



In a new edition of Malbec World Day, Argentine Malbec celebrates its contribution for a better world.

This campaign promotes the Argentine wine industry with a greater global relevance. This year the concept will revolve around sustainability.

Buenos Aires, 4 de abril de 2024. Wines of Argentina (WofA), the institution responsible for the promotion of *Vino Argentino* in world markets, has announced the launch of a new edition of **Malbec World Day (MWD)**, the wine industry campaign of greater international scope, which this year celebrates its 14th edition, with a strong focus on sustainability.

Malbec World Day is aimed at strengthening the positioning of Malbec as Argentina's flagship varietal in key markets for the export of the national product. Each year multiple events are developed in the main capitals of the world in which Malbec Argentino is the protagonist, from massive tastings for consumers, to specialised masterclasses and walk-around tastings for trade representatives, opinion leaders, press and influencers, accompanied by the most characteristic dishes of our national cuisine. These actions are added to a series of online activations that involve promotions with retailers in virtual stores and marketing campaigns to continue conquering palates on a digital level.

This year's concept focuses on sustainability, which constitutes one of the pillars of WofA's communication strategy. **Malbec Argentino "Better for the World"**, condenses the spirit of the industry towards a more sustainable viticulture, more aware of the need to preserve the environment, generate a positive impact on the environment, on societies and economies. Now that the expression and consistency of Malbec is sustained, the look of the industry is set towards the future, making its contribution for a better world.

Argentine producers are increasingly aware of contexts, of the dynamism of the changes and the value and care that consumers put when choosing something that is not only a bottle, but a decision with implications on well-being, health and the environment. There are many wineries in our country that are already taking action in that sense through the reduction of their water footprint, neutral carbon policies, better waste management and energy, circular economy, reduction in bottle weight, and all this through Malbec, as an engine of change.

Created by WofA, Malbec World Day celebrations began on April 17, 2011 and managed to position itself as a historical milestone that marked a turning point in the promotion of *Vino Argentino* in the world and is part of a calendar of international events. The success achieved by MWD has led to this experience being replicated within our country, with celebrations in different parts of the national territory. This campaign has the support of the [Ministry of Foreign Affairs, International Trade and Worship of the Nation](#), the [Argentine Wine Corporation \(COVIAR\)](#) within the framework of the Strategic Wine Plan (PEVI) 2030 and the sponsorship of the ICBC Bank for its launch in Buenos Aires next April 17.

Celebrations around the world

The schedule of actions outlined by Wines of Argentina has more than 20 official events in the main export destinations for *Vino Argentino*: the United States, the United Kingdom, Canada, Brazil, China and other Asian and European markets. 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 store promotions with retail chains, as well as press actions, specialised media and influencers.

The celebrations for Malbec World Day can be followed on digital channels using the hashtags **#MalbecArgentino** and **#MalbecWorldDay**. More information on the official site 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.

FOLLOW US ON [TWITTER](#), [FACEBOOK](#) AND [INSTAGRAM](#).

www.winesofargentina.com

blog.winesofargentina.com