

Annual Campaign

ARGENTINA

Breaking New Ground



Vision, Mission Objectives

Vision

Be the country brand with the strongest emotional attachment with Millennials.

Mission

- Contribute to the global success of the Argentine wine industry through the construction of the brand “Vino Argentino”. Raise the positive perception in the trade, opinion leaders and consumers.
- Guide the Export Strategy of the industry.

Objectives

- Shift/create a perception of Argentine wines as a forward thinking and modern country.
- Garner press and key influencers attention in our focus markets. Generate social buzz.
- Increase distribution and sales of argentine wines to showcase Argentina’s diversity focusing on premiumize the category and demonstrate the attractive price-quality ratio of Argentine wines.

02 The Strategy

Why Argentina is breaking New Ground?

Argentina's wine producers are **breaking new ground** and redefining winemaking today. By combining exceptional terroirs of great diversity with classic and indigenous grape varieties, by mixing tried-and-true traditions with cutting edge technology and modern techniques, they are able to continually improve Argentina's wine offering

SPANISH: PIONEROS DE UNA NUEVA GENERACIÓN

Other possible alternatives (TBD)

- Abriendo nuevos caminos
- Redefiniendo la identidad del vino argentino
- Abriendo/Trazando caminos / nuevos rumbos / nuevos horizontes
- Rompiendo paradigmas
- Construyendo la identidad del vino argentino / Construyendo caminos

FRENCH: PIONNIERS D'UN NOUVEAU GENRE

Pillars and Messages

Pillar#1: The process of regionalization of Argentina sustains the diversity and development of its terroirs. “PLOT & RULE”

Key words: Regionalization | Diversity | New GIs

Proofs:

Thanks to the technology that has been applied to the study of soil and the environmental conditions that influence wines, Argentine producers have been successful at shedding light on little-known aspects of Malbec and other varieties. This has allowed for the identification of differential attributes with regards to the wine and has in turn given us an advantage over our competitors.

- **Precision viticulture:** They are able to gather a wealth of data about their vineyards using aerial photography and electric conductivity studies, combine this data with observation and experience, in order to fragment large areas of vineyards and clearly determine which parts of their vineyards are suited to producing which wines.
- **New IGs:** Until the 1990s, when the planting of vines was deregulated, no vineyard could be established in Argentina outside of the stipulated provinces, such as Mendoza, San Juan, La Rioja, Catamarca, Salta and in other extremes, Rio Negro. With the change in legislation, however, producers are experimenting with new regions, making them wine regions from scratch.
- Argentina boasts several indigenous grape varieties that are grown nowhere else, such as Bonarda and Torrontés, making its wines unique in the world.
- From North to South, **Argentina stretches about 3,800km**, the same distance as from the island of Crete in the Mediterranean to the Champagne region in France, which is unique to Argentina and allows it to play with various grape varieties (Malbec and Cabernet Sauvignon in the north, Pinot Noir and Chardonnay in the south) and wine styles.
- Thanks to this, Argentina's geography and topography is extremely diverse: plains meet mountains, lush vegetation meets absolute aridity, steppes meet forests, and glaciers with spectacular waterfalls.
- The **diversity of its terroir** produces a wide range of wine styles: reds (from young and light, to full-bodied and structured), whites (from dry to fruity and aromatic), sparkling (from nature to dulce), rosé.

Pillars and Messages

Pillar #2: ARGENTINE MALBEC. A story of success.

Key words: Argentine Malbec | 3D Winemaking

Proofs:

Argentina has given Malbec an important place in the global wine scene. It's a success story. It is an emblematic case of a country that achieves a direct association with a varietal, rescuing it from oblivion, marking an innovation in the wine scene worldwide.

Many different styles of Malbec are emerging from Argentina producers' focus on precision of origin, reflecting the diversity of Argentina's terroir.

The 3D winemaking concept explains that Argentina is the only country who adds altitude as an important factor of terroir.

- Altitude
- Latitude
- Mountains

Pillars and Messages

Pillar #2: ARGENTINE MALBEC. A story of success.

Key words: Argentine Malbec | 3D Winemaking

Latitude, altitude and mountains

The Andes is a set of mountain ranges running in a North-South direction with different formations in time and geological morphology. Areas such as Luján de Cuyo, San Juan and La Rioja, for example, are at the foot of very old and eroded mountain ranges (some 500 million years old), while the Uco Valley is located at the foot of another, higher and newer in geological terms, known as the Cordillera Frontal (100 million years).

The most important aspect from a viticultural point of view is that these mountains offer variable altitudes according to vine planting in valleys or plains, with proximity or distance to the mountains. Altitude serves as a temperature regulator, so that for every 150 meters of linear rise over a point on the map, the average temperature will drop by 1°C. If the isotherms of the Argentine west are observed, the pattern is clear: the lines move parallel between valleys and slopes copying the relief.

There is a compensation between altitude and latitude, for which we have the same average temperature in Cafayate as in San Patricio del Chañar. What changes is the pattern of maximum and minimum temperatures and that produces pronounced effects in the wine.

This situation is what allows the planting of almost exactly the same varieties throughout the West. While in Mendoza vineyard areas occupy extensive areas of the plains about 700m to 1000m.a.s.l, following the fringes of the isotherms, delineated by the contours of the soil, in Salta the fringes narrow and form closed perimeters between 1700m and 3100m.

In the same way, the higher up one goes in the valleys and on the hillsides, the soil becomes increasingly defining as a viability factor for the vine. The soil expands or compresses the temperature range. So since the early 2000s, when producers began experimenting with vineyards at new heights, the question of soil became a new field of study, and with it, the Cordillera and its geology took on new prominence.

Pillars and Messages

Pillar #3: Embodying the pioneer spirit of Argentina's first immigrants, Argentina's new generation of wine producers is reshaping the country's wine offering.

Key words: New Generation | Charismatic | Bohemians | Rebel | Antihero | Innovation | Terroir | Sense of belonging | Identity | Provocateurs | Restless

Proofs:

Argentina's new generation are developing their own national identity in winemaking by trusting their efforts and believing in their terroir capacity to deliver exceptional wines.

Having traveled abroad, they realize the unicity of Argentina's geography and terroir, inspiring them to make the most of their country's potential, by driving new projects and new ways of producing wine to create their own style.

- They are leading new research and development projects to advance winemaking in Argentina.
- They are focusing less on ripe and mature grapes, more on fresh fruit, in order to really showcase their country's diverse and unique terroir.
- In their search for modernity, they aren't afraid to look back to the past: while epoxy vats and large stainless steel tanks, which dominated Argentine wine – and the world – between 1990 and 2000, produced industrial wines with a good quality/price ratio, the pursuit of excellence and detail calls for a change in vessel; now the idea is moving towards jars, small containers and eggs.

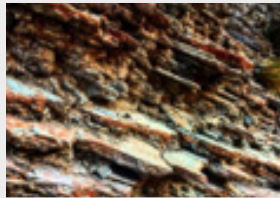
Pillars and Messages



Redescubren
el pasado
en la
vinificación.



Redescubren
el pasado
en la
naturaleza.



Redescubren
el pasado
en la guarda.



CHARACTERIZATION

OF THIS GENERATION

Charismatics
Bohemians
Open Minded
Daring
Rebels
Radicals
Antiheroes
Innovators
Provocateurs
Restless

OF THE WINES THEY PRODUCE

Direct and Expressive
Little / no oak ageing
They seek to express
the Terroir
Experimentation with
atypical varieties
Sense of Place

Pillars and Messages

Pillar #4: The passionate and disruptive character of the Argentine personality moved to its wines.

Key Words: Intense | Sensitive | Complex | Authentic

Proof:

The intense, sensitive, complex and authentic personality of those who make wine, cultivate the land and drink it in Argentina, permeates its main characteristics to this drink.

TO SUM UP THE ESSENCE OF ARGENTINA

ARGENTINA IS AND ALSO IS

European	Latin
Fun	Nostalgic
Elegant	Informal
Passionate	Reflective
Culture driven	Wild
Friendly	Individualist
Chaotic	Civilized

Pillars and Messages

Pillar 5 #1: Argentina is committed to sustainable viticulture, paving the way to a more environmentally-friendly way to produce great wines.

Key Words: Sustainable | Organic & Biodynamic | Naturally natural

Proofs:

- 60 producers of organic grapes in Argentina.
- More than ten wineries have biodynamic wines arriving in stores specializing in natural wines.
- 6,200 acres devoted to organic and biodynamic wines.
- While the province of Mendoza has the largest area of organic grapes, there are also vineyards in Salta, La Rioja and Catamarca that produce wines organically.
- In 2014, Argentine exports of organic wine grew to 59%, with a total of 10,659,526 kg.
- As more producers approach certification to start the conversion work, certifiers estimate that in the coming years the surface of organic vineyards will increase by 15%.
- In the search for a more natural treatment of wine, local wineries today opt for a handful of old technologies, including reinforced concrete – whether in the form of vats or eggs – which has once again taken center stage.

Pillars and Messages

Pillar 5 #2: Wines from Argentina are naturally natural simply because Argentina's climate conditions negate the need for artificial intervention.

Proofs:

- Wine regions of Argentina offer agro-ecological conditions ideal for the production of organic wines.
 - **Dry climate:** Vast majority of vineyards in the country are located in arid areas, with dry climates and plenty of sunshine, which means there is no need for synthetic products to ensure healthy vineyards.
 - **Zero pollution:** Far away from urban and industrial centers, vineyards are free from pollution and contamination.
 - **Purity of the water:** Water the vineyards receive comes from the Andes ice melting and therefore is completely pure and free of contaminants.
- Traditions: Argentina's producers have historically vinified wines in natural ways, not to meet a demand, but simply because they believe the best wines are the most natural wines - many have learned from the father of Argentina's wine industry, the priest **Francisco Oreglia**, who said: "The best wine is always the most natural."

Messages with a Consumer Angles

Argentina wines are ideally adapted to American, European, Asian, Mexican, etc. tastes and for a variety of occasions, thanks to its wide range of styles, food friendliness and excellent value. Always very expressive, showcasing a full range of aromas and flavors, these wines speak loudly of their place of origin by clearly transcribing their respective terroirs.

Claim: Regardless of your desires and budget, there is an Argentine wine out there waiting to seduce you and meet your needs of the moment.

Proofs:

- The **diversity of Argentina's terroir** produces a wide range of wine styles: reds (from young and light, to full-bodied and structured), whites (from dry to fruity and aromatic), sparkling (from nature to dulce), rosé.
- Argentina's producers are focusing less on ripe and mature grapes, more on fresh fruit, in order to really **showcase their country's diverse and unique terroir** – Argentina's wines are thus a true transmitter of the various nuances found in Argentina's terroir and are very expressive with a wide range of aromas depending on their origin; from sweet, fresh and fruity to intensely mineral in some cases.
- Its versatility makes it ideal for any season and to be paired with any cuisine depending on the consumer's desires (see pairing guide below).
- Its excellent value makes it accessible for any budget
- Argentina wines can be just as much for the collector, as they age well, as it is for the casual drinker, since they can also be very approachable when young

Messages with a Consumer Angles

Claim: Looking for a wine to bring to your next party or celebration? Wines from Argentina is your perfect partner whether you're the host or a guest: offering high-quality wines and great diversity, Argentina wines are sure to please anyone's taste-buds and impress your friends and family at a reasonable price.

Proofs:

- Argentina offers high-quality wines for great value, making it the perfect wine to impress guests without breaking the bank.
- Its wide range of styles and aromas mean there is an Argentine wine for any occasion or seasonal celebration.
- Symbol of Latin culture, wines of Argentina are meant to be shared with others.
- Reflecting Argentina's diverse country and terroir, its wines come in all styles and therefore can be paired with anything.

Messages with a Consumer Angles

Claim: For those looking to support sustainable practices or simply to “drink clean”, they can find many options coming from Argentina and can feel proud about drinking Argentine wine.

Proofs:

- 60 producers of organic grapes in Argentina.
- While the province of Mendoza has the largest area of organic grapes, there are also vineyards in Salta, La Rioja and Catamarca that produce wines organically.
- As more producers approach certification to start the conversion work, certifiers estimate that in the coming years the surface of organic vineyards will increase by 15%.
- Vineyards are located in areas away from urban centers, and therefore far from pollution and sustained by barely farmed, young soils.
- Argentina’s winemakers and agronomists have made **sustainability commitments** such as reducing carbon emissions, recycling waste, reusing water, minimizing the handling of their wines and implementing alternative methods of power generation as part of the Self-Assessment Sustainability Protocol, a tool that from 2013 used companies from the sector to evaluate vital parameters and identify opportunities for improvement.

Messages with a Consumer Angles

Pairing Argentina wines is easy, fun and full of possibilities. Make sure to try new combinations according to your tastes and experiences, but for those looking for a little help, here is a great place to start:

- **Red Varietal – Light**

Poultry or pork, salmon or trout, barbecue foods.

- **Red Varietal – Full-Bodied**

Meats, grilled foods, bbq, memorable meals.

- **Red Blend – Light**

Grilled foods, works both with meat & fish.

- **Red Blend – Full-Bodied**

Grilled foods, spicy, flavored foods, lamb shoulder, game.

- **Spices**

Thyme, tarragon, garlic, chives & fennel.

- **White**

Aperitif, salad, barbecue chicken, white fish with lemon, Al fresco dining.

- **Rosé**

Versatile with food: salads, including raw tomatoes, vinaigrettes; fish: especially salmon, and seafood; light meats: paprika-spiced chorizo; particularly good with spicy, Thai, Vietnamese & Chinese food.

- **Sparkling**

Ideal on its own or paired with hors d'oeuvres, sipping it is the perfect way to toast to cheerful times with friends and family.