

MALBEC
WORLD
DAY



MALBEC ARGENTINO

APRIL, 17th

#MalbecArgentino
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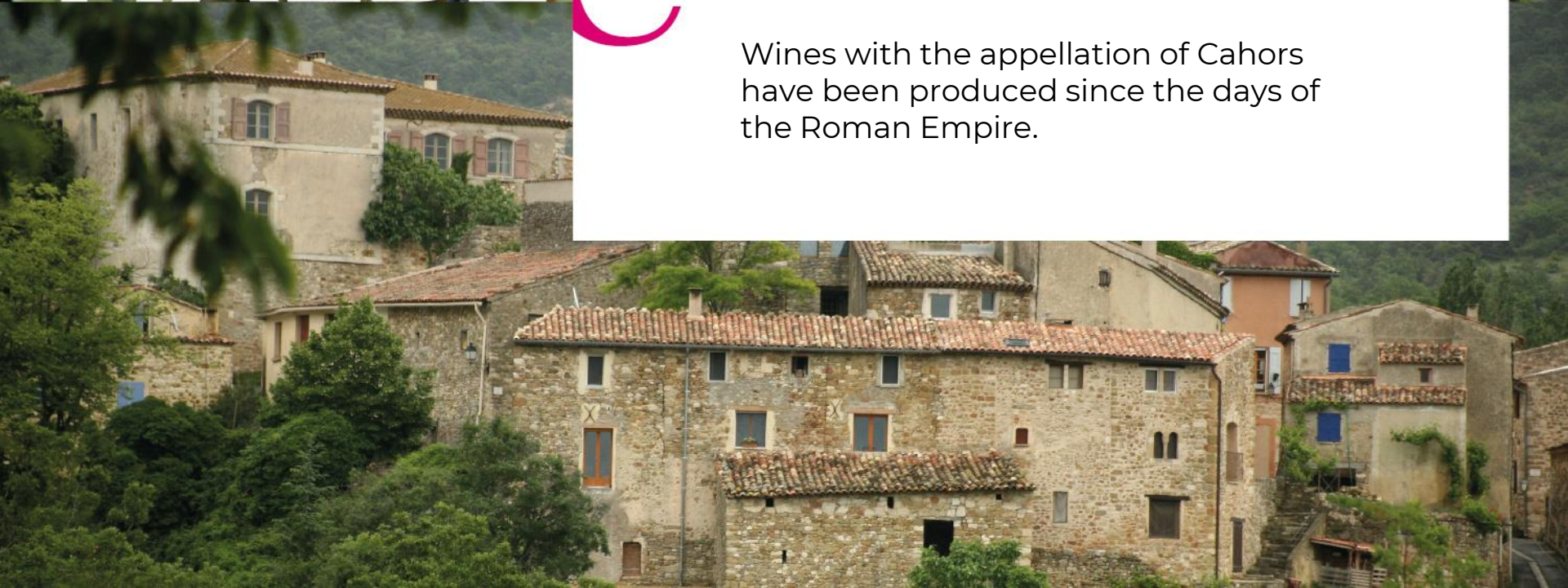
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MALBEC

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.



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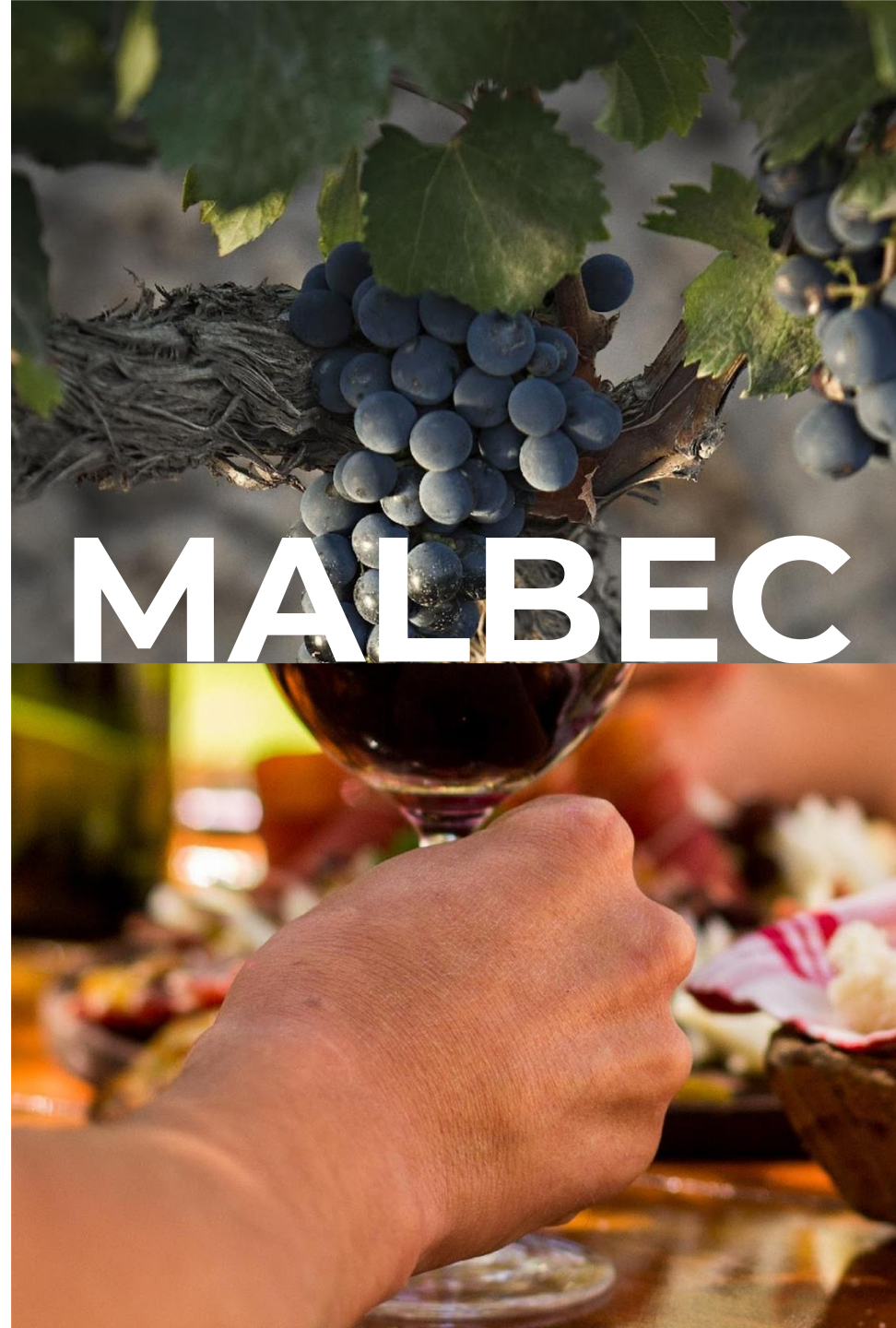
WINES OF ARGENTINA

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

HARVEST & PRODUCTION

3,721,290
Quintals

of Malbec were
harvested in 2020.

↑ +52%

Growth in Malbec
production registered in
the period 2010-2020.

PROVINCE	QUINTALS	%
Mendoza	3.195.129	85,86%
San Juan	246.806	6,63%
Salta	122.384	3,29%
La Rioja	65.677	1,76%
Neuquén	40.449	1,09%
Río Negro	19.085	0,51%
Catamarca	15.363	0,41%
La Pampa	11.798	0,32%
Tucumán	1.364	0,04%
Córdoba	1.622	0,04%
San Luis	536	0,01%
Jujuy	540	0,01%
Buenos Aires	356	0,01%
Entre Ríos	166	0,00%
Chubut	16	0,00%

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Source: Annual Harvest and Production Report
National Viticulture Institute (11/01/2020 database).

Malbec in Numbers

EXPORTS*

373 M
USD

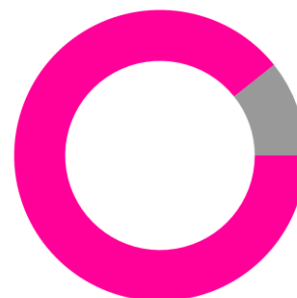
Measured in foreign currencies,
Malbec exports reached 373M
dollars in 2020.

128,8 M
Litres

of Malbec were exported in 2020.
It is by far Argentina's most
exported varietal.

FRACTIONED
wine

USD 333M
Liters 85.8M



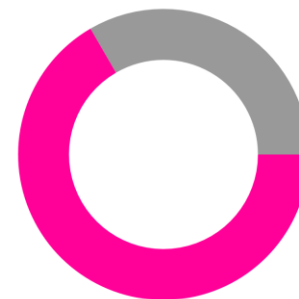
VALUE

89,28%

10,72%

BULK
wine

USD 40M
Liters 43M



VOLUME

66,62%

33,38%

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*Fractioned and bulk wine
Source: Caucasia Wine Thinking.

Malbec in Numbers






EXPORT MARKETS*

119

countries

Have received at least one shipment of Malbec in 2020.



1°		UNITED STATES
2°		UNITED KINGDOM
3°		BRAZIL
4°		CANADA
5°		NETHERLANDS
6°		MEXICO
7°		SWITZERLAND
8°		GERMANY
9°		CHINA
10°		PERU











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*Fractioned and bulk wine
Source: Caucasia Wine Thinking.

Malbec in Numbers

EXPORT MARKETS*

EXPORT MARKET (Fractioned and bulk wine - 2020)		US\$ FOB	Liters
United States		129.430.942	36.463.410
United Kingdom		75.952.542	38.062.352
Brazil		27.778.695	9.007.295
Canada		27.334.815	7.872.665
Netherlands		11.655.516	3.077.876
Mexico		10.406.598	3.300.037
Switzerland		7.649.603	1.622.551
Germany		7.621.587	5.068.700
China		7.230.296	3.484.435
Peru		4.783.441	1.356.203











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*Fractioned and bulk wine. By value.
Source: Caucasia Wine Thinking.

Malbec in Numbers

TOP 10 EXPORT MARKETS BREAKDOWN*

EXPORT MARKET (Bottled wine - 2020)		US\$ FOB	Liters	9L Cases	Average Price. (US\$ FOB / 9L Case)
United States		124.218.880	30.509.519	3.389.947	36,64
United Kingdom		50.212.298	14.659.122	1.628.791	30,83
Brazil		27.756.281	8.996.167	999.574	27,77
Canada		26.073.604	5.982.413	664.713	39,23
Netherlands		11.596.716	2.981.876	331.320	35,00
Mexico		10.334.598	3.252.037	361.337	28,60
Switzerland		7.399.413	1.535.015	170.557	43,38
China		6.359.211	1.215.435	135.048	47,09
Germany		5.223.606	1.228.700	136.522	38,26
Peru		4.513.040	1.044.104	116.012	38,90

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*Bottled wine. By value.
Source: Caucasia Wine Thinking.

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