



## Root:1 Unveils New Look for Estate Bottled Range

*Available in the U.S. through Winebow Imports, the Line-Up's New Design Reflects the Winery's Commitment to Sustainability*



**NEW YORK, NY (July 18, 2023)** – [Root:1](#) is pleased to announce a brand new design for their estate bottled range, introduced to the U.S. by [Winebow Imports](#). A 100% Earth-friendly portfolio of premium Chilean wine, Root:1's new bottles feature engravings of the mesmerizing texture of old rootstocks, calling back to the winery's old vines and passion for honoring the land.

The first winery in Chile to be certified 100% sustainable by Wines of Chile and the first winery in the country to adopt carbon offset measures, Root:1 employs eco-conscious winemaking and viticultural methods to pioneer sustainability at every level. Since its inception in 2005, Root:1 has developed and implemented five sustainability pillars: Clean Energy, Water Conservation, Waste Management, Minimal Intervention, and Community Connection, which guide its farming and winemaking practices specifically tailored to nurture the unique attributes of each vineyard, the environment and the local community.

At the heart of the new design are detailed, close-up illustrations of rootstocks that are printed directly on the glass bottles, underscoring Root:1's sustainability efforts and showcasing the old vines that produce outstanding wines that are concentrated, structured, and are pure expressions of each variety. The new packaging also features simple, clean paper labels that convey the brand's estate bottled designation and a Wines of Chile Sustainability Seal.

"At Root:1 we are dedicated to innovation and sustainability that are fueled by a shared passion for wine," says Ángel Marchant, Head Winemaker of Root:1. "We are thrilled to bring these core values to life with the reimagining of the range. These wines are rooted in a sense of place and responsibly produced with minimal intervention. We use clean energy sources, monitor our water usage to ensure we use the absolute minimum required, and utilize waste management resources that allow us to reuse 85% of inorganic materials. We also partner with local initiatives and small-scale growers to cultivate traditional grape varieties, including Chile's ancestral grape, País."

Root:1's vineyards are located in the Maipo, Colchagua and Casablanca Valleys. The Mediterranean climate in the region produces grapes with exceptional quality, benefiting from the cool, dry summers, mild, rainy winters and diverse terroir. Dominated by deep and mineralized alluvial soils of fluvial origin, Root:1's vineyard sites have the optimal climate and soil conditions to create wines that are highly expressive and boast distinctive character.

The portfolio includes Cabernet Sauvignon, Sauvignon Blanc, Carménère, Pinot Noir and a Heritage Red Blend. All are available nationally through Winebow Imports at a suggested retail price of \$13.

For more information, please visit <https://www.winebow.com/our-brands/root1>.

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**About Root:1 ([www.root1wine.com](http://www.root1wine.com))**

Root:1 is a 100% sustainable high-quality wine from the greatest landscapes of Chile. Founded in 2005, the winery was the first in Chile to receive the "Certified Sustainable Wine of Chile" seal in 2013, obtaining the certification of all of its vineyards. Today, Root:1 continues to embrace the magnificent terroir of Chile through "wildly sustainable" farming and winemaking practices to reflect its commitment to sustainability, appreciation of nature, and origins. With vineyards located in the Maipo, Colchagua, and Casablanca Valleys, Root:1 produces a range of estate bottled wines for the conscious wine drinker. For more information, please visit [root1wine.com](http://root1wine.com).

**About Winebow Imports ([www.winebow.com/imports](http://www.winebow.com/imports))**

Winebow Imports has been an industry leader for over 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. A national importer known for cultivating lasting relationships with extraordinary vintners who are dedicated to their unique regions, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence.