



## Casillero Del Diablo Unveils Brand's First-Ever Augmented Reality App

*Explore the Chilean Winemaker's Devil-Guarded Cellar Through Your Smartphone*

**New York (April 18, 2019)** – Casillero del Diablo unveils a new way to experience its award-winning wine portfolio through the augmented reality app “Drink AR.” For the first time, users can now scan the label of any Casillero del Diablo Reserva wine to enter a virtual world of the vineyard’s 140-year-old cellar.

Created to further develop consumers’ interaction with the brand’s history as a wine guarded by the devil himself, Casillero del Diablo uses its latest technological upgrade to immerse fans deeper into the chilling Chilean legend.

“According to legend, the cellar depicted belonged to Don Melchor de Concha y Toro, who in the late 1880s was one of Chile’s most revered winemakers,” said Sr. Brand Manager Kaitlin Wallace. “Many thieves coveted his precious wines, so Don Melchor spread a rumor the Devil himself guarded his cellar.”

Although never officially confirmed nor disproved, the tale protected his prize and spawned a legend spanning generations. The cellar where those bottles rested 140 years ago still stands today in Chile’s renown Maipo Valley.



Following a quick scan of a Casillero del Diablo wine label, users’ smartphones become a lens to over a century of Chilean winemaking. Using the screen as a portal, fans can immerse themselves in a 360° view of Casillero del Diablo’s wine cellar with the ability to walk around the room, explore multiple caverns, and jump directly to the brand’s social media profiles. All the while, the legend of the Devil who guards these fire-lit halls plays in the background.

Augmented reality has increasingly become part of our everyday lives. According to Apple CEO Tim Cook, “we will all have AR experiences every day, almost like eating three meals a day. It will become that much a part of you”<sup>3</sup>. Apps like Snapchat have long used AR to modify images in real time, creating an interactive experience for users. Casillero del Diablo hopes to do the same.

Drink AR can be downloaded via the Apple store and Google Play.

For more information about Casillero del Diablo visit [www.casilleroeldiablo.com](http://www.casilleroeldiablo.com). Join the conversation through social media on Instagram, Facebook, and Twitter: @CasilleroWineUS.

**Media Contact:**

CURICH|WEISS

Rachel Kasab / [kasab@curichweiss.com](mailto:kasab@curichweiss.com)

Patrick Galizio / [patrick@curichweiss.com](mailto:patrick@curichweiss.com)

Keaton Maddox / [maddox@curichweiss.com](mailto:maddox@curichweiss.com)

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**About Casillero del Diablo**

Casillero del Diablo, twice named the #2 most powerful wine brand in the world, leads the Chilean 750ml segment in dollar sales and volume sales in the United States.<sup>1 2</sup> Since 2009, Casillero del Diablo wines have garnered 170 Gold and Silver medals at international competitions and 19 Best Buy/Best Value designations; the wines have earned 50 scores of 90 or above in the past five years. The rugged topography of Chile's winemaking regions reflects the country's thirst for exploration; Casillero del Diablo is at the forefront of the world's attention on this South American gem, sparking a uniquely Chilean sense of adventure in every glass.

*1. Global Wine Brand Power Index, 2019*

*2. IRI/TTL US MULO + C + Liquor /750ML/\$ Sales, Vol Sales, Distribution/L52 Wks Ending 3-31-19*

*3. Apple's Next Big Thing" Augmented Reality (Bloomberg)*