



## ***Malbec Argentino: the numbers that reflect its worldwide success***

*It has the largest surface area, it is the most produced and the most exported varietal, and is strengthening its international position by being present in 122 countries.*

**Buenos Aires, April 11, 2022.** In the month of celebrations for Malbec World Day, *Malbec Argentino* continues to consolidate itself as the country's flagship grape and as the variety most chosen by consumers around the world, with 47.6% of total sales of wine sold on the foreign market (preliminary data 2021). Promoted by [Wines of Argentina](#), the institution in charge of promoting *Vino Argentino* at an international level. MWD has the support of the [Ministry of Foreign Affairs, International Trade and Worship](#) and the [Argentine Wine Corporation \(COVIAR\)](#) and is framed in the Argentina 2030 Wine Strategic Plan.

With 46,366 hectares planted in Argentina, Malbec represents 23.8% of the total cultivated area (for production) in the country and 40.3% of the area of red grapes, being by far the most extensively cultivated variety, having increased its area by 168% in the last 20 years (period 2001 - 2021). The province of Mendoza heads up the ranking with the largest area with 39,248 hectares, (84.6%) followed by San Juan with 2,917 ha (6.3%) and Salta with 1,647 ha (3.5%).

*Malbec Argentino* had the highest production in 2021, with 4,449,597 quintals, which represents 20.4% of the total number of grapes entering wineries for production and, more specifically, 40.1% of the reds intended for production. Mendoza once again ranks first in Malbec production with 3,799,651 quintals (85.4%), along with San Juan with 325,939 quintals (7.33%) and Salta, which totals 127,444 (2.86%).

In 2021, 1,619,652 hl of Malbec were sold on the foreign market, the equivalent of \$531,3 Million USD. Of these figures, bottled Malbec represents 73.5% in volume with 1,190,684 hl and 92.2% in value, with \$489,8 Million USD, according to data provided by INV. This means an increase in bottled Malbec of 34% and 23% in volume and value, respectively, if a historical comparison is made in the period 2012-2021.

Last year, Argentine Malbec reached 122 countries, with at least one shipment. In the bottled wine category, the United States is at the forefront of Malbec exports with 372,188 hl exported, followed by the United Kingdom (221,470 hl), Brazil (128,749 hl), Canada (83,489 hl), Mexico (44,535), the Netherlands (34,921) and China (26,654 hl).

Created by Wines of Argentina in 2011, **Malbec World Day** seeks to continue positioning *Malbec Argentino* in the world and reflect the evolution of the national wine industry. Over the years, MWD has managed to position itself as a historic date in the promotion of #VinoArgentino globally and today it is part of the international calendar of celebrations.

Under the concept "**Malbec Argentino's got range**", the 12th edition of MWD shows the great potential displayed by the varietal in the last 20 years, thanks to the efforts of Argentine producers, revealing its great breadth and depth. Argentine Malbec has experienced a new topography of variable flavors, aromas and freshness, which translates into an inexhaustible range of profiles and styles. So far in 2022 WofA has carried out many phygital actions, combining face-to-face events with online activities to deepen the positioning of Malbec Argentino.

All activities for MWD can be followed on social networks through the hashtags #MalbecArgentino and #MalbecWorldDay. To learn more about Argentine Malbec, visit the official page <https://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 its role in guiding Argentina's export strategy, studying and analysing changes in our consumer markets: the United States and Canada, the United Kingdom and 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 the already positive perception in the trade, key opinion leaders and consumers.

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