



# ARGENTINA WINE COUNTRY



# Argentina



## SURFACE (*continental*)

**2.791.810** km<sup>2</sup>  
| **8<sup>th</sup>** WORLD'S LARGEST  
COUNTRY  
| **2<sup>nd</sup>** SOUTH AMERICA'S  
LARGEST COUNTRY

## LOCATION

**22°-55°**  
SOUTH LATITUDE  
**53°-74°**  
WEST LONGITUDE

## POPULATION

**44.9** M  
INHABITANTS  
*\*2019 estimations*

## CAPITAL

**BUENOS  
AIRES**





W  
WINES OF ARGENTINA  
H

NATURAL  
DIVERSITY



# A UNIQUE HABITAT

for the creation of great wines



A series of natural factors combined with a deeply-rooted popular wine culture lend our wines a unique identity and quality.

## **TERROIRS**

| Extension & diversity

## **ALTITUDE**

| Distinctive character

## **CLIMATE**

| Dry & continental

## **SOILS**

| Low fertility

## **WATER**

| Great purity

## **WINE PRODUCERS**

| Strong commitment





# TERROIRS

Extension and diversity

Argentina's vast extension is **unique**. It offers the possibility of cultivating high-quality vineyards across larger areas, creating a great diversity of *terroirs*.

This allows to play with various grape varieties and wine styles: reds (from young and light, to full-bodied and structured), whites (from dry to fruity and aromatic), sparkling (from nature to dulce) and rosés

## KEY FACTORS

- Altitude and latitude
- The presence of the Andes range
- Rainfall regime
- Variability in soils

8<sup>th</sup>

WORLD'S LARGEST COUNTRY

3800 km

EXTENSION (from north to south)

23 | 45°

SOUTH LATITUDE (Cultivated area)

20°

LONGITUDE (from east to west)



# ALTITUDE

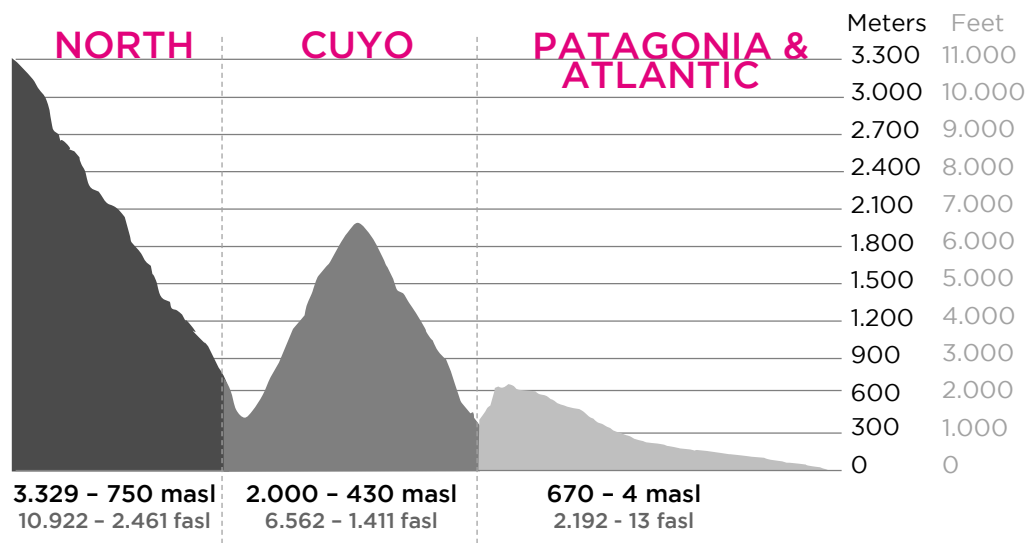
Distinctive character

- | The Andes range offers variable altitudes, generating a unique variety of *terroirs* and microclimates.
- | **Altitude serves as a temperature regulator:** For every 150 meters of linear rise over a point on the map, the average temperature will drop by 1°C.
- | This is reflected in the expression and diversity of Argentine wines.



Argentina is the only country who adds altitude as a key factor of terroir.

## VINEYARD'S ALTITUDE IN ARGENTINA



Argentina's traditional wine regions are located in high-altitude valleys far from the oceans, which makes us **one of the few continental viticultural areas in the world.**

Argentine wines are “**naturally natural**”. The majority of vineyards are located in arid areas, with dry climates and plenty of sunshine, with no need of artificial intervention.

This leads to healthy vineyards and contributes to the production of organic wines.



- | The soil becomes increasingly defining as a viability factor for the vine.
- | Young and nutrient deprived soils, with low organic matter, which leads to restricted vine growth. Nitrogen is a fundamental macronutrient in soils. As a result of the harsh climate, nitrogen content and availability is very low.
- | This arid fruitfulness favors the natural development of premium grapes with genuinely distinctive flavors.





The main source of irrigation in mountain valleys is the **meltwater from the Andes**. Therefore, water is completely **pure** and free from the influence of any contaminating activity.

There are two irrigation methods: flood irrigation (especially used in old vineyards) and drip irrigation (introduced in the 90's).



DRIP IRRIGATION



FLOOD IRRIGATION

# WINE PRODUCERS

Strong commitment



- | Argentina's restless producers are **BREAKING NEW GROUND** and reshaping the country's wine offering.
- | They're developing their own national identity in winemaking by increasingly focusing on terroir.
- | Combination of tried-and-true traditions with cutting edge technology and modern techniques.
- | New projects and new ways of producing wine to showcase the country's diverse and unique terroir.
- | Experimentation with new regions, making them wine regions from scratch, leading to the emergence of new GIs.







# ARGENTINA

## MAIN WINEGROWING FIGURES



# ARGENTINA TODAY

Main winegrowing figures



**5<sup>th</sup>**

**WORLD'S LARGEST  
WINE PRODUCER\***

1. ITALY
2. FRANCE
3. SPAIN
4. UNITED STATES
- 5. ARGENTINA**

**895**

**PRODUCING  
WINERIES**

**7<sup>th</sup>**

**LARGEST COUNTRY  
IN CULTIVATED  
SURFACE\***

1. SPAIN
2. CHINA (mainland)
3. FRANCE
4. ITALY
5. TURKEY
6. UNITED STATES
- 7. ARGENTINA**

**10<sup>th</sup>**

**WORLD'S LARGEST  
WINE EXPORTER\***

1. SPAIN
2. ITALY
3. FRANCE
4. CHILE
5. AUSTRALIA
6. SOUTH AFRICA
7. GERMANY
8. UNITED STATES
9. PORTUGAL
- 10. ARGENTINA**

**2018**

**EXPORTS\*\***

**275 M**

**TOTAL EXPORTS  
in volume (liters)**

**U\$S 821 M**

**TOTAL EXPORTS  
in value (U\$D FOB)**

Source: \*OIV - State of the Vitiviniculture World Market in 2018 (April 2019)

\*\*National Viticulture Institute - Exports Market Report 2018 (01/03/2019)



# ARGENTINA TODAY

Main export markets 2018 (USD FOB)\*



1<sup>st</sup>



**UNITED STATES**  
USD 244.793.000

6<sup>th</sup>



**CHINA**  
USD 24.429.000

2<sup>nd</sup>



**UNITED KINGDOM**  
USD 89.657.000

7<sup>th</sup>



**MEXICO**  
USD 20.846.000

3<sup>rd</sup>



**CANADA**  
USD 62.136.000

8<sup>th</sup>



**PARAGUAY**  
USD 18.837.000

4<sup>th</sup>



**BRAZIL**  
USD 56.195.000

9<sup>th</sup>



**SWITZERLAND**  
USD 14.995.000

5<sup>th</sup>



**NETHERLANDS**  
USD 28.629.000

10<sup>th</sup>



**FRANCE**  
USD 13.811.000

# ARGENTINA TODAY

Main winegrowing data



9<sup>th</sup>

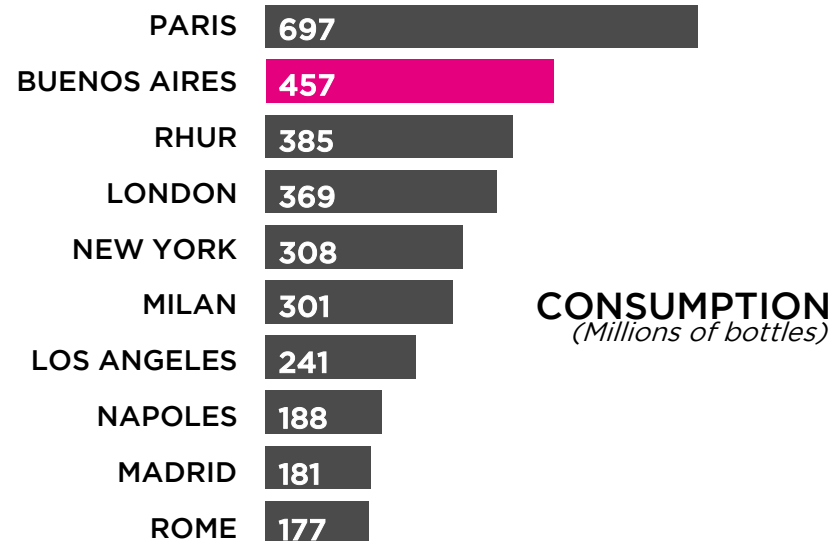
LARGEST  
COUNTRY IN WINE  
CONSUMPTION\*

1. UNITED STATES
2. FRANCE
3. ITALY
4. GERMANY
5. CHINA (mainland)
6. UNITED KINGDOM
7. RUSSIA
8. SPAIN
9. **ARGENTINA**

**BUENOS AIRES**

2<sup>nd</sup>

LARGEST CITY IN  
WINE CONSUMPTION  
AFTER PARIS\*\*



Source: \*OIV - State of the Vitiviniculture World Market in 2018 (April 2019)

\*\*INSEEC Wine & Spirits Institute





[WWW.WINESOFARGENTINA.COM](http://WWW.WINESOFARGENTINA.COM)