



## Argentine Malbec continues to conquer palates around the world

*Wines of Argentina presents a new edition of Malbec World Day: "Malbec Argentino: ¡Me Gusta!"*

**Buenos Aires, April 07, 2020.** April 17 marks the 10th anniversary of the creation of **Malbec World Day**, a global initiative created by Wines of Argentina that seeks to strategically position Argentine Malbec in the world and celebrate the success of the national wine industry. This campaign has the support of the [Ministry of Foreign Affairs, International Trade and Worship of the Nation](#) and the [Argentine Wine Corporation \(COVIAR\)](#), as is part of the Argentine Strategic Wine Plan 2020.

If there is one thing that Argentine Malbec has excelled in over the last two decades, it is conquering palates around the world. For this reason, the concept chosen by Wines of Argentina to honor this emblematic strain is "*Malbec Argentino: ¡Me Gusta!*", as it combines the experience of those who choose it and discover in it much more than just a wine.

Held for the first time in April 2011, **Malbec World Day** managed to position itself as an historic event in the promotion of Argentine Wine worldwide, forming part of the international calendar and, in turn, achieving strong prominence in the local market. In the last edition, more than 100 events took place in 86 cities across 50 countries.

The current global context generated from the advance of COVID-19 requires us to act in a more responsible manner, avoiding meetings and physical contact that both identify with the passion of Argentines. So, Wines of Argentina has decided to go digital and promote its entire strategy through multiple activities in the main export countries.

*"Regardless of distance and despite cultural differences, Argentine Malbec is a force that brings us closer every year, invites us to connect with what we like and what makes us feel good. Today Malbec offers us the perfect excuse to continue sharing without leaving home",* said Alberto Arizu, President of Wines of Argentina.

With more than 44,000 hectares planted across the country, Malbec represents 38.6% of the red varieties and 22.39% of the total cultivated area in the country, the most widespread variety since 2011 and its surface area has increased more over the last 19 years. Of 16,347 ha in 2000 the surface area of Malbec has registered an increase of 171%, the equivalent of 28,040 hectares.

With this distribution, Mendoza leads local production of Malbec with 37,754 hectares cultivated (85.06% of the total vineyards). In second place, San Juan has 2,792 hectares of plantations (6.29%) and Salta with 1,398 hectares. (3.15%), La Rioja, Neuquén, Río Negro and Catamarca.

According to Caucasia Wine Thinking, in 2019 more than 79 million liters of Malbec were exported to the world, by far the most exported varietal in Argentina. This equates to more than USD 327 million. The United States maintained its position as the principal destination (USD FOB 117,437,067), followed by the United Kingdom (USD FOB 52,836,640), Canada (USD FOB 25,923,495) and Brazil (USD FOB 22,414,509).

*“Malbec reflects the best of our culture and personality; It is as Argentine as tango, soccer, empanadas and asado, its international success has made it a global phenomenon, bringing our passion and warmth to the entire world. We are convinced that, far from being exhausted, Argentine Malbec is more present than ever,”* says Arizu.

To learn more about Argentine Malbec and this year's campaign, visit the official website of Malbec World Day: <http://www.malbecworldday.com/>

**ABOUT WINES OF ARGENTINA** Wines of Argentina is the organisation responsible for the brand VINO ARGENTINO in the world. Since 1993, the organization has been promoting the image of regional wines abroad, in addition to helping guide Argentina's export strategy by studying and analysing the changes taking place in consumer markets. Its objective is to collaborate in the consolidation of Argentina among the main wine exporting countries in the world and contribute to the global success of the wine industry, by raising the positive perception of opinion leaders and consumers. It currently has more than 260k followers on Facebook.

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