



MALBEC WORLD DAY 2024

BETTER FOR THE WORLD

Since 2011, we have celebrated **Malbec World Day** on April 17. In Argentina and across the industry it offers an opportunity to appreciate how Argentine Malbec has risen to become a global icon of Argentine viticulture. Thanks to the hard work of Argentine producers and winemakers, Malbec has evolved over the years and is now **BETTER THAN EVER: Argentina is producing the best Malbecs in history.**

Now that Malbec's consistency and quality of expression are well-proven, the industry has its sights set on the future and is **WORKING TO MAKE A BETTER WORLD.** Because one cannot enjoy the success of today without thinking about tomorrow.

The challenge is to ensure that Malbec can maintain its characteristic elegance and versatility without sacrificing anything along the way. Argentine producers are increasingly mindful of the underlying experiences and changing values that influence how consumers choose their wine; decisions that go beyond Malbec to encompass concerns related to wellbeing, health and the environment.

The world has changed. It is incumbent upon us to reconsider our existing values and structures and explore new ways of thinking and feeling. Argentine viticulture has firmly embraced the concept of **sustainability**: protecting and generating a positive impact on our environment, society and economy. Many Argentine wineries have made great strides in reducing their water footprints, adopting carbon neutral policies, improving their waste management and energy use, and reducing the weight of their bottles, all thanks to the success of Malbec.

It is due to all these efforts that we are proud to say that **Malbec Argentino is "BETTER FOR THE WORLD"**, part of a focus on building a future in which the environment, society, culture and winemaking exist in balance and harmony. This is the path to follow if Argentine Malbec is going to continue to excel year on year and be the best that it can be.



About 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.

Previous editions

Since the first Malbec World Day back in 2011, we have celebrated Malbec with a range of different messages. One of the world's most famous varieties, it has evolved consistently thanks to the talent and initiative of Argentine winemakers and producers. Today, Argentine Malbec is **BETTER THAN EVER**.

Looking back over the previous 13 editions, Malbec World Day has won over consumers' palates across the world, and it took over the streets as part of a great celebration of art and culture. The world has danced to Malbec's tune (*"Malbec Making Noise"*), savoring the variety's indomitable, intense, and energetic character and flavors. The craft has even been compared to cinema due to its combination of art and industry. A wine that one can enjoy over and over again is a bona fide classic, and Malbec is at the heart of Argentina's identity as well as acting as a global ambassador for the country.

Just when we thought we'd seen all it had to offer, Malbec surprised us once more by revealing a new, unsuspected range of qualities. We thus moved on from describing Malbec Argentino in the singular to using the plural form, appreciating its multiple facets, brought out by different altitudes, profiles, styles and origins... Meanwhile, the industry was doubling down on its efforts to achieve greater elegance and produce Malbecs with unique textures and tangible freshness that truly expressed their terroirs and the distinctive qualities of each winemaking



region in Argentina. Every bottle became an invitation to encounter the country's rich geography, extreme climates and colorful landscapes.

The variety's intrinsic character, versatility, nobility and elegance gave it universal appeal. But beyond technical descriptions, #MalbecArgentino is simply delicious and consumers reacted with similarly straightforward exclamations: "I love it!" (*"¡Me gusta!"*), or rather, "We love it!" (*"¡Nos gusta!"*) because opening a bottle of Argentine Malbec is the perfect excuse to share and enjoy much more than a wine: it's an experience, a moment (or moments) to savor.

Today, the two things that Argentina is known for across the world are football and Malbec, and after winning the 2023 World Cup, we can rightly declare in both senses that We are World Champions!

Why is MWD celebrated on April 17th?

The origins of Malbec can be traced back to the region of the southwest of France. Here they have been cultivating this grape and making wines with the appellation of "Cahors" since the days of the Roman Empire. These wines became more popular during the Middle Ages and have become stronger and stronger in modern times.

The conquest of the English market was a crucial step in the evaluation of this grape in England and the world. By the late nineteenth century, the phylloxera plague had destroyed the French vineyards, so the "Côt" had been forgotten, leaving, however, a culture of appreciation emerged for Malbec during this time.

Sometime later, **#MalbecArgentino** appeared. This variety arrived in our country in 1853 in the hands of Michel Aimé Pouget (1821-1875), a French agronomist who was commissioned by Argentine journalist, politician and statesman, Domingo Faustino Sarmiento, to carry out the management of the Agricultural Quinta de Mendoza.

Modelled on France, the initiative proposed adding new grape varieties as a means to enhancing the national wine industry. On April 17, 1853, with the support of the governor of Mendoza, Pedro Pascual Segura, a project was presented to the Provincial Legislature, with a view to establishing a Quinta Normal and Agricultural School. This project was approved by the House of Representatives on 6 September that same year.

In the late nineteenth century with the help of Italian and French immigrants, the wine industry grew exponentially and with it, Malbec, which quickly adapted to the various different terroirs, and developed with even better results than in its



region of origin. Thus, over time and with a lot of hard work, it emerged as the flagship grape of Argentina.

The 17th of April is, for Wines of Argentina, not only a symbol of the transformation of Argentina's wine industry, but also the starting point for the development of this variety, an emblem for our country worldwide.

Information and contact

For more information about the celebrations for **Malbec World Day** contact info@winesofargentina.com.

About Wines of Argentina

Since 1993, [Wines of Argentina](http://www.winesofargentina.org) 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 analyzing changes in key markets: the United States and Canada; the United Kingdom and Europe; Brazil and Latin America and Asia. 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 positive perception in the trade, opinion leaders and consumer audiences.

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More information about WofA at www.winesofargentina.org