



## 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.

For more information about the celebrations for **Malbec World Day** contact [info@winesofargentina.com](mailto:info@winesofargentina.com).





## #MALBECARGENTINO: CHAMPION!

There are very few things that position Argentina at the center of international recognition like football and wine. **WE ARE CHAMPIONS!** The Argentine team with Lionel Messi as captain, a team of outstanding players and Scaloni at the helm, managed to put our country on everyone's lips after winning the Qatar 2023 World Cup final.

We are talking about football, a sport that integrates the Argentine DNA, identifies us everywhere and has given Argentina a prominent place on the international scene by being part of our cultural identity. A sport whose origins are found in Europe, but it was in Argentina where the fervor and passion of the River Plate, added to the talent here, which took football to another level. It is the sport of "little pitches" and of "meadows", where the children who would become the "Ambassadors of Scaloneta" showed their skills. **WE ARE CHAMPIONS!**

But curiously, this recognition is not only revealed in stadiums and through the cup. Argentina has been a champion for decades and remains on the podium thanks to **Malbec** and, also curiously, the path of Malbec is reminiscent of football. A grape brought from France that found its ideal terroir in Argentina and so allowed it to unfold its full potential, conquer palates in the four hemispheres and achieve glory thanks to its quality and prestige.





**Malbec Argentino** is the most widely cultivated variety in the country, with the highest production and the most demanded internationally. As in football, here there is also a team of winemakers, agronomists and industry professionals who -guided by their knowledge, teamwork and driven by passion- knew how to turn Malbec into the country's flagship variety. Malbec is synonymous with Argentina.

A varietal that identifies and represents us, that speaks of us because it is the one that best expresses the characteristics of our land and its complex **diversity**. In this sense, **Malbec Argentino** is a player of the entire pitch, just like our team made up of players from 7 different provinces. From north to south, Malbec is produced in 17 Argentine provinces and, in each one, it has its own expression. But the diverse range of this champion goes one step further.

The transformation of the wine industry in Argentina through research and **innovation** opened the doors for the discovery of infinite Malbec profiles depending on the type of soil, climate, proximity to the Andes Mountains or the Atlantic Ocean and, of course, according to the strategy of the Winemaker. A variety of tactical moves made possible by its nobility and versatility which, in turn, become a sensation for the fans.

**Malbec Argentino** is not only a favorite among consumers, it is also known by and has the respect and recognition of the most demanding international courts and arbitrators. The scores and distinctions from wine critics, MW (Masters of Wine), MS (Masters Sommeliers), educators, journalists and global industry leaders reinforces the glory achieved by Argentine Malbec,





celebrating and encouraging it. This is how the **prestige** of a champion manages to endure over time.

Knowing how to interpret the great transformation processes, **Malbec Argentino** assumes new challenges and incorporates new elements into its game. In its case, football opened the door to new concepts, diversifying and adapting to changes without losing its essence. Nowadays it is possible to talk about Argentina's female football team; about the Murciélagos, Argentina's football team for the blind; and los Dogos, the first football team of sexual diversity in Latin America that became champions of the Gay football World Cup in 2007. Even during the World Cup in Qatar we could see the Argentine team wearing an alternate purple jersey, the color of diversity and gender inclusion. All samples of this adaptation to changing times.

As a champion, **Malbec Argentino** has also echoed world trends, incorporating the concept of **sustainability**. Today a wide range of organic, ecological and biodynamic Malbecs populate the shelves, reflecting the commitment assumed by Argentina not only in environmental matters with good practices in reducing the carbon footprint and rational water management, but also at a social and economic level. Increasingly, Argentine Wine with Malbec wearing the No. 10 captain's shirt is raising the flag of triple impact to become a true agent of change.





**MALBEC ARGENTINO CHAMPION!** This April 17 marks the 13th anniversary of the celebration of Malbec World Day. In each edition we discover new reasons that reinforce its title of undisputed champion. A leadership that wine lovers and Malbec fans see every time they raise a glass.

