

Casillero del Diablo

LAUNCHES DINNER PARTY, STARRING PEDRO PASCAL AS “THE WORLD’S GREATEST THIEF”

With a long track record of impactful cinematic campaigns, Concha y Toro's flagship brand Casillero del Diablo has launched a new version of its The Wine Legend campaign in Chile, called Dinner Party, and featuring Chilean-American actor Pedro Pascal in the starring role.

“Having Pedro Pascal as part of our global campaign once again has been extraordinary. In an excellent performance, Pedro plays an enigmatic and mysterious character that revives the classic legend of Casillero del Diablo, but in a more modern and cinematographic way,” says Sebastian Aguirre, Casillero del Diablo's Global Marketing Director.

The first version of The Wine Legend, starring the renowned actor, was released in September 2021 and was viewed by millions of people around the world.

Visit thewinelegend.com to watch The Wine Legend - Dinner Party

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).

WINE SO SPECIAL

IT'S PROTECTED BY THE DEVIL

