





**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 Argentina's 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.

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



*Looking for  
something truly  
memorable?*

Let's celebrate in a global toast!  
**This April 17 discover the diversity  
of Argentina's most famous  
grape and enjoy it all year round!**

Any occasion will turn into a truly  
memorable experience with  
Malbec Argentino. Enjoy and be  
amazed by the depth of this  
versatile red grape!

Malbec has begun to unfold  
its full potential revealing its  
peculiarity, diversity,  
memorability and  
exquisiteness.

The 12th edition of MWD  
seeks to demonstrate why  
**Malbec Argentino's got  
range.** You just need to  
discover it and enjoy it!



# MALBEC ARGENTINO'S GOT RANGE





1853

Malbec is originally from the southwest of France, where it is known as “Côt” and has a tannic, hard style. It was first introduced in Argentina by French agronomist Michel A. Pouget.

**17 April, 1853**

The first agricultural school in Argentina (*Quinta Normal*) was founded. Pouget was invited to run it in the hopes of adapting French grapes to the soils of Mendoza.



1863

The phylloxera plague took a strong hold on France, causing serious problems with the wine industry of that country.

Argentina was one of the few regions, together with Chile and Cyprus, that remained exempt from phylloxera.



XIX

Towards the end of the **19th Century**, Argentine viticulture experienced exponential development in the hands of Italian and French immigrants.



Malbec adapted quickly to the diversity of terroirs offered by Argentina's rugged landscape and began to produce wines better than in its original land.

Argentina became the only country to have original Malbec vines of true French heritage.



**1959.** With the creation of the National Viticultural Institute (INV), thanks to the work of pioneer producers, Argentine winemakers started to classify their vineyards, with wines first appearing labelled as Malbec in 1970.

**1962.** Malbec was the most planted grape in the country, accounting for 58,577 ha, or 22.5% of all vines.

**1974.** The first Malbec varietal for export is registered (United States).

**1991.** The Luján de Cuyo D.O.C., the first of its kind in Argentina is established to promote and protect the development of Malbec. It laid out a criterion of origin and style to enhance the taste of the variety.



**2000.** Argentine producers began to focus on origin, resulting in Malbecs that celebrate the identity of each *terroir*.

MALBEC  
WORLD  
DAY

**2011.** The first edition of Malbec World Day is held. The 17th of April is, for WofA, not only a symbol of the transformation of Argentina's wine industry, but also the starting point for the development of this grape, an emblem for our country worldwide.

### SURFACE in Argentina

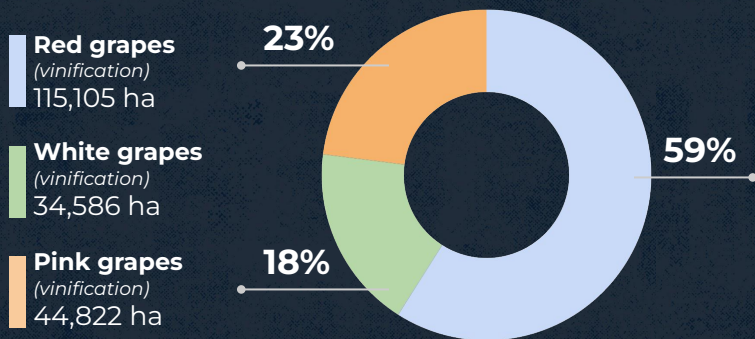
Total cultivated  
surface Argentina

211,099  
Hectares

Cultivated  
Surface  
(for vinification)

92.1%  
of the total  
cultivated  
surface

194,513  
Hectares



### MALBEC Argentina



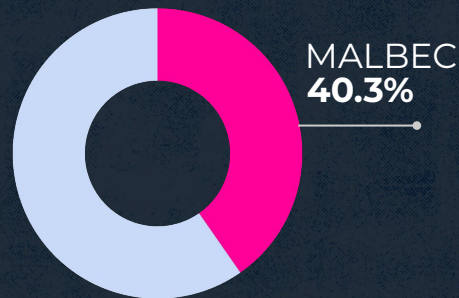
Malbec  
cultivated  
surface  
(for vinification)

46,366  
Hectares

23.8%  
of Argentina's total  
cultivated surface  
(for vinification)

Other red  
varieties  
(vinification)  
68,739 ha

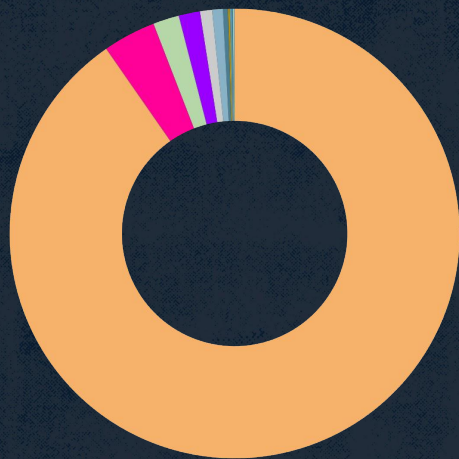
Malbec  
46,366 ha



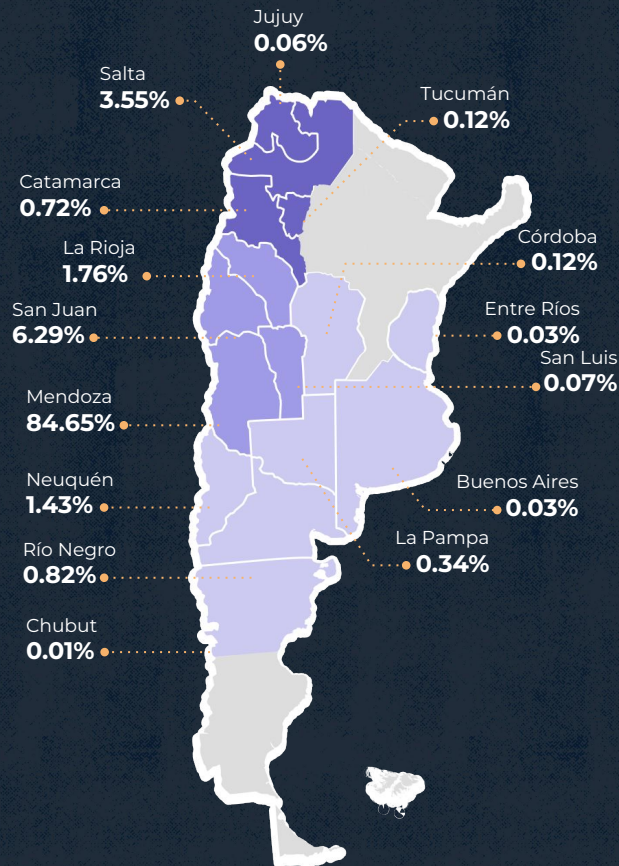
168%

Has grown the area  
planted with Malbec in  
Argentina in the last 20  
years (2001-2021).

### MALBEC Surface Distribution



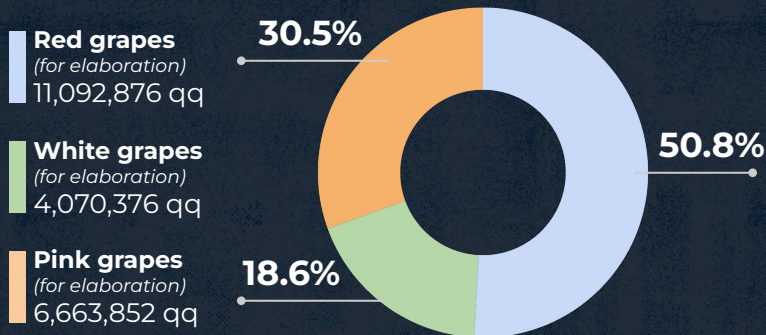
Province	Ha	%
Mendoza	39,248	84,65%
San Juan	2,917	6,29%
Salta	1,647	3,55%
La Rioja	818	1,76%
Neuquén	662	1,43%
Río Negro	378	0,82%
Catamarca	335	0,72%
La Pampa	156	0,34%
Tucumán	57	0,12%
Córdoba	57	0,12%
San Luis	34	0,07%
Jujuy	26	0,06%
Entre Ríos	15	0,03%
Buenos Aires	14	0,03%
Chubut	3	0,01%



### GRAPE PRODUCTION

**Total grape production**  
(destined for elaboration)

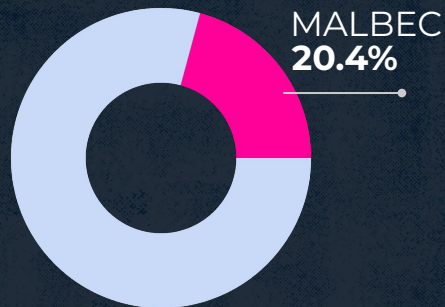
**21,827,103**  
Quintals



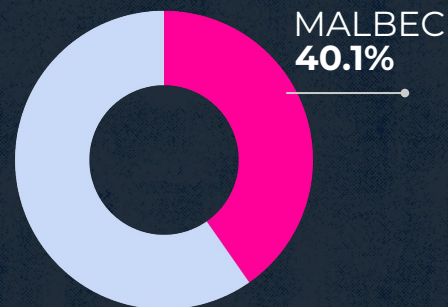
### MALBEC Argentino

**Malbec production**  
(destined for elaboration)

**4,449,597**  
Quintals



Total grape production  
in Argentina  
(destined for elaboration)

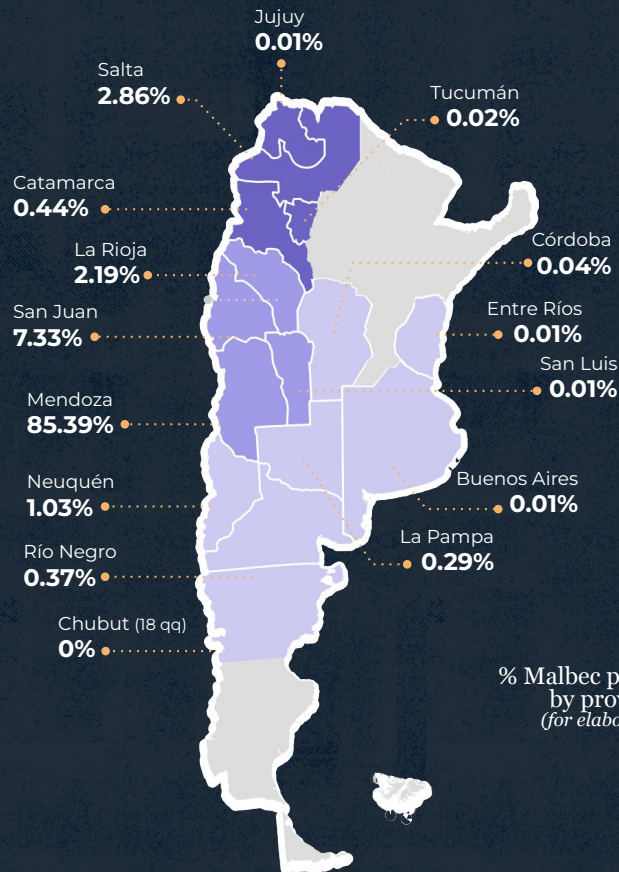


Total red grape production  
in Argentina  
(destined for elaboration)

## MALBEC

### Production by province

Province	Total Malbec (for elaboration) Quintals	Total production (for elaboration) Quintals	% Malbec vs. Total production
Mendoza	3,799,651	15,623,389	24.3%
San Juan	325,939	4,893,549	6.7%
Salta	127,444	310,710	41%
La Rioja	97,379	645,746	15.1%
Neuquén	46,013	114,247	40.3%
Catamarca	19,731	150,105	13.1%
Río Negro	16,447	45,298	36.3%
La Pampa	12,690	22,241	57.1%
Córdoba	1,835	9,318	19.7%
Tucumán	896	2,719	32.9%
Jujuy	650	1,574	41.3%
Buenos Aires	344	3,043	11.3%
San Luis	288	580	49.7%
Entre Ríos	271	2,021	13.4%
Chubut	18	2,564	0.7%

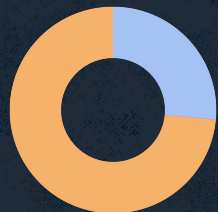


### MALBEC EXPORTS



#### Fractioned wine

USD **489.8M**  
**1,190,684**  
Hectoliters

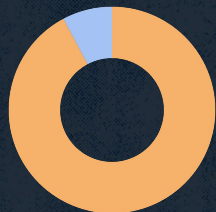


Volume

73.5%  
26.5%

#### Bulk wine

**41.5M** USD  
**428,968**  
Hectoliters



Value

92.2%  
7.8%

Source: National Viticulture Institute - INV (2021 preliminary database).

### TOP 10 Export Markets

Export Market	Malbec (Hl) (fractioned)
United States	372,188
United Kingdom	221,470
Brazil	128,749
Canada	83,489
Mexico	44,535
Netherlands	34,921
China	26,654
Switzerland	20,208
Colombia	18,984
Germany	18,946

**122**

Countries received at  
least one shipment of  
Malbec in 2021.





**#MalbecArgentino**

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