From the middle of the 90s, Chile has been experimented a impact revolution in terms of its wine production technics and quality levels. The constant increase of the production areas with high quality grapes and technological investments applied to the vinification process allowed a positive trends in terms of chilean wine exports to different countries undepinned by an atractive price/quality ratio. Moreover, the value of the chilean exports has been evolved in the past decade from US$1 million (43 million of liters) to US$569 million (246,5 million of liters). Under this scenario, from 1997, the planted area with vitis vinifera has been growth 15,1% in annual average and the wine production in 16,5%, increasing the Chilean exports. In addition, in 2012 the total exports grew 8,9% in volume terms and 15,8% for bottle wine. However, the annual growth rate in the last part of this period decreased as consequence of reductions in terms of average value by liter and box exported due to an increment of the bulk exports. As a matter of fact, the future and perspectives of this industry requires a new strategical approach in terms of its commercial guidelines with the aim to maintain or even increase its participation and reputation in the world wine market. According to the current international trade indicators, Germany is the fourth importer country with more than 20 millions of hectoliters and 24 liters per capita by year. Furthermore, the increase of the European Union envolving wine producer countries, reinforce a new design of the Chilean commercial strategies in order to maintain its competitiveness. In this sense, this work aim to diagnose and analize the current commercial position of the Chilean wines with respect to the European countries, focusing in the German market.