NEUROWINES

MARKET ENTRY INTELLIGENCE

Real-case stress test

Las Niñas Terroir Collection Cabernet Sauvignon 2023

Apalta, Colchagua, Chile → Brazil

DECISION	CONFIDENCE	RECOMMENDED ROLE	PREFERRED RETAIL CORRIDOR
CONDITIONAL GO Pursue selectively	**MEDIUM-HIGH** Market/buyer evidence strong; economics incomplete	**PREMIUM SPECIALIST** Not a volume-driver case	**R$ 169-199** Commercial inference from current shelf benchmarks

BOTTOM LINE

The wine has a credible reason to be considered in Brazil: Apalta origin, 90 Wine Enthusiast points, a recent Catad'Or Gold medal, 12 months in French oak and an organically certified winery create a stronger trade proposition than a generic Chilean Cabernet. The challenge is not market legitimacy; it is severe Chile/Cabernet portfolio saturation. NEUROWINES would pursue a narrow group of premium/specialist buyers and avoid broad importer prospecting. The final GO/NO-GO economic gate remains conditional until EXW, MOQ, payment terms and first-order flexibility are supplied.

Prepared: 14 September 2026

This report uses current public market evidence, observable commercial data and explicit NEUROWINES inference. Unknown inputs are not fabricated.

00 How to Read This Report

FACT / OBSERVATION / CLIENT INPUT / INFERENCE are kept separate.

This is intentionally a full commercial-decision report, not a generic market study. The objective is to answer: Should Las Niñas Terroir Collection Cabernet Sauvignon 2023 be pursued in Brazil; where can it win; who deserves attention; under what conditions; what should the winery spend; and when should it stop?

VERIFIED WINE IDENTITY	MARKET DATA	BUYER PORTFOLIO EVIDENCE	ECONOMICS
HIGH	**HIGH**	**MEDIUM-HIGH**	**PARTIAL**
Vintage, origin, score, award, style verified	2025 + H1 2026 import evidence	Public portfolios; appetite mostly unobserved	EXW/MOQ/payment not supplied

IMPORTANT LIMITATION

A paid production run should require EXW, MOQ, payment terms, lead time, available stock, Year-1 objective and development budget before issuing the final verdict. This stress test deliberately does not invent those inputs; where economics depend on them, the report uses scenarios and marks the gate as pending.

01 Market Now - Brazil Wine Context

Current data first; interpretation second.

BRAZIL WINE IMPORTS 2025	IMPORT VOLUME 2025	AVERAGE IMPORTED WINE PRICE	BOTTLED <2L
€511.2m	**165.1m L**	**€3.10/L**	**156.47m L**
+1.7% value vs 2024	+3.5% volume	-1.8%	+3.7%; dominant imported format
CHILE VALUE 2025	**CHILE VOLUME 2025**	**CHILE SHARE - VALUE**	**CHILE SHARE - VOLUME**
€197.1m	**78.1m L**	**38.6%**	**47.3%**
Brazil's #1 supplier	+6.7%	Calculated from cited totals	Calculated from cited totals

The Brazilian imported-wine market grew in both value and volume in 2025, but volume grew faster and the average import price declined. Chile remained the clear leader, accounting for roughly 39% of import value and 47% of import volume. That leadership is a double-edged sword for Las Niñas: origin recognition is excellent, but portfolio saturation is structurally high.

Sources: OIVE / Brazilian customs analysis (2025); Vinetur summary of Brazilian customs; calculations by NEUROWINES. [S1-S2]

CHILE H1 2026 VALUE	CHILE H1 2026 VOLUME	CHILE AVG H1 2026	SIGNAL
~€93m	**39.2m L**	**€2.37/L**	**VOLUME-LED GROWTH**
+9.7% YoY	+11.9% YoY	-2% YoY	Strong demand + price pressure

H1 2026 strengthens the same message: Chile is gaining volume faster than value. That is positive for demand but negative for undifferentiated premium positioning. A premium Cabernet cannot simply ride the Chile wave; it needs a buyer-specific reason to command a price above the Chile average.

Source: Observatorio Vitivinícola Argentino summary based on Brazilian import data, H1 2026. [S3]

CHILE → BRAZIL CABERNET SHIPMENTS	VERIFIED BUYERS IN THAT DATASET	RESERVE CAB FROM CHILE	RED CABERNET SAUVIGNON TREND
13,084	**88**	**550 shipments**	**+20%**
Volza category view, May 2024-Apr 2025 TTM	Category-level shipment intelligence	25 Brazilian buyers in reserve-specific view	Volza red-Cabernet shipment view

Shipment databases should not be confused with official market size, and their category matching can overlap. Used correctly, they provide a commercial signal: Brazil is actively and repeatedly buying Chilean Cabernet Sauvignon, including Reserva-tier wines. This validates demand but reinforces competitive density.

Sources: Volza category pages, updated Aug 2026. Used as shipment-intelligence indicators, not official market-share data. [S4-S6]

SO WHAT?

Brazil is attractive enough to justify a serious attempt, but the opportunity is not “Brazil likes Chilean Cabernet.” That is already proven. The opportunity is: can Las Niñas occupy a premium specialist slot around Apalta, organic credentials, independent-winery story and third-party validation without being compared only on price?

02 The Wine - What Is Actually Being Sold

Verified proposition before scoring fit.

WINE	ORIGIN	COMPOSITION	ALCOHOL
Las Niñas Terroir Collection 2023 Cabernet Sauvignon	**Apalta** Colchagua, Chile	**100% Cabernet Sauvignon** Public retailer specification	**14%** Wine Enthusiast
MATURATION	**WINE ENTHUSIAST**	**CATAD'OR**	**US REFERENCE RETAIL**
12 months French oak	**90 points** Excellent / highly recommended tier	**Gold** 2026 award list	**$26** Wine Enthusiast reference price

The same 2023 wine is publicly described as “De Apalta Gran Reserva Cabernet Sauvignon” by Wine Enthusiast and as part of the estate's “Terroir Collection” by a UK specialist retailer. The identity is consistent on vintage, variety and Apalta origin; naming should be standardized in buyer-facing materials before market entry.

Sources: Wine Enthusiast; Baythorne Wines; Catad'Or award list. [S7-S9]

Attribute	Evidence	Differentiated?	Commercial value in Brazil
Apalta origin	Verified product origin; recognized premium subzone	YES - meaningful	HIGH for trade; moderate consumer awareness
90 Wine Enthusiast	Blind-tasted 2023 review	YES - useful proof	HIGH as buyer/shelf support
Catad'Or Gold	2026 award listing	YES - secondary proof	MEDIUM-HIGH
100% Cabernet Sauvignon	Varietal identity	NO	HIGH familiarity, LOW differentiation
12 months French oak	Public technical description	LOW-MEDIUM	MEDIUM - supports premium cues
Organic winery production	Public sources state all production certified organic since 2017	MEDIUM	MEDIUM-HIGH for selected buyers
French-family / women-inspired estate story	Established brand history	MEDIUM	MEDIUM; story enhancer, not listing trigger

CLAIM DISCIPLINE

True does not mean differentiated; differentiated does not automatically mean commercially valuable. For Brazil, the strongest proof stack is Apalta + 90 WE + Gold + organic-production credentials + a controlled premium retail corridor. The family story supports the pitch but should not lead it.

03 Brand & Activation Readiness

Can an importer sell through, not just buy once?

VIVINO - GENERIC LAS NIÑAS CABERNET **3.6 / 113 ratings** Moderate consumer proof	LAS NIÑAS WINERY ON VIVINO **3.7 / ~9.5k ratings** Some international footprint	LAS NIÑAS APALTA BLEND **4.1 / 178 ratings** Shows premium brand potential
OFFICIAL WEBSITE **UNDER CONSTRUCTION** Material launch weakness	LINKEDIN **526 followers** Modest B2B visibility	WINERY FOOTPRINT **11-50 employees** Public LinkedIn profile

The brand has credible wine-world proof but limited visible digital activation. The most serious issue is practical: the official website is currently under construction. For a premium B2B launch, a buyer checking the producer should immediately find a stable English/Portuguese landing page, downloadable technical sheet, awards, organic-certification proof, high-resolution bottle imagery and concise Apalta story.

Sources: Vivino Brazil/English pages; Viña Las Niñas LinkedIn; official winery website crawled Aug-Sep 2026. [S10-S13]

FIX BEFORE OUTREACH

Do not wait for a full corporate-site redesign, but do not begin priority-buyer outreach with a dead/under-construction site. Minimum fix: one stable export landing page + technical PDF + score/medal assets + organic proof + contact + downloadable bottle/label images.

04 Price Architecture - Brazil Shelf Reality

Observed retail anchors, not invented landed-cost precision.

Benchmark	Retailer	Observed price	Position cue
Chono Dalca Estate Cab 2024	Winebrands	R$76	Chile / entry-premium
Bouchon Reserva Cab 2023	World Wine	R$89	Maule / reserve
Chono Nomades Estate Reserve Cab 2024	Winebrands	R$97	Chile / reserve
Sutil Cab Reserve 2025	Decanter	R$116	Colchagua / reserve
Bisquertt La Joya Gran Reserva Cab 2022	World Wine	R$132	Colchagua / gran reserva
Terranoble Civis Cab 2023	Decanter	R$142	Chile / reserve-premium
Carmen Premier 1850 Reserva Cab 2022	Mistral	R$143.65	Colchagua / reserve
Los Vascos Cab 2023	Mistral	R$149.90	Colchagua / 91 Descorchados
Mancura Mito Gran Reserva Cab	Grand Cru	R$169.90	Gran Reserva; promo observed
Los Vascos Chagual Organic Cab 2021	Mistral	R$231.47	Organic / 92 Galloni
Lapostolle Apalta 2021	Mistral	R$249.90	Apalta blend / 93 JS
Baettig Los Compadres Cab 2023	World Wine	R$338	Premium Cabernet

Current public retail pages accessed 14 Sep 2026. Prices are snapshots and may change. [S14-S22]

PREFERRED LAUNCH CORRIDOR	STRETCH CORRIDOR	AVOID AT LAUNCH	AVOID UNDER-POSITIONING
R$169-199	**R$199-219**	**>R$230**	**<R$150**
NEUROWINES inference	If organic/award story is activated	Enters stronger brand/score competition	Risks wasting Apalta + proof stack

The recommended shelf corridor is deliberately not the cheapest. Las Niñas has enough proof to sit above basic Reserva / Gran Reserva benchmarks, but it lacks the Brazilian brand recognition currently enjoyed by Los Vascos, Lapostolle or larger imported brands. R$169-199 creates space to monetize Apalta and the 90-point/Gold proof without forcing the buyer to justify a R$230+ unknown label.

ECONOMICS GATE PENDING

EXW, freight terms, MOQ, payment terms and importer margin expectations were not supplied. Therefore NEUROWINES cannot honestly calculate a landed-cost waterfall or confirm that R$169-199 is economically achievable. In production, the final report would show CURRENT CASE vs OPTIMIZED CASE once these inputs are mandatory.

05 Route-to-Market & Regulatory Friction

What must be operationally true.

Brazil requires the importing establishment to be registered with MAPA for the relevant beverage activity, and imported wines must comply with Brazilian identity/quality and labeling requirements. Bottled still wine falls under NCM 2204.21.00. The Mercosur-Chile ACE-35 is a relevant preferential trade framework; the importer/customs broker should confirm the effective preferential duty for the exact classification and origin documentation at the time of shipment.

IMPORTER REQUIREMENT	PRODUCT COMPLIANCE	NCM	TRADE FRAMEWORK
MAPA registration Required for beverage import activity	**Brazil standards** Identity, quality, labeling	**2204.21.00** Still wine ≤2 L	**ACE-35** Preferential treatment available; confirm effective rate

Sources: Brazil MAPA wine import guidance; Receita Federal agreement table; SUBREI / ACE-35 materials. [S23-S25]

OPERATIONAL IMPLICATION

A buyer that already imports wine has a much lower execution burden than a retailer with no wine-import structure. NEUROWINES should therefore weight proven importing capability heavily unless the opportunity is a direct-retail importer with established MAPA compliance and logistics.

06 Where This Wine Can Win

Define the listing role before naming buyers.

PRIMARY ROLE	SECONDARY ROLE	WEAK ROLE	REPLACEMENT ROLE
PREMIUM SPECIALIST CAB Apalta + proof + organic story	**HORECA / SPECIALIST RETAIL** Food-friendly, premium but accessible	**VOLUME DRIVER** Too much competition; wrong strategic frame	**POSSIBLE** Only where incumbent weakness is observed

BEST COMMERCIAL SENTENCE

A 90-point, Gold-medal, organically produced Cabernet from Apalta that can land below the best-known premium Apalta/organic references - with enough story for specialist retail and horeca, but without luxury pricing.

This is materially better than “premium Cabernet from Chile.” The buyer case must link the wine to a role: a step-up from mainstream Colchagua, an accessible Apalta story, an organic premium red, or a replacement where an existing Chilean Cabernet is weak on margin, freshness or activation.

07 Buyer Universe - Who Deserves Attention

Public portfolio fit first; current appetite must be validated.

NAMED BUYERS REVIEWED	PRIORITY A	PRIORITY B	LOW PRIORITY / WATCH
12	**3**	**4**	**5**
Public portfolio evidence	Best initial fit	Qualify before samples	Saturation / scale / role issues

Buyer	Public profile	Priority	Fit	Chile/Cab saturation	Why
Qualimais	Boutique importer; premium/HORECA	A - Pursue	HIGH	MEDIUM	Boutique model + gastronomy + Chile partner; plausible role
La Charbonnade	Boutique, exclusive, organic/biodynamic	A - Pursue	HIGH	LOW-MED	Strong philosophical fit; boutique producer orientation
Guarda Vinhos	Small boutique importer/distributor	A - Pursue	HIGH	LOW	Only 6 international wineries publicly described; potential portfolio openness
Zahil	Established premium importer	B - Qualify	HIGH	MED-HIGH	Strong premium capability; already Chile Cabernet / iconic wines
World Wine	Premium importer/retailer	B - Qualify	HIGH	HIGH	Current Chile premium set; relevant R$89-338 Cabernet ladder
Decanter	Major premium importer	B - Qualify	HIGH	HIGH	Carries Sutil/Terranoble and similar Cabernet bands
Cencosud Brasil	Direct retail importer	B - Qualify	MED-HIGH	MED	Shipment evidence in Reserva Cab; economics/volume expectations unknown
Grand Cru / Víssimo	Very large prestige portfolio	C - Watch	MED-HIGH	HIGH	Huge range; Cabernet already strongly represented
Mistral	Top premium importer	C - Watch	HIGH	VERY HIGH	Los Vascos, Carmen, Lapostolle Apalta, Almaviva: very crowded role
Winebrands	Chile-heavy importer/retailer	C - Watch	MED	VERY HIGH	35 Chile SKUs; several Cabernet R$76-143
Épice	Premium origin-curation importer	C - Watch	MED	HIGH	Chile represented by Tarapacá with 35 labels; possible partner concentration

Interfood	Large distributor/importer	D - Low priority	LOW-MED	VERY HIGH	Strong VSPT/Santa Helena Chile exposure; scale/mass orientation

Buyer ranking uses current public company/portfolio evidence. “Appetite” is not claimed unless observed. Portfolio fit is NEUROWINES inference. [S26-S36]

WHY THIS IS VALUABLE

A generic importer list would put Mistral, Interfood and Grand Cru at the top because they are famous. The engine does the opposite when appropriate: large does not equal best. For Las Niñas, smaller premium/boutique importers may offer a clearer listing role and lower origin saturation.

08 Priority Buyer Deep Dives

What to say, what not to say, and what to validate.

1) QUALIMAIS - PRIORITY A / PURSUE

Dimension	Assessment	Rationale
Portfolio fit	HIGH	Boutique positioning, premium beverage focus, HORECA relationships and curated exclusivity are structurally compatible.
Chile exposure	MEDIUM	Public site identifies Tres Palacios as a Chilean imported brand; not visibly Chile-saturated.
Channel fit	HIGH	High-end gastronomy positioning fits an Apalta Cabernet better than mass retail.
Why now	PLAUSIBLE	A premium Chile slot may be expandable without obvious internal duplication; must be verified.
Opening angle	Apalta + proof + organic + gastronomy	Lead with commercial role and controlled retail corridor, not winery history alone.
Do not do	Do not send samples cold	First confirm appetite for another Chilean producer and target retail band.

Public evidence: Qualimais describes itself as a boutique importer focused on premium beverages and high-end gastronomy, and publicly imports Tres Palacios from Chile. [S26]

2) LA CHARBONNADE - PRIORITY A / PURSUE

Dimension	Assessment	Rationale
Portfolio fit	HIGH	Explicit boutique, family-winery, organic/biodynamic/natural orientation is unusually aligned with Las Niñas.
Chile exposure	LOW-MED	Public highlights include Valle Secreto from Chile; broad 12-country portfolio reduces single-origin dependency.
Channel fit	HIGH	Specialist/boutique model can defend R$169-199 better than price-led retail.
Why now	PLAUSIBLE	Las Niñas combines origin story, organic production and enough proof to fit the curator narrative.
Opening angle	Independent Apalta estate with current proof	90 WE + Gold + organic + 12m French oak; include Portuguese sell-through assets.
Risk	Portfolio size / exclusivity standards	521+ labels means attention is scarce even if philosophy fits.

Public evidence: La Charbonnade describes 500+ exclusive boutique labels, with organic/biodynamic/natural focus and family-winery curation. [S27]

3) GUARDA VINHOS - PRIORITY A / PURSUE

Dimension	Assessment	Rationale
Portfolio fit	HIGH	Focus on boutique/high-quality producers and a relatively compact international portfolio.
Origin saturation	LOW - based on public profile	Public description cites 6 international wineries, suggesting less crowding than major importers.
Channel fit	HIGH	B2B distribution to restaurants/specialist customers is compatible.
Why now	OPENING POTENTIAL	Smaller importer may value a differentiated Chilean estate if economics and support are manageable.
Opening angle	Accessible Apalta premium	Position as an ownable story rather than one more mass Chile label.
Risk	Scale / reach	Need to validate geographic reach, annual volume and ability to build the brand.

Public evidence: Guarda Vinhos describes itself as an importer/distributor focused on boutique/high-quality producers with 6 international wineries. [S28]

09 Secondary Buyers - Qualification Logic

Good companies can still be bad first targets.

Buyer	Why it is interesting	Why it may fail	Required signal before samples
Zahil	Premium credibility; strong specialist assortment; Chile experience	Carries Château Los Boldos, Garage Wine Co., Domus Aurea and multiple Cabernet references	Explicit interest in another premium Chile producer or identifiable price/portfolio gap
World Wine	Premium consumer reach; current Chile page; shelf corridor matches	Already sells Chile from R$89 to R$3,390; strong competition for internal attention	Buyer confirms a gap around R$169-199 or Apalta/organic role
Decanter	National premium distribution; Chile Cabernet in relevant prices	Terranoble/Sutil already cover Cabernet positions	Evidence of desire to add/replace Chile in premium-red set
Cencosud Brasil	Direct-retail importing evidence; scale potential	May require sharper price, volume, supply and promotional economics than boutique route	Retail buyer interest + target retail/margin fit + supply capability
Mistral	Exceptional premium route-to-market	Direct Apalta and Colchagua Cabernet competition incl. Lapostolle/Los Vascos/Carmen	Only approach with confirmed portfolio gap or replacement signal
Winebrands	Strong Chile category capability	35 Chile products and multiple Cabernets create saturation	Specific SKU gap at target band and evidence of openness

10 Buyer Case - The Commercial Story

The pitch in buyer language.

STRONGEST ARGUMENT

“Las Niñas gives you an accessible Apalta Cabernet with current third-party proof: 90 Wine Enthusiast, Catad'Or Gold, 12 months French oak and an organically certified estate. The target is not to undercut mainstream Chile; it is to give specialist retail and horeca a credible step-up Cabernet with a clear origin story below the best-known Apalta/organic price tier.”

Lead with	Do not lead with
Apalta as a commercially recognizable premium cue	“We are a passionate family winery” as the first message
90 WE + recent Gold as risk-reduction proof	A long winery-history paragraph
Organic-production credentials, if certification documentation is supplied	Generic sustainability language without evidence
Target retail logic and first-order flexibility	Price discount before buyer objection exists
Specific buyer role: step-up Chile Cabernet / accessible Apalta	“We want an importer in Brazil”

The first email should be short and buyer-specific. The first call should test portfolio openness, target shelf corridor, expected first order and what would make the buyer reject another Chilean Cabernet. Only then should samples be offered.

11 Dynamic Opportunity - Saturated Does Not Mean Closed

Look for instability, not just empty space.

Brazil is saturated with Chilean Cabernet, but saturation can still create replacement opportunities. The engine should look for signals such as discontinued SKUs, chronic stock-outs, aggressive discounting, vintage stagnation, producer changes, importer exits, weak digital support or a price ladder that has become incoherent.

Signal	Interpretation	Action
Existing Chile Cabernet repeatedly discounted	Possible sell-through or pricing weakness	Do not assume opportunity; investigate whether buyer wants replacement
SKU disappears / vintage not refreshed	Possible delisting or supplier problem	Qualify timing and category need
Buyer has Chile but no Apalta/organic premium red	Potential role gap	Build specific category case
Buyer has multiple Apalta Cabernets already	High saturation	Deprioritize unless clear replacement signal
Buyer has premium reds but few Chile labels	Diversification opportunity	Higher-priority discovery

CURRENT LIMITATION

Public-web research can flag visible portfolio patterns, but true supplier momentum is better with customs/shipment data and direct buyer feedback. NEUROWINES should label the signal confidence rather than pretend visibility it does not have.

12 Commercial Economics - What We Can and Cannot Conclude

No false precision.

PREFERRED RETAIL CORRIDOR	ECONOMIC VERDICT	MOQ VERDICT	PAYMENT / TERMS
R$169-199 Based on current shelf benchmarks	**PENDING** EXW not supplied	**UNKNOWN** Not supplied	**UNKNOWN** Not supplied

This is the one section that cannot be completed honestly from public research. The customer must provide EXW, Incoterm, MOQ by SKU / total order, mixed-pallet/container rules, payment terms, lead time and sample policy. The engine then compares CURRENT CASE and OPTIMIZED CASE and can decide whether the market is weak because of the wine or because of the commercial configuration.

If the client input shows...	Engine interpretation	Recommended response
Retail corridor achievable at current EXW with acceptable margins	Economics gate PASS	Keep price; compete on role, proof and activation
Current EXW pushes shelf above ~R$230 without stronger brand proof	Economics gate CONDITIONAL / FAIL	Reconfigure terms, volume or target buyer; do not blindly discount
MOQ is full-container / inflexible for first order	Entry friction HIGH	Offer mixed pallet/container or target larger importer only
First order can be 1 mixed pallet	Entry friction materially lower	Use flexibility as part of the commercial proposition
Long payment / credit exposure required	Risk increases	Require credit validation and staged exposure

13 Resource Allocation - Where to Spend the Next Dollar

Capital follows evidence.

Spend now	Spend conditionally	Do not spend yet
Portuguese buyer deck + technical sheet	Targeted samples after interest	Blind sample campaigns
Website/export landing-page fix	Brazil visit after 3+ qualified meetings	Trade fair solely to “find importers”
Priority A buyer qualification	Tastings for live opportunities	Broad digital consumer campaign
Organic/award proof package	Buyer hospitality after progression	Discounting without a buyer commitment
Portfolio-gap research	Local activation after listing	Large POS production before distribution

TRAVEL STATUS: NOT YET

Brazil is close and strategically important, but a plane ticket should accelerate qualified opportunities, not substitute for qualification. Trigger travel when there are at least 3 meaningful meetings, ideally including 2 Priority A/B buyers or one active negotiation plus additional qualified prospects.

14 Sample Strategy - Every Bottle Needs a Decision Path

Qualify → ship → taste → decide.

Buyer type	Sample status	Trigger	Expected next event
Priority A boutique importer	SEND after positive qualification	Confirms category interest + receiving process	Tasting date / decision-maker feedback
Priority B major importer	HOLD	Confirms specific portfolio gap	Commercial call before shipment
High-saturation importer	DO NOT SEND by default	Replacement/delisting signal appears	Gap-validation discussion
Direct retail importer	HOLD	Target shelf and volume economics fit	Commercial/technical evaluation

Sample follow-up must include a date. “Let me know what you think” is not an execution plan. The exporter should know who will taste, what question is being evaluated and when the buyer expects to decide whether to continue.

15 Activation Plan - After the First Order

Sell-through is part of the product.

Channel	Recommended activation	Why
Specialist retail	Staff tasting, shelf-talker with 90 WE + Gold + Apalta, targeted consumer tasting	Transforms proof into a simple reason to trade up
Horeca	Sommelier/FOH training, steak/grill pairing, by-the-glass test selectively	Cabernet + Brazilian food occasion is intuitive; avoid generic wine dinners
Importer sales force	One-page buyer role + objection handling + price ladder	Salespeople need to know where this SKU fits vs other Chilean Cabernet
Digital	Portuguese product page, award assets, bottle/label files, short Apalta video	Importer needs usable assets; current winery website is insufficient
PR / critics	Use current 90 WE and Catad'Or Gold before chasing more badges	Existing proof is enough for launch; more scores are secondary

16 90-Day Market Entry Plan

Actions, signals and stop conditions.

Period	Action	Target	Expected signal	Stop condition
Days 1-15	Fix export assets; confirm EXW/MOQ/terms; build Portuguese buyer case	Commercial readiness	No critical material gaps	Do not contact Priority A until minimum assets exist
Days 10-30	Approach Qualimais, La Charbonnade, Guarda; selective B buyers	6-8 qualified conversations	2-4 buyers request more info / meeting	If all reject on same structural reason, reassess
Days 25-50	Ship only qualified samples	2-4 sample sets	Tasting feedback + commercial question	No sample without evaluator/date
Days 45-70	Advance top 2-3 buyers; test terms and retail corridor	Live commercial cases	Terms / order scenario / launch discussion	Drop leads with no progression
Days 60-90	Travel only if threshold met; negotiate first order	1-2 serious prospects	PO / exclusivity discussion / launch plan	No trip if meetings are weak or unqualified

17 Final Decision - What NEUROWINES Would Do

One answer, not twenty disconnected observations.

VERDICT	OPPORTUNITY TYPE	COMMERCIAL EFFORT	DECISION CONFIDENCE
CONDITIONAL GO Strong enough to pursue	**PREMIUM SPECIALIST** Proven market, crowded field	**HIGH** Precision required	**MEDIUM-HIGH** Economics input still missing

RECOMMENDATION

Proceed with Brazil, but only as a selective premium-specialist entry. Fix the digital/export asset gap immediately, hold the target retail position around R$169-199, and prioritize boutique importers with less Chile saturation before major names. Do not discount or travel first. Validate buyer role first, send samples second, travel third. If the actual EXW/MOQ configuration cannot support the preferred shelf corridor, the verdict should be downgraded to FIX BEFORE ENTRY rather than forcing the market.

THE COMMERCIAL THESIS IN ONE SENTENCE

Las Niñas should not try to be another Chilean Cabernet in Brazil; it should be an accessible Apalta Cabernet with proof, organic credibility and specialist-channel relevance.

18 Portfolio Opportunity Scan - Next Opportunity

Placed at the end so it does not distract from the purchased analysis.

Public information indicates that Las Niñas also produces Carménère, Syrah, Mourvèdre, Merlot, Chardonnay and other wines, including the 2023 Mapuche blend (90% Carménère / 10% Syrah). This is not a second market-entry study, but the portfolio scan detected one alternative worth flagging.

ALTERNATIVE OPPORTUNITY DETECTED: MAPUCHE CARMÉNÈRE-SYRAH 2023

Preliminary signal only: Mapuche may offer a more distinctively Chilean story than Cabernet Sauvignon, lower direct varietal commoditization, organic credentials and a potentially easier specialist-buyer narrative. Because Brazil already understands Carménère as a Chile signature, this could be commercially interesting - but it requires its own price, competitor, buyer and economics analysis before any conclusion.

ALTERNATIVE SKU	SIGNAL	WHY	NEXT ACTION
Mapuche 2023 90% Carménère / 10% Syrah	**WORTH TESTING** Not a verdict	**More distinctive Chile role** Potentially less head-on Cab saturation	**Run separate report** 1 product × 1 market

NEUROWINES would offer the client a separate Market Entry Intelligence run for Mapuche × Brazil only if the winery wants to test that opportunity. The current Cabernet report remains complete and independent.

19 Evidence Register & Sources

Current public evidence accessed 14 September 2026.

ID	Source	Evidence used	Reference
S1	OIVE / Interprofesional del Vino de España	Brazil wine imports 2025: €511.2m, 165.1m L, +1.7% value, +3.5% volume; avg €3.10/L.	https://estadisticas.interprofesionaldelvino.es/informe/importaciones-de-vino-en-brasil-ano-2025/
S2	Vinetur	2025 supplier detail: Chile €197.1m, 78.1m L; bottled wine €468.8m / 156.47m L.	https://www.vinetur.com/en/2026040198432/brazil-increases-wine-imports-in-2025-as-packaged-wines-drive-market-growth.html
S3	Observatorio Vitivinícola Argentino	H1 2026: Chile ~€93m (+9.7%), 39.2m L (+11.9%), avg €2.37/L (-2%).	https://www.observatoriova.com/category/reportes-interactivos/mercado-externo-reportes-interactivos/
S4	Volza	Cabernet wine Chile→Brazil: 13,084 shipments, 88 buyers, 122 exporters (TTM May 2024-Apr 2025).	https://www.volza.com/p/cabernet-wine/import/import-in-brazil/coo-chile/
S5	Volza	Cabernet Sauvignon Reserva wine Chile→Brazil: 550 shipments, 25 buyers.	https://www.volza.com/p/cabernet-sauvignon-reserva-wine/import-data/imports-in-brazil/origin-chile/
S6	Volza	Red Cabernet Sauvignon wine imports: 856 shipments, 52 buyers; +20% cited growth.	https://www.volza.com/p/red-cabernet-sauvignon-wine/import-data/imports-in-brazil/
S7	Wine Enthusiast	Las Niñas 2023 De Apalta Gran Reserva Cabernet Sauvignon: 90 points, 14%, $26 reference price.	https://www.wineenthusiast.com/buying-guide/las-ninas-2023-de-apalta-gran-reserva-cabernet-sauvignon-apalta/
S8	Baythorne Wines	2023 Las Niñas Cabernet: 100% Cabernet Sauvignon, 12 months French oak, Terroir Collection.	https://baythornewines.co.uk/products/2023-cabernet-sauvignon-gran-reserva-las-ninas-apalta-valley-chile
S9	Catad'Or award list	Las Niñas Terroir Collection Cabernet Sauvignon 2023 - Gold.	https://catadorficha.informatic.cl/?e=MzE%3D&evento=&idioma=1
S10	Vivino Brazil	Las Niñas Cabernet Sauvignon; Las Niñas winery rating footprint.	https://www.vivino.com/pt-BR/las-ninas-cabernet-sauvignon-colchagua-valley/w/5946552
S11	Vivino Brazil	Las Niñas Apalta blend: 4.1 / 178 ratings.	https://www.vivino.com/pt-BR/las-ninas-apalta-colchagua-valley/w/6640132
S12	Viña Las Niñas official website	Website currently under construction.	https://www.vinalasninas.com/
S13	Viña Las Niñas LinkedIn	Company profile, 526 followers, 11-50 employees, Apalta.	https://cl.linkedin.com/company/vi%C3%B1a-las-ni%C3%B1as
S14-S22	Brazil retail benchmarks	World Wine, Winebrands, Mistral, Decanter, Grand Cru current Cabernet listings cited in price table.	Multiple current retailer pages accessed 14 Sep 2026
S23	Brazil MAPA	Wine import establishment registration and product requirements.	https://www.gov.br/agricultura/pt-br/assuntos/inspecao/produtos-vegetal/registro-importacao-e-exportacao-1/importacao/importacao-de-bebidas-vinho-e-derivados-da-uva-e-do-vinho

S24	Receita Federal	Brazil tariff agreement table identifies Chile under ACE-35.	https://www.gov.br/receitafederal/pt-br/assuntos/aduana-e-comercio-exterior/manuais/despacho-de-importacao/sistemas/siscomex-importacao-web/declaracao-de-importacao/funcionalidades/elaborar-uma-nova-solicitacao-de-di/preenchimento-da-di-1/formularios-de-dados-especificos-da-adicao/aba-tributos-1/tabela-de-acordos-tarifarios
S25	SUBREI / OAS SICE	Chile-Brazil / Mercosur-Chile trade agreement framework.	https://www.subrei.gob.cl/acuerdos-comerciales/acuerdos-comerciales-vigentes/brasil
S26	Qualimais	Boutique importer; premium/HORECA; Tres Palacios Chile representation.	https://www.importadoraqualimais.com.br/empresa
S27	La Charbonnade	Boutique importer, 500+ exclusive labels; organic/biodynamic/natural focus.	https://lacharbonnade.com.br/
S28	Guarda Vinhos	Boutique importer/distributor; 6 international wineries; B2B focus.	https://www.guardavinhos.com.br/pages/a-guarda-vinhos
S29	Zahil	Chile and Cabernet portfolio including Los Boldos, Garage Wine Co., Domus Aurea.	https://zahil.com.br/pais/chile/
S30	World Wine	Current Chile portfolio and retail benchmarks.	https://www.worldwine.com.br/especial-chile
S31	Decanter	Current Chile Cabernet listings incl. Terranoble/Sutil.	https://www.decanter.com.br/
S32	Mistral	Current Chile portfolio incl. Los Vascos, Carmen, Lapostolle Apalta, Almaviva.	https://www.mistral.com.br/
S33	Winebrands	35 Chile products; multiple Cabernet listings.	https://www.winebrands.com.br/vinhos/Chile
S34	Épice	403 labels, 82 producers; Chile represented by Viña Tarapacá, 35 labels.	https://www.epice.com.br/
S35	Grand Cru	Large prestige importer / 2,000+ labels; Chile Cabernet present.	https://www.grandcru.com.br/
S36	Interfood	Current Chile portfolio includes Santa Helena / San Pedro / 1865 etc.	https://www.interfood.com.br/

Evidence labels used in this report: VERIFIED = directly supported by cited source; OBSERVED = visible commercial evidence such as current assortment/price; CLIENT INPUT = provided by client; INFERENCE = NEUROWINES interpretation. Buyer “current appetite” was not verified through direct buyer conversations and is therefore not presented as fact.

Disclaimer

This is a commercial intelligence report, not legal, tax or formal credit advice. Retail prices and portfolios change. Public shipment databases may use overlapping or imperfect product descriptions. Final customs treatment, taxes, credit exposure and import compliance should be confirmed by the importer, customs broker and relevant professional advisers.