



NEW ON-LINE SHOP AT FORAJIDOS.CL

Everyone should be selling online these days, of course. So we listened to many experts who talked to us about the match, the landing, the last mile, the dark store, easy pay, funnel, traffic, trends, Cyber Monday, Black Friday, and many other concepts.

We had just one clear idea: Simplicity.

So we launched our on-line shop from our site www.forajidos.cl, where in just two steps, you can buy our wines and merch, pay using Webpay, and in less than 24 hours, your order will be on its way to your door. **Cheers!**



V IS FOR VINO IN CHILE

Vince Anter, sommelier and host of the "V is for Vino" program finally made his way to Chile.

V is for Vino, now in its 5th season and available on YouTube, presents the world's major wine regions and has visited Bordeaux, Provence, Tuscany, the Napa Valley, Santa Barbara, Portugal, and other important regions that produce the best wines in the world.

Anter visited Chile for the first time in May to record a new episode. With the aim of showing the present and future of Chilean wine. He selected and visited 4 wineries, interacted with their teams, tasted their wines, and learned why Chile is a wine paradise thanks to its crazy geography.

The selected wineries were Montes, VIK, San Pedro, and **Forajidos Wines. The episode will be released in November on V is for Vino.**



METHOD & MINDSET FORAJIDOS

We finished our 3 months of consulting with **Kip Fulks (@13pacificwaves)**, one of the founders of Under Armour, and the current CEO / founder of **Big Truck Beer (@bigtruckfarms)**, a process that was called **Method & Mindset**. We met every Tuesday to review our mission, vision, positioning, plan, and strategies and to establish KPIs in order to define the path for Forajidos Wines in the medium and long term, with the conviction that what's important is the process, not the result.

We heartily thank Kip for his time and effort and for enabling us to eliminate all of the "corporate BS" to maximize victories and learn from small defeats.



THE WINE IS A BLEND!

We were very happy to read Patricio Tapia's report "Wine is a Blend" in Wikén magazine in the Chilean newspaper El Mercurio.

As the concept indicates, blending the best components makes it possible to elevate the result. And this enological concept, which our Wine Sensei Ignacio Saavedra wanted to replicate, is the same way the best wines of Bordeaux and Tuscany are made. It allows selecting the best of each vineyard to blend and create a wine that's characteristic of that particular place, combining the best blocks and varieties to ensure each wine has the sense of origin that we always look for in our Single Vineyard Blends—wines characteristic of Alto Maipo in the Andes Mountains, the cool Casablanca Valley, near the Pacific Ocean coast, and the Itata Valley, in southern Chile.



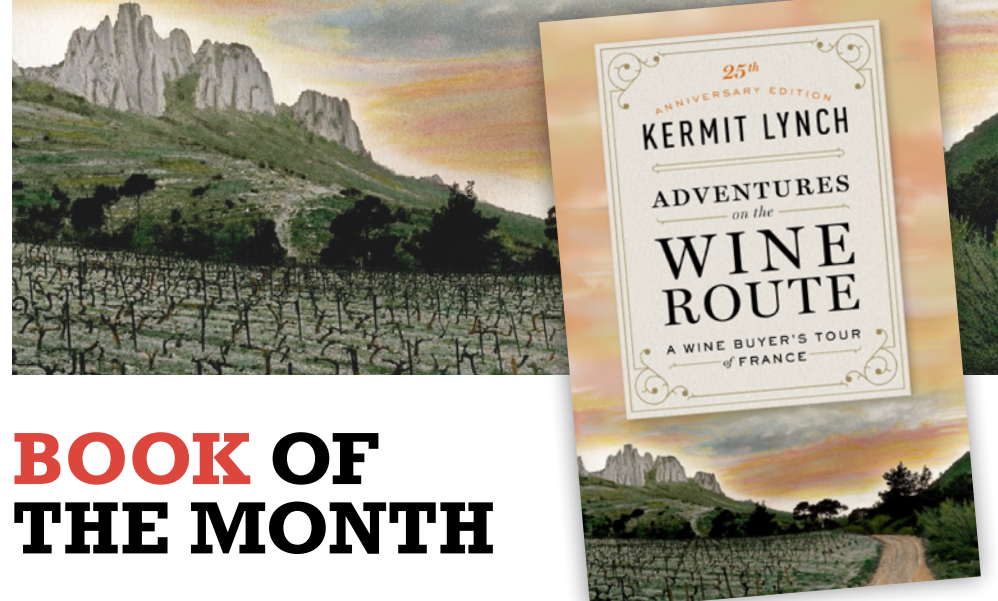
DID YOU KNOW THAT CHILE CHARGES A NEARLY 40% TAX ON WINE?

Chile is the world's 4th largest wine producer, and as such, its contribution to the Chilean economy is essential. Not only is it one of the few finished products that we export with added value, but it also reaches almost every country in the world.

More than 100,000 people work directly in the different wineries—and more than half of them work directly in the vineyards—so the rural impact is very significant.

Likewise, the contribution that this industry makes through the ILA (20.5%) and VAT (19%) reaches more than \$200 million dollars in tax revenue each year.

So, when you buy wine, remember that more than a third of its price goes to the government.



BOOK OF THE MONTH

This month we want to highlight a book that should be obligatory reading for anyone interested in wines, their origins, their production, and everything behind each bottle.

US wine buyer **Kermit Lynch**, who spent years traveling through France and its primary wine regions, recounts his adventures and conversations with small producers, his tours of vineyards, and his search for the best wines for his clients.

The book not only shows the wealth, history, and approach of French producers, but it also demolishes many myths that are almost conventions among many today.

Adventures on the Wine Route



WinesRus PROGRAM

As we say in every edition of FORAJIDOS: On the Move, it's very important to us to deliver the best service to our on-trade customers, to be in close contact with them and train, taste, talk, and share with the waitstaff in every restaurant that offers our wines.

In May, we visited and did tastings at **Infiltrados, Reses Bar y Brasas, El Arriero, and Curacaribs.**

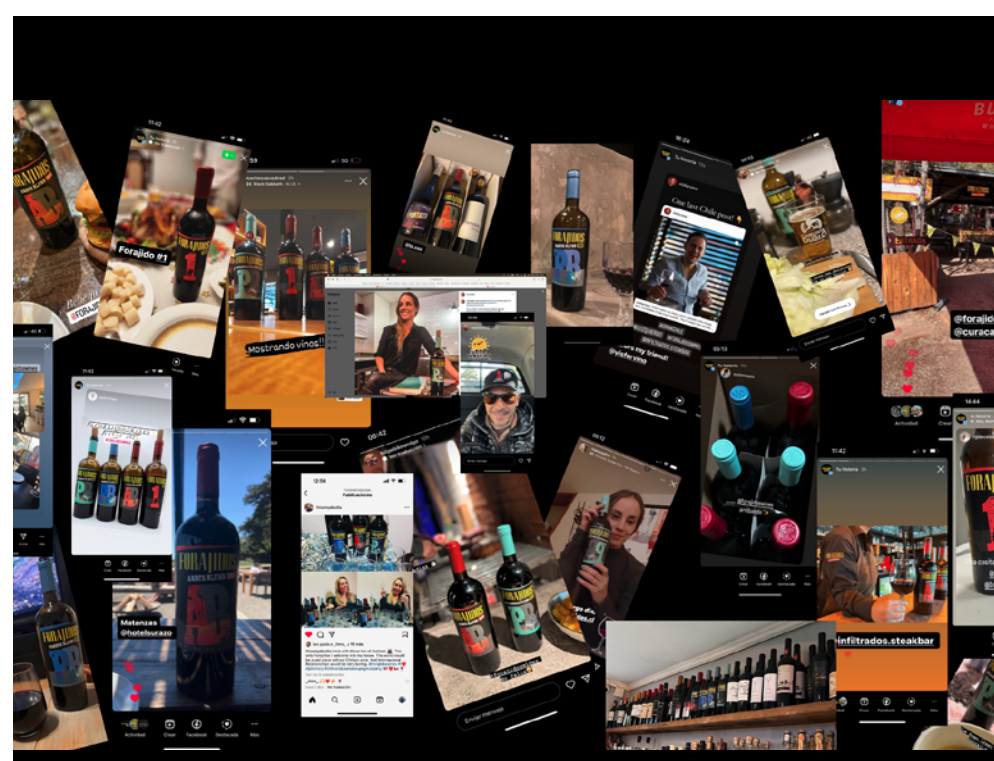


PAIRING OF THE MONTH

If there's a place in Santiago that has managed to connect the dots between the kitchen and the bar, it's **BeBeQu**, on the corner of Alonso de Córdova and Nueva Costanera.

And its wine list includes our **Forajido #1**, a blend of **Cabernet Sauvignon (60%), Syrah (30%), and a touch of Carmenera (10%)** from Alto Maipo. It was aged in oak barrels for 20 months, and it pairs perfectly with their skirt steak served with a combination of broccoli, goat cheese, hummus, and cashews.

Try it yourself-Enjoy!



INSTAFANS

We couldn't possibly be more grateful every time we see a photo of our wines published on Instagram, where we discover friends, family, and others who are enjoying, sharing, and planning their next adventure.

Here's a summary of what was posted in May. **Thanks—and keep on taking your foot off the brake!**

FORAJIDO OF THE MONTH:

MATÍAS MEZA OF INDIAN MOTORCYCLES

When we talk about motorcycles and style, there's one brand that immediately comes to mind. It was the first American motorcycle company, founded in 1901, and today, thanks to its developments in racing, it offers the world modern, high-performance motorcycles with traditional styling. **Of course, we're talking about Indian Motorcycles!**

In Chile, the brand is in the hands of **Matias Meza**, who lives the spirit of freedom, speed, and enjoyment to the fullest, which characterizes the brand and its followers.

When did you get on a motorcycle for the first time, and how did it feel?

That's a tough question—my whole family loves motorcycles, and I've been involved with them for a long time. But despite having ridden motorcycles as a child, I believe that my true passion for them began when my father and I bought a 1959 BMW r26. That was about 20 years ago, and it was then, while riding and working on that bike, that I felt that it was what I wanted to spend my life doing.

Later, there were other brands, many rides and many kilometers, sharing with people who love motorcycles as much as I do.

And then one day about 10 years ago, I bought a bike that I had fallen in love with. It was my first Indian motorcycle, one that someone had brought into Chile. It was a very special bike, and very few were made. I still have that bike as well as that old BMW.

When did your adventure with Indian begin?

It all started in 2015, when researching the "Indian Motorcycle" brand, which I had been passionate about for several years, I decided to contact Polar, a North American brand and manufacturer of Indian, which informed me that the brand was already in Chile. I found out who it was and scheduled a meeting, grabbed my Indian motorcycle, and went to talk. After a while, they offered me the opportunity to take charge of the brand in Chile, and the next day I quit my real estate job.

A month later I was on my way to Brazil for the South American launch and then to the US, to see and test the models. It all happened very fast.

We know that a new model is on the way, and there are already many who are very anxious to see it. What's right?

That's right, the Sport Chief 1890cc is a variant of the previous Chief models, but with a more modern look and a number of improvements on the brakes and suspension.

It's a bike aimed at a younger audience and has a more aggressive style. Our current customers with the Scout 1200cc have an eye on her.

In fact, brand loyalty and permanence are among the things that distinguish us from the rest.

Are Indian motorcycles still the only ones in the world that are 100% made and assembled in the USA?

Yes, Indian Motorcycle, in its commitment to maintain the quality that has always characterized it, manufactures all its motorcycles in Spirit Lake, Iowa. We don't make any in Asia. This is important because despite the fact that most of the components are not manufactured in the USA, it's guaranteed that the assembly and painting processes comply with the best standards and quality controls.

