



Malbec Argentino: a world champion that remains in force.

The figures for the flagship variety of Argentina, which still tops the rankings of cultivated area and production, and continues to lead export markets.

Buenos Aires, April 11, 2023. [Wines of Argentina \(WofA\)](#), the entity responsible for promoting *Vino Argentino* internationally, began the celebrations for **Malbec World Day**, which will be replicated throughout the month of April with events and activities in our main export markets and across different parts of the country. An opportunity to raise a glass and review the numbers of this phenomenon that, for more than two decades, has continued in force.

Argentine Malbec is undoubtedly Argentina's flagship variety and the spearhead that allowed the national wine industry to make its way into world markets. With 56.4% of the total fractionated wine sold in foreign market (INV preliminary data), Malbec continues to consolidate itself as the most exported variety, strengthening its international position.

With a presence in 17 of 24 Argentine provinces, the equivalent of 70.8% of the territory, and 46,565 hectares planted in the country, Malbec represents 24.3% of the total area cultivated with vines in Argentina (destined for production) and 40.8% of the surface of red varieties (for production). Argentine Malbec has reinforced its leadership, becoming once again the most widely cultivated variety, having increased its area by 185% as of 2000. In terms of distribution by province, Mendoza leads the ranking with the largest surface area, with 84.75% (39,463 ha), followed by San Juan with 2,840 ha (6.10%), Salta with 1,681 ha (3.61%) and La Rioja with 814 ha (1.75%).

The "Messi of wine", as the varietal has been called following a football analogy, is positioned at the forefront of grape production in the country with 4,242,644 quintals, which represents 22.35% of the total grapes entered into wineries for elaboration and, more specifically, 42.4% of the total reds for winemaking. Once again Mendoza comes first in the production of Malbec with 3,583,503qq (84.46%), which -in turn- means 27.24% of the total grape produced in that province. San Juan comes second in production with 313,573qq (7.39%), followed by Salta with 146,086qq (3.44%) and La Rioja with 2.23% (94,490qq).

In terms of exports, the year 2022 closed with 1,509,857 hl of Malbec sold in foreign markets (includes 4% Malbec with blends), the equivalent of USD 509.2 million (FOB), according to provisional data from the National Institute of

Viticulture. Of these figures, fractionated Malbec represents 74% in volume with 1,118,394 hl and 92.5% in value, with USD 471.2 million (INV provisional data).

In the fractionated wine category, the United States is at the forefront of Malbec exports with 356,583 hl exported, followed by the United Kingdom (175,006 hl), Brazil (141,383 hl), Canada (62,296 hl), Mexico (49,675 hl), Holland (33,577 hl), the top 6 countries remaining unchanged compared with the previous year, to which new players from Latin America such as Colombia (29,914 hl) and Peru (18,722 hl) have been added. China and Ireland complete the top 10 destinations with 15,887 hl and 15,040 hl respectively.

Created by WofA, Malbec World Day celebrations began on April 17, 2011 and it soon became an historical milestone in the promotion of *Vino Argentino* (Argentine Wine) in the world and is part of the international events agenda. The success achieved led to MWD being replicated inside our country as well. This campaign has the support of the [Ministry of Foreign Affairs, International Trade and Worship of the Nation](#) and the [Argentine Vitivinícola Corporation \(COVIAR\)](#), within the framework of the Vitivinícola Strategic Plan (PEVI) 2030.

Argentine Malbec Champion! is the motto chosen for the 13th edition, taking full advantage of the celebrations that Argentina is experiencing in terms of international exposure after they won the Qatar 2022 World Cup. For more than two decades Argentina has been crowned champion and it remains on the podium thanks to Malbec. As in football, here there is also a team of winemakers, agronomists and industry professionals and with their knowledge, teamwork and passion, they knew how to turn Malbec into the undisputed champion of the world scene.

In line with WofA's *phygital* strategy, more than 20 official events will be held in the main export destinations, in addition to an important digital campaign and activation of the online channels and virtual stores of *Vino Argentino*. The celebrations for the **Malbec Argentino Champion!**, can be followed on social networks through the hashtags **#MalbecArgentino** and **#MalbecWorldDay**. More information on the official page www.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 key markets: the United States and Canada, the United Kingdom and Europe, Asia and Latin America. The organisation 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 positive perception in the trade of influencers, opinion leaders and consumer audiences.

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