



Proposal: National US Relaunch
BODEGA TORO CENTENARIO



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Tasting Notes – Toro Centenario Malbec



“...savory with dried herbs and lots of incredible dark fruit depth.”

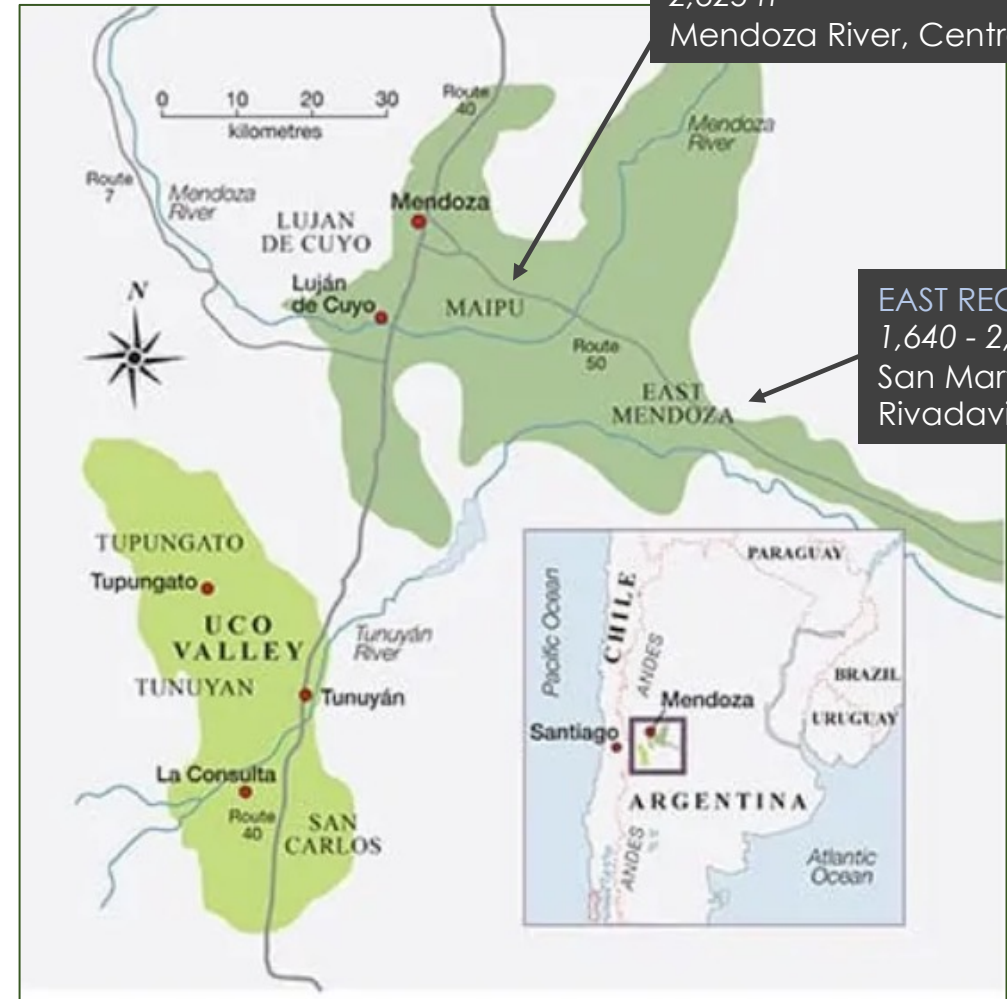
Bodega Toro Winery Centenario Malbec 2020 Wine Review

Natalie's Score: 89/100

This wine seems to be improving each year! And yet it remains at an incredibly low price. The 2020 vintage for Toro is more savory with dried herbs and lots of incredible dark fruit depth. This robust, smooth Argentine red wine made from the country's classic Malbec grape. This is the most popular Malbec in Argentina, which is quite a feat given that's their specialty. Pair with a grilled steak or other hearty meat dishes. Perfect for holiday entertaining.



Toro's vineyards are located in **Maipú** and **East Mendoza**



MAIPÚ / PRIMERA ZONA
2,625 ft
Mendoza River, Central Oasis

EAST REGION
1,640 - 2,300 ft
San Martín,
Rivadavia, Junín



Bautista Gerónimo Gargantini



Michel Pouget



Juan Giol



Canton of Uri symbol

The Story of Toro is the Story of Argentine Winemaking

The seeds of modern-day Argentine winemaking were planted in the 2nd half of the 19th Century

- Malbec brought from France by Michel Pouget in 1850's, popularized by a "rebelión campesina" of family winegrowers who tamed the Mendoza desert and fell in love with the grape
- Influx of immigrants came from Italy, France, Switzerland & Spain homesick for the wine of their birthplaces
- Europeans with winemaking background given free train ride by government and vineyard land in Mendoza

Toro was founded by Bautista Gargantini and Juan Giol: two Swiss-Italian partners in their 30's who became brothers-in-law

- Discovered their perfect blend in 1896 & named it Vino Toro based on the bull's head emblem of the Swiss canton of Uri, near Gargantini's birthplace ("ure" means bull in ancient Celtic)
- The partners' vision was to craft wine "*por laborantes para laborantes*": i.e. a mission of making wine for common workers and immigrants like themselves

By 1910 their business grew from an initial volume of only three barrels to the largest winery in the world, with 43M liters

Today Bodega Toro is still an internationally popular wine brand, ranked #2 in the world for total volume and #1 in Argentina with 20% share of market

Now owned by several thousand small quality-focused growers throughout Mendoza, Bodega Toro continues to fulfill its founders' vision as a wine made by workers for workers

Brand Positioning

To global wine enthusiasts, **Toro Centenario** is the emblematic wine of Argentina's famed Mendoza region. Created more than 120 years ago to brighten the dinner tables of Argentina's working-class European immigrants, Toro continues to deliver accessible quality to consumers who enjoy the authentic sophistication of Argentina's most popular winery.



REASONS TO BELIEVE

- ✓ Toro is the most popular wine brand of Argentine consumers with a 20% consumption share in its home market.
- ✓ The first Toro blend was created in 1896 by two Swiss-Italian immigrants from winegrowing families in the Alpine foothill area, who used their entrepreneurialism and winemaking know-how to become the world's largest wine producer within 15 years.
- ✓ Toro was founded with a mission to be wine made "*por laborantes para laborantes*" (by workers for workers) and provided a taste of home to Argentina's growing population of European expats in the early 20th Century.
- ✓ Today the Toro brand is owned by a quality-focused community of several thousand small to medium-sized Mendoza winegrowers, effectively fulfilling the founders' original vision and legacy.
- ✓ Toro is considered a national treasure by the Argentine people, with a level of popularity and recognition similar to the country's world-class soccer team, asado-grilled steaks and beloved Tango.

New Toro Branding



S. America



N. America



New / Global



BEFORE & AFTER

Malbec Varietal

New Toro Line – Base-Tier Varietals



- Stronger brand registration & shelf appeal
- Clearer linkage to Toro history
- Credible vehicle for quality story
- Confident Malbec & Rosé presentation
- Expanded product line for channel opportunities

New Toro Line – Malbec Competitive Set



- Emphasis on heritage & legacy
- Avoids visual cliches
- Conveys strong sense of authenticity & credibility
- Stands out on Grocery shelf



New Toro Line – Rosé of Malbec Competitive Set



- Sleek presentation with mouth-watering appeal
- More emphasis on branding & Malbec than the others
- Reminiscent of Pink Prosecco & Old World rosé



Introducing: *Los Laburantes*



- New Super-Premium tier of Toro Centenario
- Upscale package design: bold yet elegant
- Malbec & Cabernet Sauvignon varietals
- Front Line - \$12.99 / Promo \$10.99
- PR focus – drive 90+ scores as “halo” for base tier
- Vehicle for Toro founder story: “*por laburantes para laburantes*”
- By-the-glass opportunity

New Toro Line – Los Laborantes Competitive Set





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Open Discussion

Questions, clarifications, ideas,
next steps...



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