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Chilean wine producer teams up with Mexican soccer for limited-edition release during US MexTour

Selección Red targets Hispanic consumers and soccer fans as Casillero del Diablo expands presence in the United States market

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Viña Concha y Toro, the largest wine producer in Chile, has launched a new limited-edition wine in partnership with the Mexican National Soccer Team. The collaboration was announced as the team began its annual “MexTour” across the United States, which started on April 5 in Kansas City, Missouri, and will continue through September.

During this tour, both the men’s and women’s teams will play matches against other national teams in various U.S. cities.

The new wine, called “Selección Red,” is a blend of Carmenère and Cabernet Sauvignon. It is priced at $12.99 and will be available at select retailers throughout the United States. In addition to retail sales, the wine will be promoted and sold at specific MexTour matches. The bottle’s label features Mexico’s national colors—red, green, and white—and incorporates traditional Mexican and Aztec motifs such as the eagle and snake, paying tribute to Mexican heritage and folk art.

Rodrigo Maturana, president of marketing for Viña Concha y Toro USA, explained that the partnership is designed to reach the large U.S. fan base of the Mexican National Team, which numbers more than 65 million people. He said that MexTour provides an ideal platform to introduce co-branded Casillero del Diablo wines to a broad audience.

Viña Concha y Toro first partnered with the Mexican National Team last year. Casillero del Diablo is already a leading premium wine brand in Mexico, selling 200,000 cases there last year and holding the top spot in its price segment. In the United States, Casillero del Diablo and Concha y Toro’s Frontera brands together sold nearly 1.9 million cases in 2024.

Isabel Guilisasti, vice president of fine wines at Concha y Toro, noted that consumer preferences in the U.S. are shifting toward easier-to-drink wine styles. She said that Selección Red is a semi-sweet wine, which is currently the fastest-growing category among younger consumers and those new to wine.

Maturana emphasized that maintaining visibility for Chilean wines in the U.S. market is crucial. He pointed out that partnerships like this one help keep Chilean wines relevant and allow them to reach consumers beyond traditional wine audiences. With interest in soccer growing ahead of the 2026 World Cup in North America, he said this collaboration allows Casillero del Diablo to connect with a cultural moment that resonates with many Americans.

Recent data from the Wine Market Council shows that 42 percent of U.S. Hispanics are drinking more wine than before. Nielsen data also indicates that their buying power now exceeds $2 trillion. Maturana said this partnership not only strengthens Casillero del Diablo’s position as a leading Chilean wine but also demonstrates how Chilean wines can appeal to multicultural consumers who may not have traditionally chosen wine as their beverage of choice.

There has been no official word on whether any players have celebrated victories with Selección Red after their first two matches—both wins against Jamaica—but veteran goalkeeper Guillermo Ochoa is known for his interest in wine through a partnership with a winery in Italy’s Puglia region. This suggests that some players may indeed enjoy a glass after a successful game.

The partnership between Viña Concha y Toro and the Mexican National Soccer Team highlights how global brands are using sports events to reach new audiences and adapt to changing consumer tastes in key markets like the United States.