



# IN CELEBRATION OF THE 16TH ANNIVERSARY OF THE FIRST BERLIN TASTING

An unprecedented triple initial bottle  
offering by Viña Seña

## Seña 2007, Seña 2017 and Seña 2008 Magnum



WINE Seña 2007		WINE Seña 2008		WINE Seña 2017	
BOTTLES RESERVED	BOTTLES PRODUCED	BOTTLES RESERVED	BOTTLES PRODUCED	BOTTLES RESERVED	BOTTLES PRODUCED
96	30.000	12	37.200	180	96.000

2020

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION

This document (The "Memorandum") relating to Viñedos Familia Chadwick, Reg.nr Siret RUT 89.458.100-K the "Issuer" has been prepared and approved by self-regulated e-commerce platform Alti Wine Exchange. The Issuer has requested that Alti Wine Exchange in its capacity as owner of e-commerce platform listing the wine tokens, admits the wine tokens Seña 2007, Seña 2008 Magnum and Seña 2017 (the "Wines") to the offer list of Alti Wine Exchange (the Offer List).



# THE STORY

## Eduardo Chadwick and Robert Mondavi

In 1995 Robert Mondavi and Eduardo Chadwick pioneered an international joint venture with a very challenging goal: to reach the full potential of Chile's wine country and to create a world-class Icon-level wine like none other in Chile.

Sharing their dream, efforts and dedication, in 1997 they released the first vintage of Seña (1995), Chile's first icon wine. This marked a milestone and initiated the path for making ultra-premium wines in Chile.



They named it Seña, a sign to the world that Chile was able to produce world class wines, expressing the uniqueness of the Aconcagua Valley and changing the way the world thought about Chilean wine.

Seña is a unique Bordeaux-style red blend with a very Chilean soul. Its predominant variety is Cabernet Sauvignon, while Carmenere clearly ties it to Chile. Cabernet Franc, Malbec and Petit Verdot round out the blend.

After making Chilean wines renowned around the world - just like the Judgment of Paris in 1976 which elevated Californian wines to the level of the best French wines -, Eduardo Chadwick was elected "Man of the Year 2018" in the wine industry by Decanter magazine.

"I receive this award on behalf of Chile. It is a recognition that Chile has entered the realms of fine wine", Chadwick stated.



# The Quest for International Recognition

In 2004, inspired by the Judgment of Paris, Eduardo Chadwick invited Steven Spurrier to conduct a blind tasting in Berlin. Europe's most highly respected experts judged Seña and other top Chilean wines in the company of the finest Bordeaux and Super Tuscan wines of the millennium vintage, some of which had received 100 points from wine critic Robert Parker.

The results of this tasting surprised everyone and proved to be a true eye-opener. Two Chilean wines, Viñedo Chadwick 2000 and Seña 2001, came in first and second place ahead of the best wines of the world. This revolutionary event, now known as "The Berlin Tasting", became a milestone for the Chilean wine industry and helped elevate the image of Chile as a worldclass appellation.

This was also the starting point for a series of 21 similar tastings around the most important wine capitals of the world with remarkably consistent results on each occasion.



Showcasing Seña's World-Class Ageing Potential

In a blind tasting format, Seña's top vintages dating back to its origins were presented side by side with matching vintages of the world's most famous wines, and the participants in all three cities—Hong Kong, Seoul, and Taipei—unfailing placed Seña at the top of their preference lists.

HONG KONG 28TH OCTOBER 2011		SEOUL 31ST OCTOBER 2011		TAIPEI 1ST NOVEMBER 2011	
Wine	Ranking	Wine	Ranking	Wine	Ranking
2008 Seña	1	2008 Seña	1	2001 Seña	1
2001 Seña	2	2005 Seña	2	2007 Seña	2
1995 Seña	3	2007 Chateau Lafite	3	2008 Seña	3
2007 Seña	4	2001 Chateau Margaux	4	2005 Seña	4
1997 Seña	5	2007 Seña	5	1995 Seña	5
2007 Chateau Lafite	6	2005 Chateau Latour	6	2007 Chateau Lafite	6
1995 Chateau Mouton Rothschild	7	2001 Seña	7	1997 Seña	7
2001 Chateau Margaux	8	1995 Seña	8	2001 Chateau Margaux	8
2005 Seña	9	1997 Seña	9	1995 Chateau Mouton Rothschild	9
2005 Chateau Latour	10	1995 Chateau Latour	10	2005 Chateau Latour	10

In 2012, the Seña Vertical Tasting experience continued on to London, Zurich, and five major cities in China, where the consistently successful results constituted yet another milestone in the history of Chilean wine.

The fact that Seña unswervingly appeared at the top of the preference lists in every one of the 10 Vertical Tastings not only demonstrated its world-class quality, but also proved to the wine experts that Chilean wine does indeed age gracefully over time as well as, if not better than, the most revered wines on the planet.



# Initial bottle offering (IBO) memorandum

This Offering Memorandum relates to the offer (the Offer”) of 96 bottles of Seña 2007, for investment through an IBO as new tokens (the new Tokens”) of the Issuer:

## Seña 2007

- . Number of bottles produced: 30.000
- . Number of bottles remaining with Producer: 600
- . Number of bottles reserved for IBO: 96
- . Average retail price: 130 EUR
- . **IBO launch price: 105 EUR**
- . Bottles tokenized accordingly
- . Assemblage : 57% Cabernet Sauvignon, 20% Carmenere, 12% Merlot, 5% Petit Verdot and 6% Cabernet Franc.

After the placement of this Offer, dealings in the Offer Tokens are expected to commence on the Alti Exchange Group on December 28th, 2020.



### SUBSCRIPTION PERIOD:

Prospective investors may subscribe for the Offer Tokens during the period which is expected to commence on November 16th 2020 and is expected to end on December 27th 2020 at 5 p.m. (the “Subscription Period”).

	WINE	
	Seña 2007	
	BOTTLES RESERVED	BOTTLES PRODUCED
	96	30.000

# Initial bottle offering (IBO) memorandum

This Offering Memorandum relates to the offer (the Offer”) of 12 magnum bottles of Señá 2008 (Magnum), for investment through an IBO as new tokens (the new Tokens”) of the Issuer:

## Señá 2008 (Magnum)

- . Number of bottles produced: 37.200
  - . Number of bottles remaining with Producer: 500
  - . Number of bottles reserved for IBO: 12
  - . Average retail price: 220 EUR
  - . **IBO launch price: 175 EUR**
- 
- . Bottles tokenized accordingly
  - . Assemblage : 57% Cabernet Sauvignon, 20% Carmenere, 10% Merlot, 8% Petit Verdot and 5% Cabernet Franc.

After the placement of this Offer, dealings in the Offer Tokens are expected to commence on the Alti Exchange Group on December 28th, 2020.



### SUBSCRIPTION PERIOD:

Prospective investors may subscribe for the Offer Tokens during the period which is expected to commence on November 16th 2020 and is expected to end on December 27th 2020 at 5 p.m. (the “Subscription Period”).

	WINE	
	Señá 2008	
	BOTTLES RESERVED	BOTTLES PRODUCED
	12	37.200

# Initial bottle offering (IBO) memorandum

This Offering Memorandum relates to the offer (the Offer”) of 180 bottles of Señá 2017, for investment through an IBO as new tokens (the new Tokens”) of the Issuer:

## Señá 2017

- . Number of bottles produced: 96.000
  - . Number of bottles remaining with Producer: 1.200
  - . Number of bottles reserved for IBO: 180
  - . Average retail price: 110 EUR
  - . **IBO launch price: 87 EUR**
- 
- . Bottles tokenized accordingly
  - . Assemblage : 52% Cabernet Sauvignon, 15% Malbec, 15% Carmenere, 10% Cabernet Franc and 8% Petit Verdot.

After the placement of this Offer, dealings in the Offer Tokens are expected to commence on the Alti Exchange Group on December 28th, 2020.



### SUBSCRIPTION PERIOD:

Prospective investors may subscribe for the Offer Tokens during the period which is expected to commence on November 16th 2020 and is expected to end on December 27th 2020 at 5 p.m. (the “Subscription Period”).

 ALTI Wine Exchange	WINE Señá 2017	
	BOTTLES RESERVED <b>180</b>	BOTTLES PRODUCED <b>96.000</b>

# Seña's Unique Terroir

Located in the Aconcagua Valley, 40 kilometres from the Pacific Ocean, Seña's 42-hectare hillside vineyard was planted in 1998 to key red Bordeaux varieties and Carmenere. The volcanic and colluvial soils on the valley's slopes present a variety of textures and proportions of stone content, resulting in a great diversity of well-drained gravel and rocky soils with loam to clay-loam texture.

The Mediterranean weather in this valley ensures warm, dry summers, bright sunny days and cold, rainy winters that the vines love. Due to its proximity to the Pacific Ocean, the median temperatures are low, however, the vineyard's position on the eastern side of the Coastal Mountains, facing away from the sea, protects the vines from the direct effect of the ocean's strong, cold winds and creates cool-climate conditions, perfect for producing red grapes that reach an excellent level of maturity with balanced acidity that provide great elegance and finesse.





## On the Biodynamic Path

Seña is deeply committed to authenticity, sustainability, and biodynamic farming. These practices work with energies that create and maintain the natural cycle of life, giving rise to a wine with a true sense of place.



The benefits of the biodynamic practices implemented at Seña, such as the science and mystique of making biodynamic preparations and using compost to fertilize the vineyard, have helped strengthen the roots and life cycle of the vines, improving the plants' ability to capture nutrients from the soil.

Through this holistic farming approach, the very best of the estate is reflected in the characteristics of every bottle of Seña.





# Initial bottle offering (IBO) memorandum



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## This is an Offer with admission to the Official List of Alti Wine Exchange on December 28th, 2020.

The Issuer will receive net proceeds only from the offer and issue of the New Tokens. The Offer Tokens are being offered, as specified in this Offering Memorandum, subject to cancellation or modification of the Offer and subject to certain other conditions. This Offering does not constitute an offer to sell, or the solicitation of an offer to buy, in any jurisdiction the Offer Tokens in which such offer or solicitation is unlawful. The Offer is being made (i) within the United States only to qualified institutional buyers (“QIBs”) in transactions exempt from the registration requirements of the Securities Act and (ii) outside the United States in reliance on Regulation S under the Securities Act (“Regulation S”). The timetable for the Offer may be accelerated or extended. Any such acceleration will be announced in a press release at least three hours before the proposed expiration of the accelerated Subscription Period. Any extension of the timetable for the Offer will be announced in a press release at least three hours before the expiration of the accelerated Subscription Period or original Subscription Period, as the case may be, provided that any extension will be for a minimum of one full business day. The Subscription Period will be no less than sixteen business days. The Offer Tokens will be accepted for settlement through Blockchain contracts, and the wine will be deposit at Bordeaux City Bond. Bordeaux City Bond has been approved as DEPOSITARY pursuant to the agreement with Alti Wine Exchange. Delivery of the Wine at any time is to be made through the facilities of Bordeaux City Bond and is expected to occur through settlement of VAT and due taxes. In connection with the Offer, the Managers and any of their respective affiliates acting as an investor for their own accounts may subscribe for and/or acquire Offer Tokens and, in that capacity, may retain, purchase, sell, offer to sell or otherwise deal for their own accounts in the Offer Tokens. Accordingly, references in this Offering to the Offer Token being offered, subscribed, acquired or otherwise dealt with should be read as including any offer to, or subscription, acquisition or dealing by, the Managers and any of their respective affiliates acting as an investor for their own accounts. The Managers do not intend to disclose the extent of any such investment or transaction otherwise than in accordance with any legal or regulatory obligation to do so.

This document is neither a prospectus nor an offer to sell or a solicitation of offers to purchase or to subscribe any kind of securities and/or any token issued with an IBO.