



Malbec Argentino is consecrated as world champion in the 13th edition of Malbec World Day.

Buenos Aires, April 3, 2023. [Wines of Argentina \(WofA\)](#), the institution in charge of promoting *Vino Argentino* in the world, is preparing for the start of one of the most global campaigns for the wine industry: ***Malbec World Day (MWD)***. The celebrations for Malbec World Day have, for 13 years, sought to continue reinforcing the position of Malbec as the flagship varietal of Argentina. Throughout the month of April, multiple events for consumers, trade, KOLs, press and influencers will take place in the main export markets, in addition to a series of online activations to continue amplifying the reach on a digital level.

Argentine Malbec Champion! is the motto that has been chosen for this new edition, taking advantage of the great time that Argentina is experiencing in terms of international exposure after winning the Qatar 2023 World Cup. There are few attributes that position the country at the centre of world recognition such as football and Malbec. For 13 years, Argentina has been champion and remains in force on the podium thanks to Malbec. *Malbec Argentino* is the most widely cultivated variety in the country, with the highest production and the most demanded by international markets. 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.

The concept of this edition shows that the path of Malbec is curiously reminiscent of that of football and highlights the connection between the two. In addition, it incorporates the key messages of WofA's communication strategy "*Argentina's Got Range*" as well as its most recent campaign "*Argentina Unsurpassed*": the complex diversity of Argentina as a wine country; the prestige achieved by the quality of our wines, and the commitment to innovation and sustainability as pillars of the industry.

Created by WofA, Malbec World Day began on April 17, 2011 and managed to position itself as a historical milestone that marked a turning point in the promotion of Argentine Wine in the world and is now part of the calendar of international events. The success achieved by MWD has led to this experience being replicated within Argentina as well, with celebrations held across the country. 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.

The schedule outlined by Wines of Argentina includes more than 20 official events in the main export destinations for Argentine Wine: United States, United Kingdom, Canada, Brazil, Mexico, China and other Asian and European markets such as Singapore and Finland. The agenda of activities will emphasize the development of educational instances -both face-to-face and through online channels- with Malbec seminars and masterclasses; tastings that show the wide range of styles and profiles of the variety; online and in-store promotions with retail chains, as well as activities with the press, specialist media and influencers. In line with the entity's phygital strategy, an important campaign will also be deployed in the digital world with audience segmentation for different markets and a strong activation of the online channels and virtual stores of *Vino Argentino*.

"Malbec World Day celebrates not only a varietal, but our culture of making wine, our flag, our spear. It is our vision both here and in the world. In short, it is our way of life. It is the perfect complement of our soils and our sun", expressed Alejandro Vigil, President of Wines of Argentina. *"Malbec is our Messi, our "Dibu", is our Goycochea, our Maradona",* he maintained in relation to the parallelism between Malbec and football proposed for this edition.

The festivities to celebrate **Argentine Malbec Champion** are already underway and can be followed on social networks through the hashtags **#MalbecArgentino** and **#MalbecWorldDay**. More information about the star variety of Argentina on the official website <https://malbecworldday.com/>.

ABOUT WINES OF ARGENTINA

Since 1993, Wines of Argentina has been promoting the brand and country image of *Vino Argentino* throughout the world. In addition, it plays an essential role in guiding Argentina's export strategy, by studying and analyzing changes in key markets: the United States and Canada, the United Kingdom, 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 by building the "*Vino Argentino*" brand, raising the positive perception among the trade, opinion leaders and consumer audiences.

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