

LET'S RAISE A GLASS!

MALBEC
ARGENTINO
CHAMPION



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.

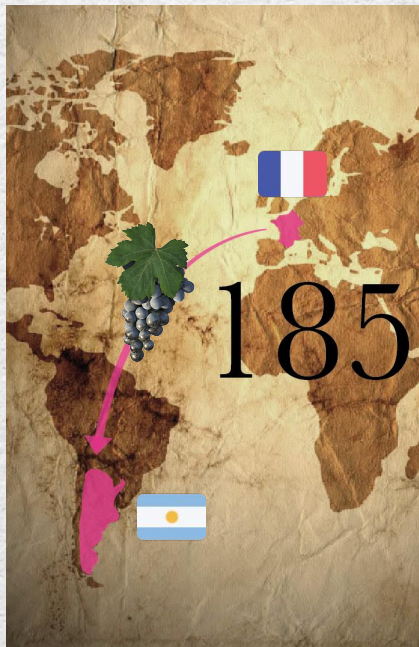


Argentina has been a **champion** for decades and remains on the podium thanks to Malbec. This April 17 marks the 13th anniversary of the celebration of Malbec World Day.

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.

#MalbecArgentino





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*.



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

207,047
Hectares

**Cultivated
Surface**
(Vinification)

92.3%
of the total
cultivated
surface

191,071
Hectares

Red varieties
(Vinification)
113,959 ha

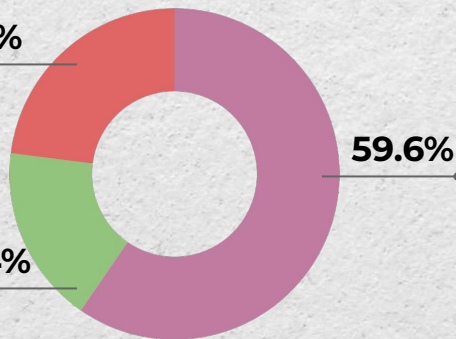
23%

White varieties
(Vinification)
33,348 ha

Pink varieties
(Vinification)
43,764 ha

17.4%

59.6%



MALBEC Argentino

**Malbec
cultivated
surface**
(Vinification)

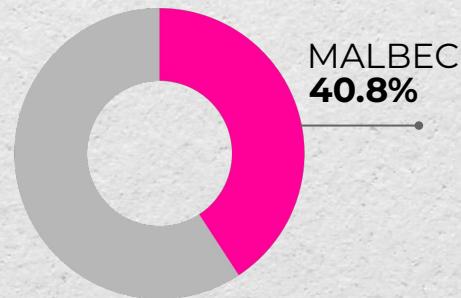
46,565
Hectares



24.3%
of Argentina's
total cultivated
surface (vinification)

Other red varieties
(vinification)
67,394 ha

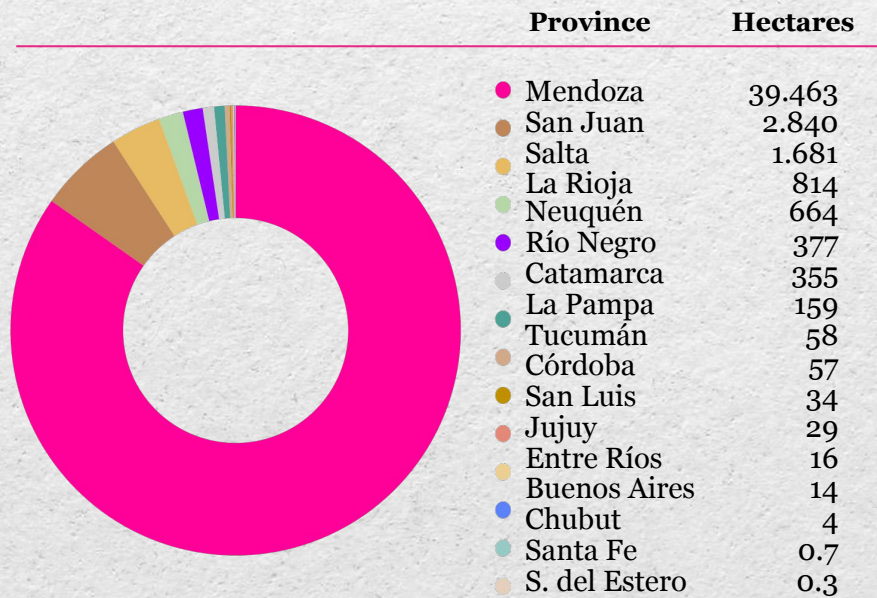
Malbec
46,565 ha



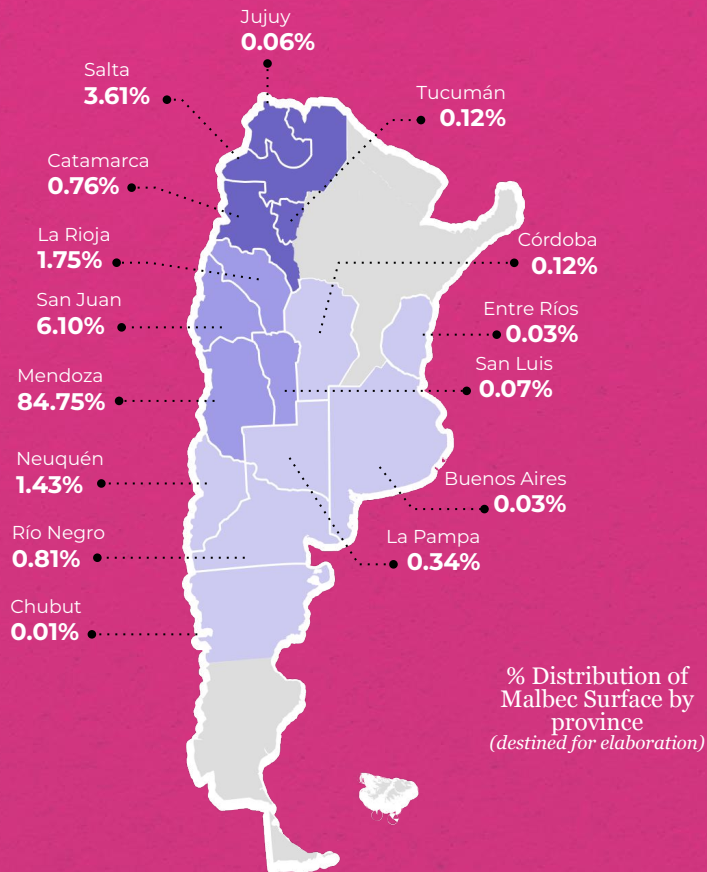
185%

Has grown the area
planted with Malbec in
Argentina **in the last 22
years** (2000-2022).

MALBEC
Surface distribution



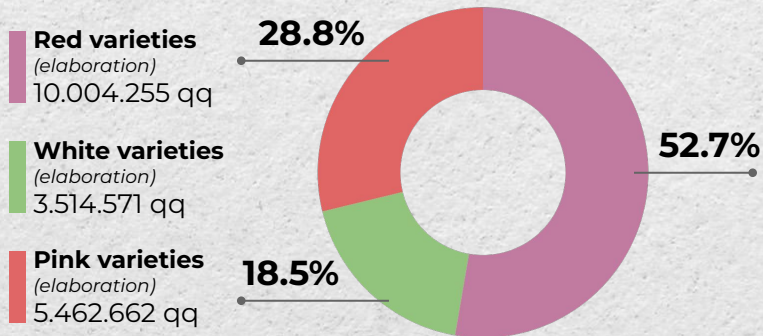
Source: Statistical Laboratory. Direction of Public Statistics and Institutional Relations.
(INV) March 2022.



GRAPE PRODUCTION

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

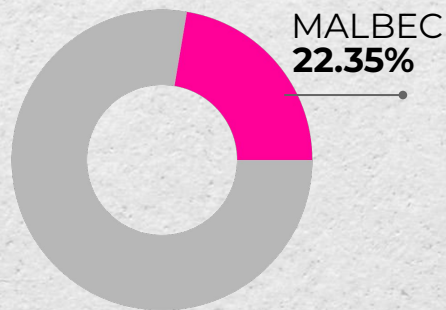
18.981.488
Quintals



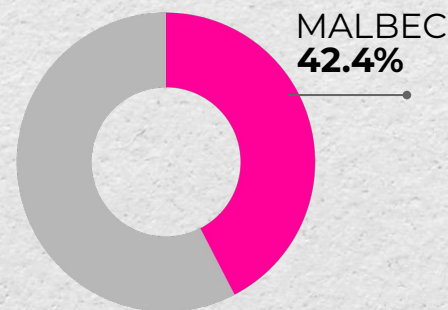
MALBEC Argentino

**Malbec
Production**
*(destined for
elaboration)*

4.242.644
Quintals



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



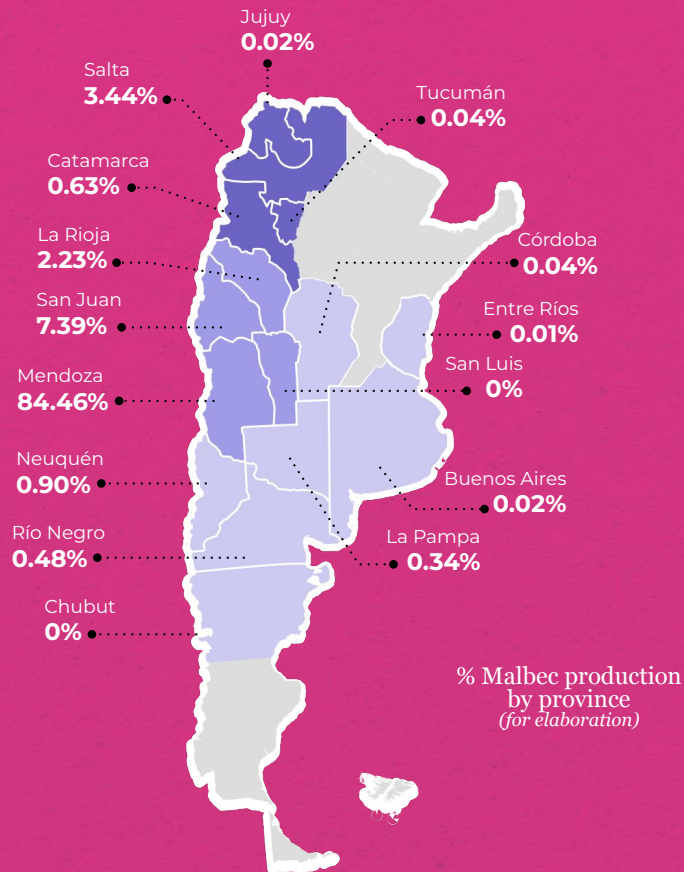
**Total red grape production
in Argentina**
(destined for elaboration)

MALBEC

Production by province

Province	Total Malbec (for elaboration) Quintals	Total Production (for elaboration) Quintals	% Malbec vs. Total production
Mendoza	3.583.503	13.153.120	27.24%
San Juan	313.573	4.032.586	7.78%
Salta	146.086	338.862	43.11%
La Rioja	94.490	656.519	12.39%
Neuquén	38.329	96.550	39.7%
Catamarca	26.885	189.327	14.2%
Río Negro	20.343	47.456	42.87%
La Pampa	14.456	22.944	63.01%
Tucumán	1.532	3.587	42.71%
Córdoba	1.486	6.850	21.69%
Jujuy	855	2.000	42.75%
Buenos Aires	657	2.624	25.04%
Entre Ríos	419	1.866	22.45%
Chubut	18	3.703	0.49%
San Luis	12	525	2.29%

Source: Annual harvest and Elaboration Report 2022 -
National Viticulture Institute (INV) - (10/14/22 Database).

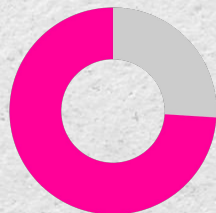


Malbec
EXPORTS



**Fractioned
Wine**

USD **471.2M**
1.118.394*
Hectoliters

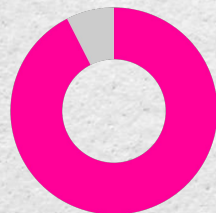


Volume*

74%
26%

**Bulk
Wine**

USD **38M**
391.463*
Hectoliters



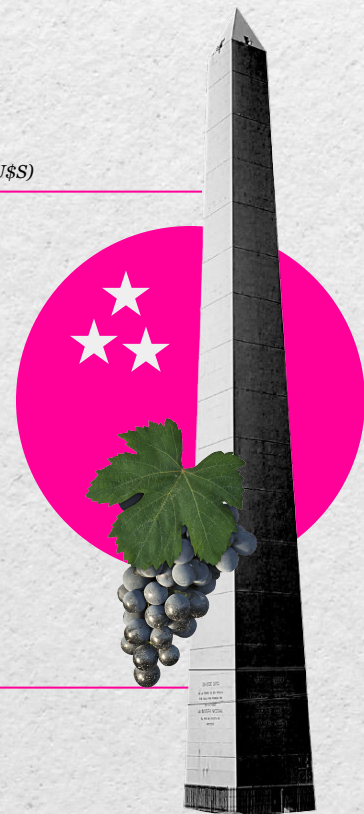
Value

92.5%
7.5%

*Total volume includes 4% of Malbec blends.
Source: National Viticulture Institute - IINV. (Preliminary database 2022).

TOP 10
Export Markets

Export Market (fractioned Malbec)	Volume (Hectoliters)	Value (fob Millions U\$S)
1. United States	356.583	152.5
2. United Kingdom	175.006	64.7
3. Brazil	141.383	46
4. Canada	62.296	28.5
5. Mexico	49.675	17.5
6. Netherlands	33.577	12.5
7. Colombia	29.914	10.6
8. Peru	18.722	9.3
9. China	15.887	9.6
10. Ireland	15.040	5
Other markets	220.311	114.9





#MalbecArgentino

MALBECWORLDDAY.COM

  @winesofarg  /winesofargentina