

MATERIAL INFORMATION
Viña Concha y Toro S.A.
Securities Register No.0043

Santiago, May 29, 2009

Superintendent
Superintendency of Securities and Insurance
SANTIAGO

Dear Sir,

As chief executive officer of Viña Concha y Toro S.A. (the "Company"), expressly authorized for this purpose, and in accordance with articles 9 and 10.2 of Law 18,045 and Section II, 2.2, of the General Rule No.30 of the Superintendency of Securities and Insurance, I report to you the following material information of the Company I represent.

At the Company's board meeting held on May 28, 2009, it was agreed to offer the balance of shares not subscribed by shareholders during the preferential offer period (against the Company's capital increase agreed at the extraordinary shareholders meeting of December 18, 2008) to all the employees of Viña Concha y Toro S.A. and subsidiaries who wish to participate voluntarily in this program, pro rata to their years of service in the Company and remuneration, at the same price and subject to the same conditions as those offered to shareholders during that period. The shares not subscribed in the preferential offer period amounted to a total of 1,674,591, equivalent to 5.98% of the new issue (which corresponds to 0.22% of the total shares of the Company).

The purpose of this is to establish a procedure for employees to participate effectively in the ownership of the Company as shareholders, and concentrate their efforts on achieving a greater value for the Company and thus their own investment.

Yours sincerely,

Eduardo Guilisasti Gana
Chief Executive Officer
Viña Concha y Toro S.A.