

Casillero del Diablo

LAUNCHES LATEST “THE WINE LEGEND” VIDEO, STARRING PEDRO PASCAL AS “THE WORLD’S GREATEST THIEF”

With years of stunning cinematographic advertising campaigns, Concha y Toro’s principal brand, Casillero del Diablo, has launched The Wine Legend; starring Chilean-American actor Pedro Pascal in a brand new role.

The World’s Greatest thief is an eccentric, ingenious, mysterious and classically modern thief who tells an enigmatic tale from within his luxurious mansion. Now the “owner” of some of the world’s most desired items, you’d be forgiven for thinking there is nothing he wouldn’t steal. However, even he wouldn’t dare to steal from the Devil himself.

“Having Pedro Pascal join us as part of our global campaign has been a real honour. He’s one of the most recognizable actors currently on screen, and shares key characteristics with Casillero del Diablo. Just like our brand, his origins are Chilean, he is recognised globally, and he reflects

sophistication, integrity and a contemporary spirit, among many other attributes,” commented Sebastián Aguirre, Casillero del Diablo Global Marketing Director.

The video is part of the wine brand’s newest global campaign, launching in Chile, the UK, the USA, Brazil, China and other key markets.

Visit thewinelegend.com to watch The Wine Legend, starring Pedro Pascal as the World’s Greatest thief.

Casillero del Diablo’s Legend

This legend began more than 130 years ago, when Don Melchor de Concha y Toro, founder of the Concha y Toro winery, reserved for himself an exclusive batch of his best wines. To keep strangers away from this special private reserve, he spread the rumour that the Devil lived in his cellar. Hence the name: Casillero del Diablo (The Devil’s cellar).

