

**MALBEC**  
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DAY



# MALBEC ARGENTINO

APRIL, 17<sup>th</sup>

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**#MalbecArgentino**  
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# MALBEC

Malbec is originally from the southwest of France, where it is known as “Côt” and has a tannic, hard style.

Wines with the appellation of Cahors have been produced since the days of the Roman Empire.







1853

Malbec was introduced in Argentina by Michel A. Pouget, a French agronomist hired by the Argentine National Government to carry out the management of the Agricultural Quinta of Mendoza.



# 1863

The phylloxera plague took a strong hold on France, causing serious problems with the wine industry of that country.

Vines were hard hit and began to deteriorate massively in the southern Rhone.

Argentina was one of the few regions, together with Chile and Cyprus, that remained exempt from phylloxera.





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# 19th CENTURY

Towards the end of the 19th Century, Argentine viticulture experienced exponential development in the hands of Italian and French immigrants.





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Malbec, in particular, adapted quickly to the varied terroirs offered by Argentina's rugged landscape and began to produce wines better than in its original land.



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# Argentina FRANCIA

Argentina became the only country to have original Malbec vines of true French heritage.

A superior Malbec was elaborated in oak casks and a star was born.



# MALBEC

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Malbec is a variety of intense color, with shades of deep violet and aromas of red fruit, such as plums and cherries; notes of violet, spices and minerals.

With oak ageing, it brings out chocolate, vanilla and tobacco flavours.

In the mouth it is characterised by its softness and persistence and the sweetness of its tannins.



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# MALBEC

Since 2000, Argentine producers have begun to focus on origin, resulting in Malbecs that celebrate the identity of each terroir.

Its noble and versatile character makes Malbec the variety that best reflects the diversity of Argentine wine regions.

The Argentine North stands out for its high altitude, low latitude and high insolation in the region, which gives Malbec a blackish color and a lot of intensity.

Aromatically it is characterised by ripe black fruit and jam, combined with spicy notes of herbs or peppers, typical of the area.

In the mouth it has marked tannins, excellent concentration, texture and very good length.

# NORTH



# CUYO

Located in the center-west of the country, the Cuyo region is influenced by the Andes Mountains, with varied altitudes and very heterogeneous soils.

The Malbecs of Cuyo have a ruby reddish color. Aromatically they are characterised by the presence of fruits such as quince, figs and plums, and notes of caramel.

Wines with alcohol levels that generate sweetness and smoothness in the mouth.

Patagonian Malbec achieves very good maturity due to the characteristics of the region: high latitude, lower altitude, sun exposure and strong winds.

Reddish-black hues are often perceived, and very ripe fruit aromas such as sweet red berries, jam, caramel and raisins, are noticeable in the nose.

In the mouth they have high levels of tannins that give texture and structure to the wines.

# PATAGONIA



# ATLANTIC REGION

The Atlantic region stands out for its pronounced thermal amplitude, its proximity to the ocean and the influence of its maritime winds, which give the Malbec intense red colors with violet hues.

Wonderful aromas of liquorice, red fruits and the freshness of menthol are present.

In the mouth this sensation of fruit and freshness is repeated, presenting itself as a stylish, elegant wine, with soft tannins and a long and delicate finish.

# Malbec in Numbers

## SURFACE

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**109,686**  
**Acres**

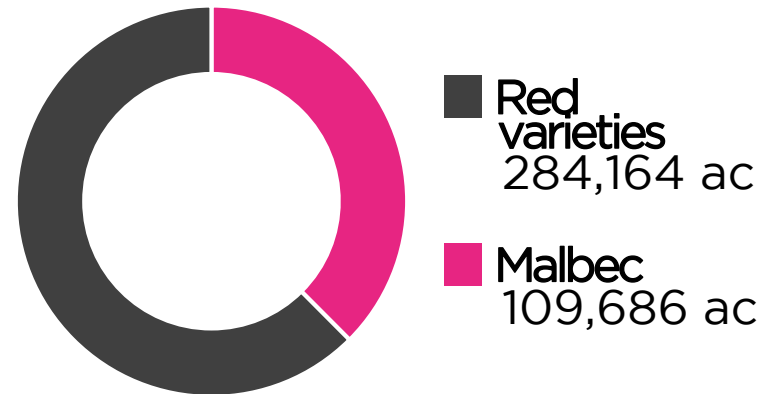
Surface planted with Malbec  
(for vinification) in Argentina  
up to 2019.

**↑ 171%**

Has grown the area planted  
with Malbec in Argentina  
since 2000 to date, the  
equivalent of 69,290 acres.

**38,6%**

Represents Malbec in  
relation to the total red  
varieties planted in the  
country (284,164 ac).



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# Malbec in Numbers

## SURFACE

RED VARIETIES (for vinification)	114.995 Hectares	284.164,14 Acres	% Red Varieties	% Total cultivated surface in Arg.
<b>MALBEC</b>	<b>44.387,50</b>	<b>109.685,95</b>	<b>38,60%</b>	<b>22,39%</b>
Bonarda	18.304,90	45.233,24	15,92%	9,23%
Cabernet Sauvignon	14.278,80	35.284,34	12,42%	7,20%
Syrah	11.915,60	29.444,64	10,36%	6,01%
Tempranillo	5.561,40	13.742,78	4,84%	2,81%
Merlot	5.156,00	12.740,99	4,48%	2,60%
Pinot Noir	2.011,40	4.970,37	1,75%	1,01%
Cabernet Franc	1.258,50	3.109,88	1,09%	0,63%
Tannat	864,80	2.137,01	0,75%	0,44%
Petit Verdot	653,50	1.614,86	0,57%	0,33%
Other red varieties	10.602,60	26.200,08	9,22%	5,35%

Source: Anual Surface Report - National Viticulture Institute  
(12/31/2019 database).

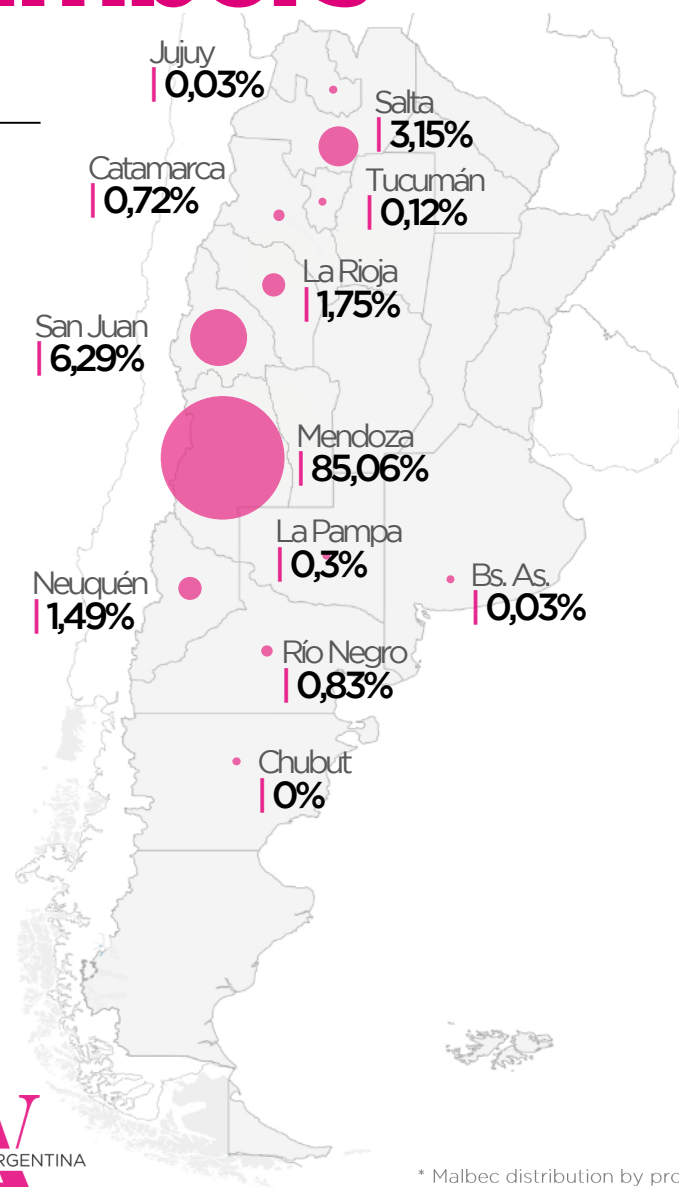
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# Malbec in Numbers

## SURFACE

PROVINCE	44.387,50 hectares	109,685.95 Acres	%
<b>Mendoza</b>	<b>37.754,1</b>	<b>93,294.16</b>	<b>85,06%</b>
San Juan	2.792,7	6,901.04	6,29%
Salta	1398,70	3,456.33	3,15%
La Rioja	776,6	1,919.06	1,75%
Neuquén	660,2	1,631.42	1,49%
Río Negro	369,9	914.06	0,83%
Catamarca	321,40	794.21	0,72%
La Pampa	131,8	325.69	0,30%
Tucumán	53,60	132.45	0,12%
Buenos Aires	13,3	32.87	0,03%
Jujuy	12,70	31.38	0,03%
Chubut	2,00	4.94	0,00%
Rest of Arg.	100,5	248.35	0,23%



Source: Anual Surface Report - National Viticulture Institute  
(12/31/2019 database).

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\* Malbec distribution by province,  
representative map.



# Malbec in Numbers

## HARVEST AND PRODUCTION

**4.303.510**

**Quintals**

of Malbec were  
harvested in 2019.

**↑ 99,8%**

Growth in Malbec  
production registered in  
the period 2008-2019.

Source: Annual Harvest and Production Report  
National Viticulture Institute (09/01/2019 database).

**85%**

of the total Malbec  
production in Argentina  
corresponds to Mendoza.

PROVINCE	QUINTALS	%
<b>Mendoza</b>	<b>3.659.596</b>	<b>85,04%</b>
San Juan	302.051	7,02%
Salta	121.542	2,82%
La Rioja	93.208	2,17%
Neuquén	60.961	1,42%
Catamarca	30.700	0,71%
Río Negro	22.047	0,51%
La Pampa	7.920	0,18%
Tucumán	1.960	0,05%
Buenos Aires	468	0,01%
Jujuy	407	0,01%
Chubut	6	0,00%
Rest of Arg.	2.644	0,06%

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# Malbec in Numbers

## EXPORTS

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**79,3 M**  
Litres

of Malbec were exported in 2019. It is by far Argentina's most exported varietal.

**327 M**  
USD

Measured in foreign currencies, Malbec exports reached 327M dollars in 2019.



**124**  
countries

Have received at least one shipment of Malbec in the last year (2019).











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# Malbec in Numbers

## EXPORTS

EXPORT MARKET (2019)		US\$ FOB	Litres	9L Cases	Average Price (US\$ FOB / 9L Case)
	UNITED STATES	117.437.067	26.370.750	2.930.083	40,08
	UNITED KINGDOM	52.836.640	14.962.667	1.662.519	31,78
	CANADA	25.923.495	5.692.018	632.446	40,99
	BRAZIL	22.414.509	6.607.266	734.141	30,53
	MEXICO	10.448.854	3.024.686	336.076	31,09
	NETHERLANDS	10.224.781	2.611.667	290.185	35,24
	SWITZERLAND	6.748.476	1.429.203	158.800	42,50
	CHINA	6.241.886	1.204.595	133.844	46,64
	GERMANY	5.603.390	1.329.255	147.695	37,94
	PERU	4.964.510	1.099.329	122.148	40,64

Source: Caucasia Wine Thinking.

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