



Malbec Argentino continues to connect the world. Now in digital!

***"#MalbecArgentino, NOS gusta!"** The concept chosen by Wines of Argentina for the new edition of **Malbec World Day** that will unite lovers of the varietal to celebrate Argentina's flagship grape.*

Buenos Aires, April 05, 2021. [Wines of Argentina](#), the institution in charge of the global promotion of *Vino Argentino*, is to launch a new edition of **Malbec World Day** that seeks to further strengthen the positioning of the variety in the world and celebrate the success of the national wine industry. According to the context generated by COVID-19 and in line with a shift in WofA's strategy towards digitisation, this year's celebration will mark the solid presence of *Malbec Argentino* across the virtual landscape, through the development of online activities in focus markets.

Celebrated for the first time on April 17, 2011 at the initiative of Wines of Argentina, **Malbec World Day** was positioned as an historic event in the promotion of Argentine Wine worldwide and today it is part of a calendar of celebrations, with an international scope. This celebration has the support of the [Ministry of Foreign Affairs, International Trade and Worship](#) and the [Argentine Wine Corporation \(COVIAR\)](#) and is framed in the 2030 Argentina Wine Strategic Plan.

The eleven editions of **Malbec World Day** speak of its permanence as the preferred Argentine variety in the world, reflecting its commercial success. Today, global palates are enjoying a wide range of *Argentine Malbecs*, choosing the one that best suits their taste with no other explanation beyond that it is delicious. For this reason, for the celebration of 2021, Wines of Argentina has proposed an inclusive concept that invites us to identify ourselves and feel part: **#MalbecArgentino, NOS gusta!**

In a context marked by social isolation and distancing, the celebration of MWD is an opportunity to unite and connect consumers from all over the world who share the same taste for the varietal. For this reason, *Malbec Argentino* will root its position in digital ecosystems where strategic audiences interact, as part of

WofA's mission to boost the industry and consolidate Argentina as a modern country in terms of premium wine production.

This year, Wines of Argentina has moved its activities to the virtual sphere by organising a series of digital events in the main destinations for *Vino Argentino*: the United States, China, Canada, Brazil, the Nordic countries and other European markets. The 2021 agenda includes master classes and virtual tastings to continue communicating the great diversity of Malbec to trade leaders and the international press, activities with various e-commerce chains to strengthen sales in these channels, and online promotional campaigns.

In the specific case of the USA, our emblem grape will be the protagonist thanks to a wide-ranging campaign developed together with Globant to continue promoting *Malbec Argentino* among consumers. For its part, in China online actions will be complemented with face-to-face activities.

"This year at Wines of Argentina we have once again renewed our commitment to Malbec Argentino, placing its wide range of styles at the center of the world toast. Our industry has reached such a degree of maturity and confidence that it's opened the way to a universe of Argentine Malbecs that are very different and unique at the same time, which reflect the best of each terroir and maintain their world-renowned quality. We've evolved looking for our best version and this has led the world to know more about us, our natural resources and our culture, to the point of associating the country with this varietal. This fills us with pride and is a joint achievement for the entire industry," said **Maximiliano Hernández Toso, President of Wines of Argentina.**

"With the pandemic, the two most important changes in people's lives have been their working environments and the time they have available to interact with a brand's content. Bearing this in mind, we're focusing on communicating the most relevant Argentine wine posts and distributing them in formats that can be consumed as easily as possible by our international audiences," said **Magdalena Pesce, General Manager of Wines of Argentina.**

All activities can be followed on social networks through the hashtags **#MalbecArgentino** and **#MalbecWorldDay**. To learn more about *Malbec Argentino*, please visit the official **Malbec World Day** website: <http://www.malbecworldday.com>.

ABOUT WINES OF ARGENTINA Since 1993, Wines of Argentina has been promoting the brand and country image of Argentine wines throughout the world. In addition, it plays a key role in guiding Argentina's export strategy, studying and analyzing changes in our consumer markets: United States and Canada, Europe, Asia and Latin America. The organization aims to collaborate in the consolidation

of Argentina among the main wine exporting countries and contribute to the global success of the national wine industry through the construction of the “*Vino Argentino*” brand, raising its positive perception in the trade among opinion leaders and consumers.

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