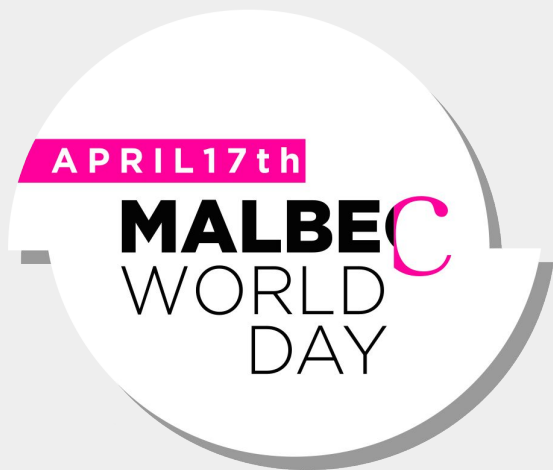


MALBEC
WORLD
DAY

WA
WINES OF ARGENTINA



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 Argentina's 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.



Ministerio de Relaciones
Exteriores, Comercio
Internacional y Culto
República Argentina



Classic
Chill
Pop
Easy
Fresh
Fashion

**YOUR
MALBEC**
share it your way.

On Malbec World Day, **we want to celebrate the versatility of Malbec and the vast number of ways it can be enjoyed.**

This year's campaign **is an invitation to find your own style and share it** with the world. Every glass and sip of Argentine Malbec is an individual expression embedded in a shared experience.

Your Malbec affirms the value of each choice and moment. And the best news of all? **There'll always be a Malbec waiting for you to discover: Your Malbec.** Regardless of the kind of glass you choose to drink it from, it's the occasion, your unique experience of Malbec what matters. Therein lies its essence, which invites you to connect and enjoy.

Your Malbec is **a homage to diversity and the freedom of choice to enjoy Malbec the way you want it. Because, at the end of the day, it's the moment, the people you're with and the experiences you feel that really matter.**

MALBEC TIMELINE

MALBEC
WORLD
DAY

W
WINES OF ARGENTINA
A



Malbec is originally from the southwest of France, where it is known as “Côt” and has a tannic, hard style. It was first introduced in Argentina by French agronomist Michel A. Pouget.

17 April, 1853

The first agricultural school in Argentina (*Quinta Normal*) was founded. Pouget was invited to run it in the hopes of adapting French grapes to the soils of Mendoza.



The phylloxera plague took a strong hold on France, causing serious problems with the wine industry of that country.

Argentina was one of the few regions, together with Chile and Cyprus, that remained exempt from phylloxera.



Towards the **end of the 19th Century**, Argentine viticulture experienced exponential development in the hands of Italian and French immigrants.



MALBEC TIMELINE

MALBEC
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WINES OF ARGENTINA
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Malbec adapted quickly to the diversity of terroirs offered by Argentina's rugged landscape and began to produce wines better than in its original land.

Argentina became the only country to have original Malbec vines of true French heritage.



1959. With the creation of the National Viticultural Institute (INV), thanks to the work of pioneer producers, Argentine winemakers started to classify their vineyards, with wines first appearing labelled as Malbec in 1970.

1962. Malbec was the most planted grape in the country, accounting for 58,577 ha, or 22.5% of all vines.

1974. The first Malbec varietal for export is registered (United States).

1991. The Luján de Cuyo D.O.C, the first of its kind in Argentina is established to promote and protect the development of Malbec. It laid out a criterion of origin and style to enhance the taste of the variety.



2000. Argentine producers began to focus on origin, resulting in Malbecs that celebrate the identity of each *terroir*.



2011. The first edition of Malbec World Day is held. The 17th of April is, for WofA, not only a symbol of the transformation of Argentina's wine industry, but also the starting point for the development of this grape, an emblem for our country worldwide.

Malbec in Numbers

CULTIVATED SURFACE

MALBEC
WORLD
DAY

WINES OF ARGENTINA

Cultivated Surface

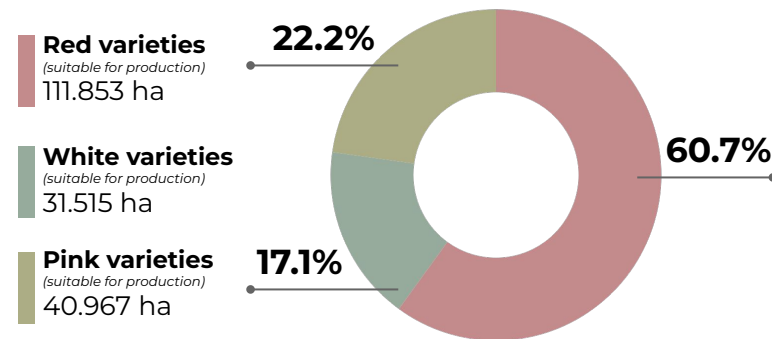
Total cultivated
surface in Argentina

199.946
Hectares

Cultivated
Surface
*(Suitable for wine
production)*

92.2%
of the total
cultivated
surface

184.335
Hectares



Malbec Argentino

**Cultivated
surface of
Malbec**
*(Suitable for wine
production)*

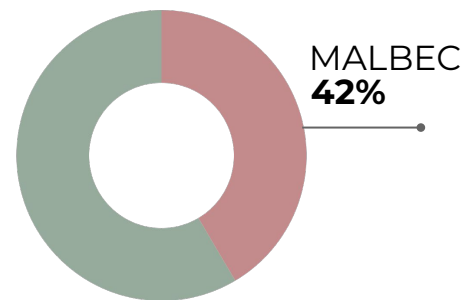
47.064
Hectares



25.5%
of Argentina's
total cultivated
surface
(suitable for production)

Other red varieties
(suitable for production)
64.789 ha

Malbec
47.064 ha

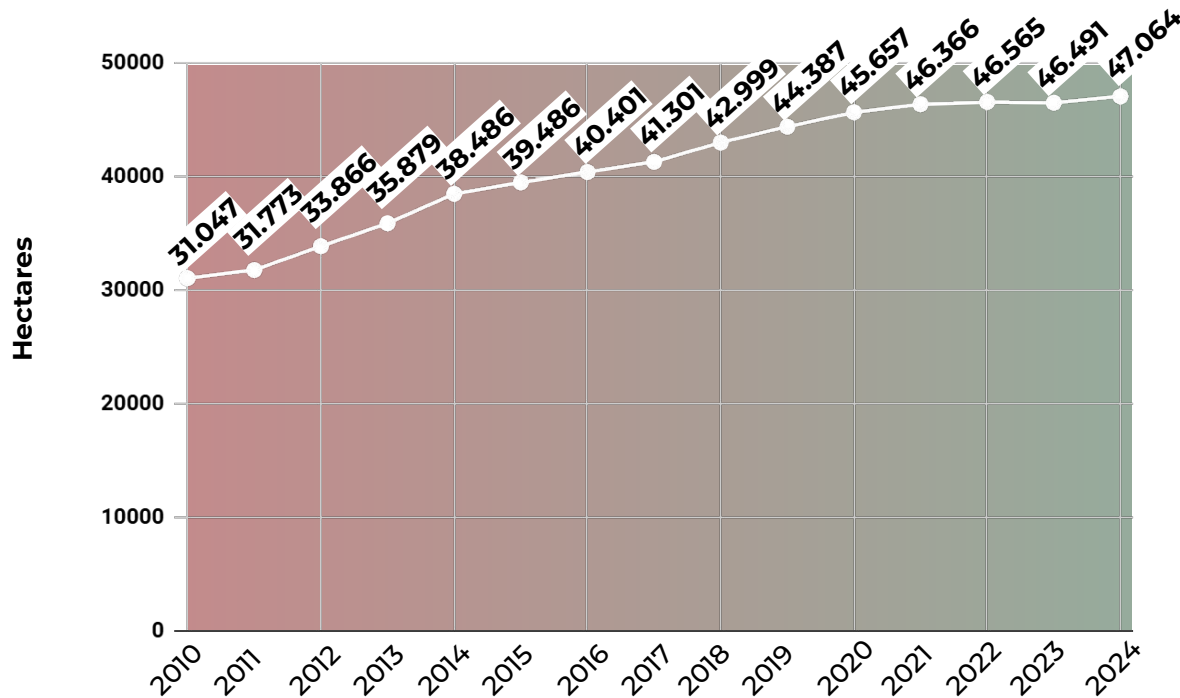


Malbec in Numbers

SURFACE EVOLUTION

MALBEC
WORLD
DAY

W
WINES OF ARGENTINA
A



**Evolution of cultivated
area of Malbec
in Argentina**

+51.6%

Malbec is the variety
that has increased its
surface area the most
vs. 2010 (+16,017 ha).

Malbec in Numbers

SURFACE DISTRIBUTION

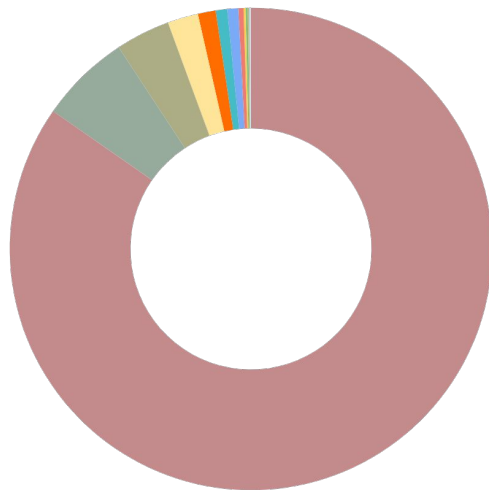
MALBEC
WORLD
DAY

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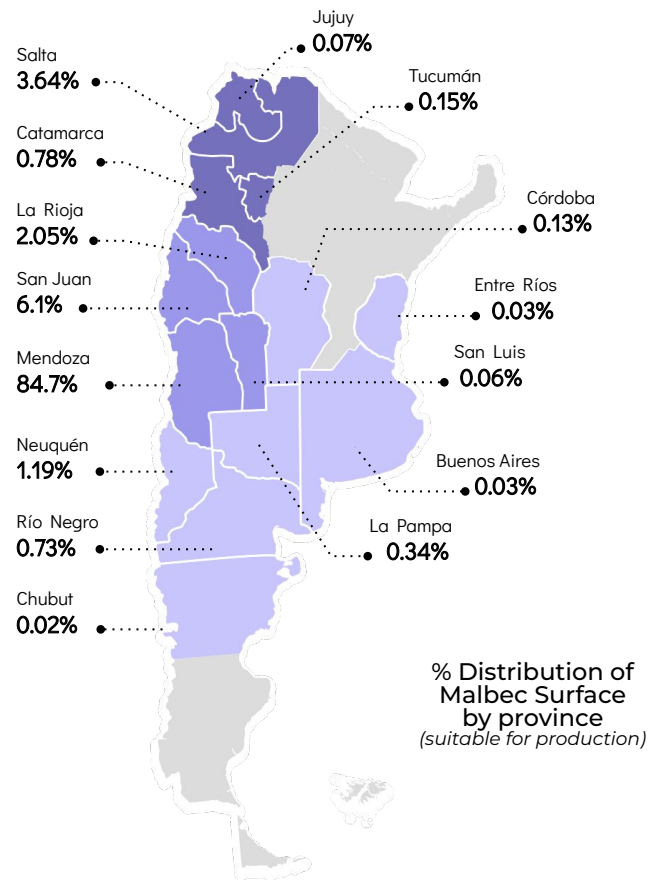
Malbec by province

**Malbec suitable for production*

Province	Ha*	% Malbec in ARG.
Mendoza	39.856,40	84,69%
San Juan	2.861,90	6,08%
Salta	1.714,30	3,64%
La Rioja	965,5	2,05%
Neuquén	561,4	1,19%
Catamarca	367,5	0,78%
Río Negro	341,7	0,73%
La Pampa	160,4	0,34%
Tucumán	69	0,15%
Córdoba	60,3	0,13%
Jujuy	30,6	0,07%
San Luis	29,7	0,06%
Entre Ríos	15,6	0,03%
Buenos Aires	14,9	0,03%
Chubut	8,1	0,02%
S. del Estero	5,3	0,01%
Santa Fe	1,5	0,00%
Santa Cruz	0,02	0,00%



**YOUR
MALBEC**
share it your way.



Malbec in Numbers

PRODUCTION IN ARGENTINA

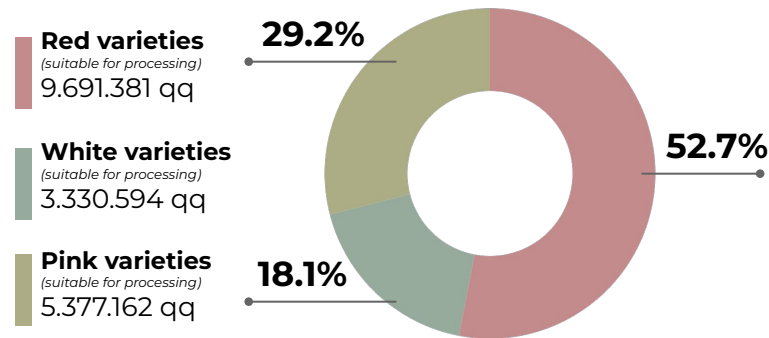
MALBEC
WORLD
DAY

W
WINES OF ARGENTINA
A

Grape production in Argentina

**Total grape
production**
(suitable for
processing)

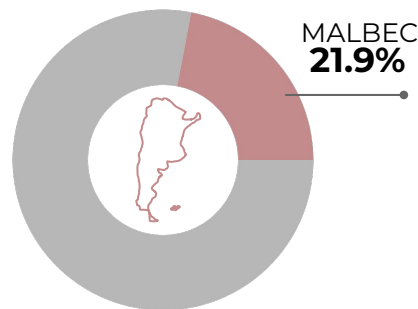
18.399.138
Quintals



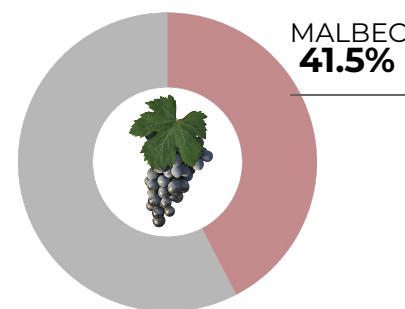
YOUR MALBEC ARGENTINO

**Malbec
Production**
(suitable for
processing)

4.024.101
Quintals



Total grape production
in Argentina
(suitable for processing)



Total **RED GRAPE**
production in Argentina
(suitable for processing)

Malbec in Numbers

PRODUCTION IN ARGENTINA

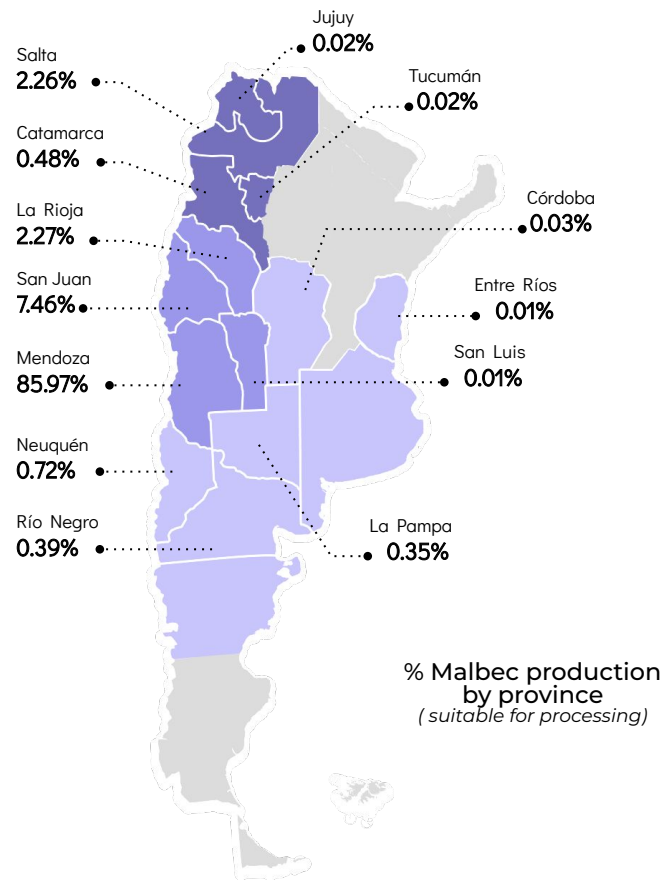
MALBEC
WORLD
DAY

WINES OF ARGENTINA

Malbec Production by province (quintals)

**Malbec suitable for processing*

Province	Total Malbec * Quintals	Total production * Quintals	% Malbec vs. Total production
Mendoza	3.459.719	13.524.821	25,58%
San Juan	300.183	3.749.533	8,01%
La Rioja	91.498	642.578	14,24%
Salta	90.759	230.818	39,32%
Neuquén	29.037	78.377	37,05%
Catamarca	19.370	101.670	19,05%
Río Negro	15.678	41.691	37,61%
La Pampa	14.174	22.770	62,25%
Córdoba	1.177	4.499	26,16%
Jujuy	924	2.435	37,95%
Tucumán	883	1.670	52,87%
Entre Ríos	301	1.710	17,60%
San Luis	232	977	23,75%
Buenos Aires	156	3.028	5,15%
Chubut	11	2.360	0,47%



share it your way.

Malbec in Numbers

EXPORTS & MARKETS

MALBEC
WORLD
DAY

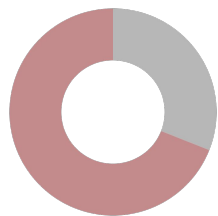
W
WINES OF ARGENTINA
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Malbec Exports (2024)

429.75 M  **1.269.489**
USD Hectoliters

**Fractionated
Wine**

386.82 M
USD Hectoliters
872.790

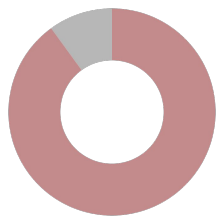


Volume

69%
31%

**Bulk
Wine**

42.93 M USD
Hectoliters
396.698



Value

90%
10%

Top 10 Markets (2024)

Export Market <i>(Fractionated Malbec)</i>	Volume <i>(Hectoliters)</i>	Value <i>(Thousands US\$ FOB)</i>
 1. United States	278.221,08	129.494,05
 2. United Kingdom	139.375,72	55.377,02
 3. Brazil	120.038,84	44.667,37
 4. Canada	56.883,84	28.420,13
 5. Mexico	38.139,39	13.130,70
 6. Netherlands	29.547,34	11.472,02
 7. Colombia	20.045,95	7.075,38
 8. Peru	18.990,41	9.898,97
 9. Switzerland	13.795,79	7.458,91
 10. Ireland	11.371,06	3.902,03
Other Markets	146.380,96	75.925,59

118 destinations in 2024.

*Corresponds to Malbec as monovarietal

Source: National Institute of Viticulture. Sistema Informático Malvina (January-December 2024). Provisional data.

YOUR MALBEC

share it your way

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DAY



April 17th

malbecworldday.com