

USC & FEN Students Visit Wine World's "Best Visitor Center" in the Heart of Chile's Wine Country



April 15, 2015 (Columbia, S.C.) - This past 28th and 29th March, 11 USC students and their 7 Chilean FEN classmates learned first-hand about viticulture and the wine industry in what was voted this year by *Drinks International* as the best place in the world to do so: the Viu Manent Visitor Center in Chile's Colchagua Valley. This highly respected winery rolled out the red carpet to give our students a rich experience in both Chilean and wine culture. Students witnessed the science, business, marketing and

historic knowledge that are melded together to transform grapes on the vine into the prized commodity that gets savored by the glass across the globe. Expert guides led the students through elegant exhibits, historic buildings, a ride in an authentic horse-drawn wagon past timeless vines, and tastings of both the fermenting juice and of five of Viu Manent's finished wine masterpieces. Both Chilean and US students alike left awe-struck by the amazing beauty and extreme

richness that thrives in the small area between Chile's Andes and coastal mountains, and expressed their determination to share their knowledge with others both at home and abroad.

This once-in a life-time experience was part of the International Business of the Americas Program, which is a two-year experience for students from the University of South Carolina's Darla Moore School of Business in the USA and the University of Chile's School of Business and Economics in

Santiago. The weekend events also included a stop at the Wine Harvest Festival in the nearby town of Peralillo, time at the impressive Colchagua Museum, and a visit and tour of Maquis, another internationally respected vineyard in the area.

