



For the 15th edition of Malbec World Day, Wines of Argentina invites you to enjoy “Your Malbec”

This year the campaign encourages consumers to seek out the style of Malbec they like best and share it with others. 25 official events will be held in Argentine Wine’s main export markets.

Buenos Aires, March 31, 2025. Wines of Argentina (WofA), the institution responsible for promoting Argentine Wine across the world, is getting ready for a month of celebrations centered around **Malbec World Day (MWD)**, the Argentine viticultural sector’s most prominent global campaign. This year marks its 15th edition.

Initially created by WofA on April 17, 2011, the objective of Malbec World Day is to reinforce the position of Malbec as Argentina’s flagship variety and drive sales in key export markets, which in 2024 were worth USD 429.75 M (FOB) according to provisional data from the National Viticultural Institute.

Years of innovation and research have taken us into a new era of elegant, refined and subtle Malbecs. Every expression of Malbec is different, meaning that it’s both a unique and multifaceted grape: unique in its category but with many different versions. Part of Malbec’s evolution has also seen it used in several of Argentina’s best blends; the newest icons of Argentine viticulture, as well as in cocktails and vermouths in line with recent trends among younger generations looking for more creative, refreshing options.

Maintaining the spirit of previous editions, this year the emphasis will be placed on the diversity of Argentine Malbec and its ability to satisfy the many different and shifting preferences of consumers. **“Your Malbec”**, this year’s slogan, focuses on the choices, desires and motivations of people when they drink Argentine Malbec and the different ways in which it can be enjoyed.

Your Malbec is an invitation to find the style that suits you best and then share it with the world. Every glass and sip of Argentine Malbec is an individual expression that is also part of a shared experience. Therein lies its essence, which embodies mutual connection and enjoyment. No matter the glass or recipient you choose, it’s the occasion that counts, the unique experiences that Malbec can provide, and the distinctive way in which each person chooses to share it with the world. There’s always a Malbec out there waiting to be discovered: Your Malbec. More than a

campaign, it's a homage to diversity and the freedom to enjoy Malbec however you want.

"Malbec World Day was a landmark in the worldwide promotion of Argentine Wine, and fifteen years on it fills us with pride that the campaign has become a major fixture on the national and international agenda. It's a date keenly anticipated by retailers, the press, consumers and, of course, our wineries. It's an opportunity to get the world talking about Argentina, the quality of our wines, the diversity of our terroirs and to demonstrate the evolution of a variety that continually surprises and reinvents itself every year. That's the magic of Malbec," says Alejandro Vigil, the President of Wines of Argentina.

Celebrations across the world

The calendar of activities organized by Wines of Argentina includes 25 official events in Argentine Wine's main export markets. The festivities range from tastings for consumers to specialized masterclasses and walk-around tastings for trade figures, opinion makers, the press and influencers. These activities will be complemented by a series of online initiatives and digital marketing campaigns to expand the message's reach to consumers.

The focus in the United States will center around digital promotions with different retailers, including *Binny's* and *Gary's Wine & Marketplace*, which will also involve seminars and training sessions for their staff, as well as physical tastings in stores. In addition, events will be held in New York, Washington DC, Los Angeles, Houston and Atlanta, with the support of local Argentine delegations. Meanwhile, in Brazil, Malbec's second largest market, celebrations will be concentrated in the cities of Sao Paulo, Brasilia, Belo Horizonte, Salvador de Bahia, Recife and Rio de Janeiro. The agenda of activities will also see MWD-themed events held in Canada, the UK, Mexico, Peru and China.

The celebrations for Malbec World Day are already under way and can be followed throughout April on social media via the hashtags **#MalbecWorldDay** and **#YourMalbec**. More information is available on the website <https://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 analyzing changes in key markets: the United States, Brazil, Canada, Europe, Mexico and other destinations in 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