	(17,299,598)	-	(17,299,598)
Increase (decrease) due to other owner's contributions	20,668,642	(84,848)	-	-	-	-	-	-	20,583,794	-	20,583,794
Increase (decrease) due to other owner's distributions	-	-	-	-	-	-	-	-	-	-	-
Increase (decrease) for transfers and other changes	(1,267,762)	-	-	-	-	1,267,762	1,267,762	-	-	(14)	(14)
Increase (decrease) for transactions of shares in portfolio	-	-	-	-	-	-	-	-	-	-	-
Increase (decrease) for changes in ownership of subsidiaries which do not imply loss of control	-	-	-	-	-	-	-	-	-	-	-
<b>Total changes in equity</b>	<b>19,400,880</b>	<b>(84,848)</b>	<b>(552,697)</b>	<b>9,197,625</b>	<b>(84,014)</b>	<b>1,267,762</b>	<b>9,828,676</b>	<b>27,978,440</b>	<b>57,123,148</b>	<b>(6)</b>	<b>57,123,142</b>
<b>FINAL BALANCE OF PRIOR PERIOD 12-31-2009</b>	<b>72,812,240</b>	<b>6,147,567</b>	<b>(552,697)</b>	<b>9,197,625</b>	<b>25,774</b>	<b>1,267,762</b>	<b>9,938,464</b>	<b>254,073,884</b>	<b>342,972,155</b>	<b>1</b>	<b>342,972,156</b>

The full version of the financial statements in Spanish, is presented in the attached CD, which forms an integral part of this Annual Report. The company will file with the SEC its Annual Report on Form 20-F on June 30, 2011.



## CONSOLIDATED STATEMENTS OF DIRECT CASH FLOWS

STATEMENTS OF CASH FLOW	BALANCES BETWEEN 01-01-2010 AND 12-31-2010 TH\$	BALANCES BETWEEN 01-01-2009 AND 12-31-2009 TH\$
<b>Cash flows provided (used in) by operating activities</b>		
Collection from sales of goods and services delivery	324,064,183	314,250,165
Other collections provide by operating activities	-	-
<b>Classes of payments</b>		
Payments to suppliers related to the supply of goods and services	(273,522,269)	(242,500,862)
Payments to and in behalf of employees	(27,696,916)	(16,477,580)
Other payments related to operating activities	-	-
Dividends paid	(18,435,975)	(14,325,149)
Dividends received	360,588	4,328
Interests paid	(2,090,326)	(5,400,571)
Interest received	3,210,644	765,687
Income taxes reimbursed (paid)	5,271,391	(15,795,765)
Other incomes (expenses) of cash	27,295,417	(850,224)
<b>Net cash flows provided by (used in) operating activities</b>	<b>38,456,737</b>	<b>19,670,029</b>
<b>Cash flows provided by (used in) investing activities</b>		
Amounts provided by sale of property, plant and equipment	1,893,167	299,047
Purchases of property, plant and equipment	(17,165,492)	(33,857,055)
Purchases of intangible assets	(1,234,739)	(248,653)
Amounts provided by government subsidize	69,845	12,669
<b>Net cash flows provided by (used in) investing activities</b>	<b>(16,437,219)</b>	<b>(33,793,992)</b>
<b>Cash flows provided by (used in) financing activities</b>		
Proceeds provided by shares issuance	5,218,138	20,625,286
Proceeds provided by the issuance of other equity instruments	-	5,113,400
Proceeds provided by short-term loans	50,049,950	57,458,547
Loan payments	(67,190,335)	(65,877,415)
<b>Net cash flows provided by (used in) financing activities</b>	<b>(11,922,247)</b>	<b>17,319,818</b>
<b>NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENT , BEFORE THE EFFECT OF CHANGES IN EXCHANGE RATE</b>	<b>10,097,271</b>	<b>3,195,855</b>
<b>Effects of variation in exchange rate on cash and cash equivalents</b>		
Effects of variation in exchange rate on cash and cash equivalents	(337,022)	(148,420)
Net increase (decrease)of cash and cash equivalent	9,760,249	3,047,435
Cash and cash equivalent at beginning of period	6,997,300	3,949,865
<b>CASH AND CASH EQUIVALENT AT EN OF YEAR</b>	<b>16,757,549</b>	<b>6,997,300</b>

The full version of the financial statements in Spanish, is presented in the attached CD, which forms an integral part of this Annual Report.  
The company will file with the SEC its Annual Report on Form 20-F on June 30, 2011.





**DECLARATION OF LIABILITY**

The directors and chief executive officer who sign this Annual Report for the year ended December 31, 2010, swear that its content is a faithful expression of the truth according to the information in their possession.



**ALFONSO LARRAÍN SANTA MARÍA**  
Tax No.: 3.632.569-0



**RAFAEL GUILISASTI GANA**  
Tax No.: 6.067.826-K



**MARIANO FONTECILLA DE SANTIAGO CONCHA**  
Tax No.: 1.882.762-K



**FRANCISCO MARÍN ESTÉVEZ**  
Tax No.: 2.773.387-5



**PABLO GUILISASTI GANA**  
Tax No.: 7.010.277-3



**SERGIO DE LA CUADRA FABRES**  
Tax No.: 4.102.613-8



**CHRISTIAN SKIBSTED-HANSEN CORTÉS**  
Tax No.: 9.097.713-K.



**EDUARDO GUILISASTI GANA**  
Tax No.: 6.290.361-9



[www.conchaytoro.com](http://www.conchaytoro.com)

[www.conchaytorofans.com](http://www.conchaytorofans.com)

[manutd.conchaytoro.com](http://manutd.conchaytoro.com)

[www.donmelchor.com](http://www.donmelchor.com)

[www.marquesdecasaconcha.com](http://www.marquesdecasaconcha.com)

[www.granreservaconchaytoro.com](http://www.granreservaconchaytoro.com)

[www.trioconchaytoro.com](http://www.trioconchaytoro.com)

[www.casilleroeldiablo.com](http://www.casilleroeldiablo.com)

[www.senderochile.com](http://www.senderochile.com)

[www.sunrise-wine.com](http://www.sunrise-wine.com)

[www.fronterawines.com](http://www.fronterawines.com)

[www.conosur.com](http://www.conosur.com)

[www.vinamaipo.com](http://www.vinamaipo.com)

[www.paloaltowines.com](http://www.paloaltowines.com)

[www.canepawines.com](http://www.canepawines.com)

[www.maycassdellimari.com](http://www.maycassdellimari.com)

[www.almavivawinery.com](http://www.almavivawinery.com)

[www.trivento.com](http://www.trivento.com)