

# Axel by Viña La Playa

COLCHAGUA VALLEY, CHILE • LIMARI VALLEY, CHILE • SOREN, PETER & ERIC AXELSEN



## Axel Primero

AB +721890



## Axel Carmenère

AB+721890



## Axel Cabernet Sauvignon

AB+ 744253



## Axel Syrah

AB +746315



Go to [www.laplayawine.com](http://www.laplayawine.com) for current vintages and notes.

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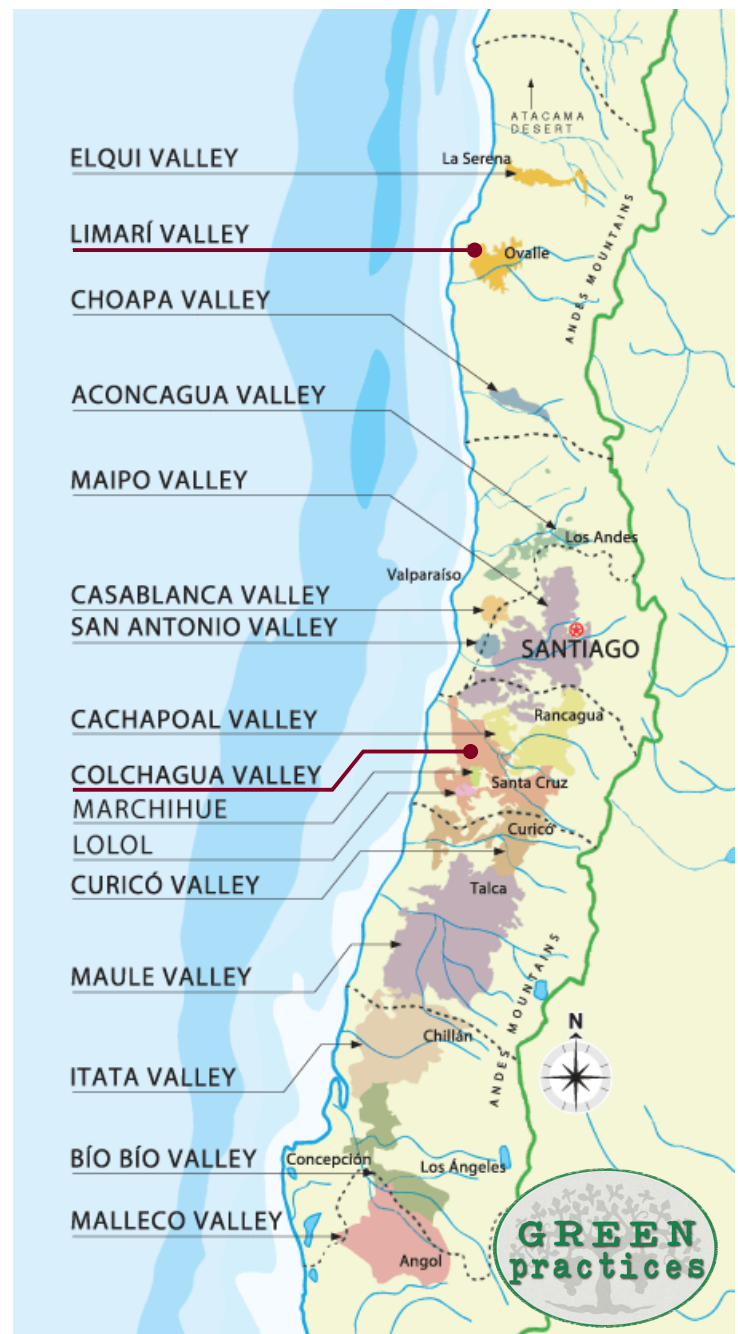
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## VINEYARD NOTES

- Axel is named after the Axelsen family, the founders of Viña La Playa
- Note the Danish Viking on the label
- In 1952, patriarch Soren Axelsen left his native Copenhagen traveled to New York to intern with the Isbrandtsen Steamship Co.
- Isbrandtsen sent Soren to Chile to supervise shipping of iron ore. This was Soren's first experience of wines of Chile
- He saw at that time the similar California growing conditions and saw the potential of Chilean wines
- 1955 Became the original importer of Tuborg Beer for the United States
- 1973 Became a wine grower in California
- 1980 Cabernet Corporation was created and Soren began selling California wines in bulk to Europe
- 1988 Sold his first container of Chilean bulk wine to Danish and Northern European Buyers
- 1989 Soren realized his dream founding Viña La Playa alongside his sons, Peter and Eric
- 1989 Before building their own winery, they first built the sales
- 1995 Cellar Stock started to import Vina La Playa after meeting with Soren Axelsen
- 2002 Viña La Playa winery in Colchagua Valley, comprising 600-acres of vineyards and a \$10 million, state-of-the-art winemaking facility is launched
- Soren has been part of all aspects of the wine business; shipping, importer, grape grower, bulk wine buyer and seller and vineyard owner

Cellar Stock Importers has a strong connection with the Axelsen family, they are our partners and friends. We cannot stick our noses in any of their wines without hearing the great laugh from Soren that fills the room along with his mischievous twinkle in his eye, the grace and beauty of his wonderful wife, Ingrid, and the rest of the team, Eric and his wife Sjoukje and Peter and his wife Judith.



## CONTACT

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