

MALBEC
WORLD
DAY



MALBEC ARGENTINO

APRIL 17th

#MALBECARGENTINO
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MALBEC WORLD DAY

Malbec World Day (MWD) is a global initiative created by Wines of Argentina that seeks to position **#MalbecArgentino** in the world and celebrate the success of our national wine industry.

Held for the first time on April 17, 2011, MWD managed to position itself as a historic event in the promotion of **#VinoArgentino** worldwide and is now part of the calendar of international celebrations. This celebration has the support of the [Ministry of Foreign Affairs](#) and the [Argentine Wine Corporation \(COVIAR\)](#), and is part of the Argentina 2020 Strategic Wine Plan.

Every year, Wines of Argentina organise an array of activities in the main export markets, in addition to events organised by Argentine representatives abroad and independent initiatives that place Malbec at the center of a global toast. The immense impact achieved by this activity has led to the experience being replicated within the country as well by the Provincial Governments of Argentina and local entities. In the last edition more than 100 events took place in 86 cities across 50 countries, paying tribute to the flagship strain of Argentina.

In April 2020, we'll be celebrating 10 years of MWD, which reflects not only the success of this campaign, but also shows that **#MalbecArgentino** is as important as ever.

Argentina is currently the world's largest producer of Malbec, and it is the star variety of Argentina, grown in all our wine regions. It has become a **#VinoArgentino** paradigm; It is our flagship grape and the one that best represents us in the world. Like a compass that sets a course, thanks to Malbec we have been able to begin the adventure of discovering the potential of our wine industry.

Each edition of **MWD** revolves around a particular theme, discovering different aspects of the varietal. In 2020 we have proposed a return to the essence, emphasising the inseparable link built between Malbec and our country over the last few decades. To speak of Malbec is to speak unfailingly of us, of our

way of being Argentine. Malbec shows the best of our culture. It is as Argentine as football, tango or asado. Each bottle gives an account of the diversity of our land and invites us to discover the richness of our geography, the extremes of our climate and the colour of our landscapes.

A large part of our identity as Argentines is also associated with the warmth of our people and the importance we put on our closest relationships. As a representative of our values, Malbec is present at family and social gatherings around the world. In this sense, uncorking a **#MalbecArgentino** presents the perfect excuse to enjoy and connect with what is good for us, occasions where Malbec is the silent witness and the protagonist. Even at home, after a hard days work, Malbec is often the best company, helping us to disconnect and regroup.

Argentine producers are continuing to surprise the world by reinventing Malbec, cultivating it in the most extreme conditions of altitude and latitude. Malbec is Argentine and, at the same time, universal: it continues to transcend borders with force and is consumed in more and more places and situations. Its intrinsic characteristics as a varietal, its versatility, nobility and elegance, make it the wine chosen by people around the world. Simply put, **#MalbecArgentino** is delicious and the world enjoys it with pleasure.

Argentine Malbec, ¡Me Gusta! is the concept that has been chosen this year by Wines of Argentina to pay tribute to our emblematic strain; an expression that best synthesises the experience of consumers who have the possibility to taste and discover in **#MalbecArgentino** much more than just a wine.

Why is Malbec World Day celebrated on April 17?

The origins of Malbec can be traced back to the region of the southwest of France. Here they have been cultivating this grape and making wines with the appellation of "Cahors" since the days of the Roman Empire. These wines became more popular during the Middle Ages and have become stronger and stronger in modern times.

The conquest of the English market was a crucial step in the evaluation of this grape in England and the world. By the late nineteenth century, the phylloxera plague had destroyed the French vineyards, so the "Côt" had been forgotten,

leaving, however, a culture of appreciation emerged for Malbec during this time.

Sometime later, **#MalbecArgentino** appeared. This variety arrived in our country in 1853 in the hands of Michel Aimé Pouget (1821-1875), a French agronomist who was commissioned by President Domingo Faustino Sarmiento to carry out the management of the Agricultural Quinta de Mendoza.

Modelled on France, the initiative proposed adding new grape varieties as a means to enhancing the national wine industry. On April 17, 1853, with the support of the governor of Mendoza, Pedro Pascual Segura, a project was presented to the Provincial Legislature, with a view to establishing a Quinta Normal and Agricultural School. This project was approved by the House of Representatives on 6 September that same year.

In the late nineteenth century with the help of Italian and French immigrants, the wine industry grew exponentially and with it, Malbec, which quickly adapted to the various different terroirs, and developed with even better results than in its region of origin. Thus, over time and with a lot of hard work, it emerged as the flagship grape of Argentina.

The 17th of April is, for Wines of Argentina, not only a symbol of the transformation of Argentina's wine industry, but also the starting point for the development of this strain, an emblem for our country worldwide.

For more information about the celebrations for Malbec World Day contact info@winesofargentina.com.

About Wines of Argentina

[Wines of Argentina](#) is the entity responsible for the VINO ARGENTINO brand in the world. Since 1993, the organization has been promoting the image of regional wines abroad, in addition to helping guide the export strategy of Argentina, studying and analyzing the changes that occur in consumer markets. Its objective is to collaborate in the consolidation of Argentina among the main wine exporting countries of the world and contribute to the global success of the wine industry, by raising the positive perception in the trade of



opinion leaders and consumers. Currently, it has more than 260k followers on Facebook.

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More information about WofA at www.winesofargentina.org