

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, International Trade and Worship](#) and the [Argentine Wine Corporation \(COVIAR\)](#), and is part of the Argentina 2030 Strategic Wine Plan.

Every April, Wines of Argentina renews its commitment to position Malbec at the center of a global toast by organising a series of events in the main export markets, which are added to events coordinated by Argentine representatives abroad and numerous independent initiatives. The huge impact that has been achieved by the MWD campaign over time has led to this experience also being replicated within Argentina by Provincial Governments and local entities. Based on the situation generated by COVID-19, and in line with a shift in WofA's strategy towards digitalization, this year, MWD will seek to mark the presence of **#MalbecArgentino** in digital ecosystems with much more force.

Eleven editions of **Malbec World Day** speak not only of the commercial success of **#MalbecArgentino**, but also of the constant transformation and innovation of an entire industry that is working to continue enhancing the expressiveness of one of the most famous varieties in the world. Its undisputed permanence as the preferred Argentine variety in the world shows that it is far from being a fad. Always current, **#MalbecArgentino** continues to surprise.

This phenomenon –which has marked the direction of the country's viticulture for more than a decade– is the result of the path that Argentine producers have been building on the basis of a deeply rooted wine-growing tradition. A tradition that is part of our culture and defines us as a country. The avidity of the new generations was enhanced by a greater knowledge of terroir that affects the varietal. This point was key to discovering the versatility of Malbec and marked a turning point in the history of Argentine wine. We stopped talking about “Argentine Malbec” in the singular, and instead started referring to the diversity of Malbec styles, in the plural. Our wine industry has reached a level of maturity, and our producers, for their part, have enough confidence to allow themselves to experiment, take risks, break the rules and go further, letting Malbec express itself. This has opened the way to a whole universe of authentic Argentine Malbecs, which condense and reflect the best of each terroir. Different, unique Malbecs, maintaining their world-renowned quality.

Consumers from all over the world began to enjoy this wide range of Argentine Malbecs, finding the most delicious one for them, and not only did they make it the most chosen variety, but they were able to learn much more about us, our natural resources and our culture, to the point of associating the country with the varietal. Something that fills us with pride and that is a joint achievement of the entire industry.

A multiplicity of styles of Argentine Malbec emerged that we like and that have adapted to the preference of each palate. It is not by chance that the success of **#MalbecArgentino** goes hand in hand with the evolution of the varietal, which is, in part, our own journey. We've evolved looking for the best version of ourselves, letting out our most authentic side and that is where we connect with who we are. Different and unique at the same time, and in that complexity lies our wealth, just like **#MalbecArgentino**.

In 2021 Wines of Argentina proposes a linguistic turn to the conceptual line, replacing *#MalbecArgentino, me gusta* (I like it!), with a more inclusive form that invites us to identify ourselves and feel part of it: **#MalbecArgentino**,

NOS gusta! (WE like it!). In a context marked by social isolation and distancing, the celebration of MWD is the opportunity to unite and connect consumers from all over the world who share the same love for this varietal.

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 Argentine journalist, politician and statesman, 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 country brand of Argentine wine in the world. Since 1993, it has been contributing to the global success of the national wine industry through the positioning of the VINO ARGENTINO brand, enhancing its awareness in the trade, opinion leaders and consumers through its communication strategies. In addition to this, it guides the export strategy of the sector by offering innovative activities focused on digital marketing and generating business opportunities for its members. Currently WofA has more than 200 partner wineries from all the wine regions of the country, which, in turn, export to more than 135 countries and represent 95% of the total wine exported from Argentina.

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More information about WofA at www.winesofargentina.org