



MALBEC ARGENTINO'S GOT RANGE



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 organizing 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.

In its 12th edition, the official celebrations for MWD will be oriented towards the creation and development of “phygital” actions, which combine the best of the “physical” and “digital” worlds, which allow us to continue positioning **#MalbecArgentino** both offline and in virtual environments.

For more information about the celebrations for **Malbec World Day** contact info@winesofargentina.com.

MWD 2022 | 12th EDITION

Malbec Argentino's Got Range

As the eighth largest country on the planet, Argentina has a wealth of natural diversity featuring different climates, geographies and cultures that have positioned the country as the fifth world's largest wine producer.

Along this path, **Malbec Argentino** resonates as a paradigmatic case. The emergence of Malbec on the international viticultural scene thanks to the hard work of the community of Argentine wine producers restored the allure of a grape that had been out of fashion for a couple of centuries, and led to it being planted elsewhere. But while Malbec vineyards spread across the world, Argentina is working to make its iconic red even more precise, exploring all of its terroirs and expanding its range with new styles. It is by far the most widely consumed Argentine variety domestically and overseas and the one that offers the greatest range and depth in terms of styles and *terroirs*, adding an inexhaustible variety of expressions depending on the type of soil. Something that is also evident in the glass.

Malbec Argentino is a very versatile and expressive red wine with easy-going textures that never feel harsh on the palate. There's a huge array of styles: raw wines, aged wines, floral and herbal wines, precise and exuberant wines. It is cultivated all over the territory in every single wine region, from north to south, each with its own distinctive geological and climatic character that define the identity of their wines within a naturally pure context.

It is not possible to understand the wide range of **Malbec Argentino** without exploring the Andes mountain range and the effects of altitude. Not many countries in the world can boast altitude as a condition of terroir, and they certainly tend to be the exception rather than the rule.

This factor is key to interpreting the wide range of possibilities offered by Argentina's flagship grape. Pushing the limits above 1,350m and up to 1,500m in Mendoza (Cuyo), and with a ceiling of 3,329m in Jujuy (North Region), there is a universe of increasing diversity that consumers are now becoming aware of. There's a whole new topography of varying tastes, freshness and tannins which are new to **Malbec Argentino**. In short, there are other flavors, with increasingly rare and rich combinations that are reaching the stores and forcing us to redefine our descriptive palette.

Furthermore, the higher you go, the steeper the slopes get and the soil is newer while its composition determined initially by gravity—changes depending on when it comes into contact with rivers. More and more wineries are investing considerable sums of money in exploring their soils and in discovering what can distinguish one *micro terroir* from another to obtain the best Malbecs ever.

The combination of soils and altitude, in addition to other factors such as temperature, light, harvest times and winemaking styles, creates a puzzle when determining the character of the resulting terroirs that is only just being unraveled. The more we learn, the better we can describe and define **Malbec Argentino**. As we set out to learn more about how the grape behaves in Argentina, we find that rather than a single kind of **Malbec Argentino**, there are many.

So much so that Malbec has become the best means of representing the different landscapes of Argentina. Aromas and flavors from specific places are now really coming out in the glass. Combined with elegant freshness and texture, this new breed of Malbec is revealing the grape's true diversity and potential.

Thanks to the grape's malleability and the ongoing research and experimentation of Argentine winemakers and agricultural engineers, the 12th edition of Malbec World Day highlights plenty of new facets of Malbec to understand why **Malbec Argentino's got range**.

Concept summary

*Malbec Argentino is a very versatile and expressive red grape that in the last 20 years, and thanks to the constant commitment and research of Argentine winemakers to take the varietal even further, has begun to unfold its full potential, revealing its range and depth. It is cultivated long and wide across the territory, each wine region printing its own characteristics that define Malbec Argentino's identity. The Andes mountain range generates a unique combination of terroirs leading to a range of expressions according to the altitude and type of soil. Thus, Malbec Argentino experiences a new topography of varying tastes, aromas and freshness, which translate into an inexhaustible range of profiles and styles and highlight its diversity: rather than a single kind of **Malbec Argentino**, there are many. The 12th edition of MWD seeks to demonstrate why Malbec Argentino's got range. You just need to discover it and enjoy it.*

Why is MWD celebrated on April 17th?

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.

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 180 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