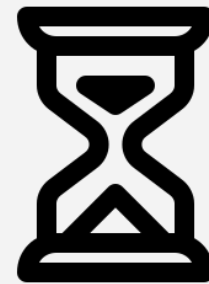


Argentina's
WINEMAKING
HISTORY





HISTORY

Argentine Viticulture | Timeline

XVI

1551

Spanish colonizers introduce the first specimens of *Vitis Vinifera* in Argentina.

- The soil and weather conditions offered by Argentina's surface favoured the growth of *Vitis Vinifera* near the Andes.
- The Catholic priests planted vineyards near their monasteries to ensure wine for the celebration of Holy Mass.

XIX

1850 | 1880

Development of viticulture as a national industry.

- Expansion of the railway.
- Expansion of vineyard acreage and increase in the amount of wine production.
- European immigrants introduced new vinegrowing techniques and grape varieties.
- Implementation of measures promoting agricultural development.

1853

The first School of Agriculture (Quinta Normal de Agricultura) is inaugurated.

- The objective was to introduce new grape varieties in the country to enhance the national wine industry. Michel Aimé Pouget (French agronomist) was in charge of its management.



HISTORY

Argentine Viticulture | Timeline

XX

1959

The National Viticulture Institute (INV) was created.

- Wine law N° 14.878 also established that wine is considered “food” in Argentina. INV functions:
- Control quality and fraud prevention;
- Labeling and wine normatives;
- Analytic and statistical control.

1970's

- The prevailing model, based on the production of large volumes of low quality wines geared towards the domestic market, collapsed. The sweeping entry of soft drinks and beer into the market led to a drop in the consumption of wine.

1990's

Argentine wines exported worldwide.

- Introduction of Neoliberalism in the national economy.
- Modernization of the wine industry.
- Incorporation of Argentina into the global market: local & foreign investments increased and were complemented by a search for new markets.

1999

- Argentine Wine Law equaled that of the EU in order to improve the export process.
- Law N° 25.163 gave a legal framework for wine origins. It established Geographical Indications (GIs) and also Designations of Origin (DO).



EVOLUTION

Argentine Wine Industry

XXI

1993



2021

10

EXPORTING
WINERIES



523

Malbec +
Torrontés

MAIN EXPORT
VARIETIES



Malbec & Torrontés
+ other varietals

24M
U\$S

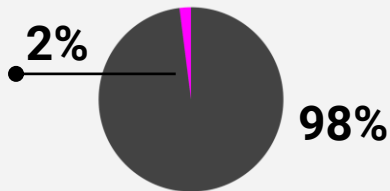
25M
Liters

TOTAL
EXPORTS



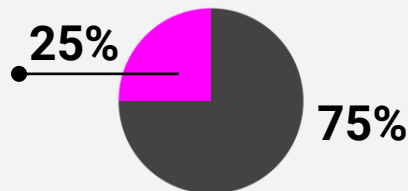
922.6M
U\$S

336M
Liters



DOMESTIC
CONSUMPTION

EXPORTS



What's the
classification system
for Argentine wines?





GIs & DOCs System in Argentina

In 1999, a law established how wines should be classified in Argentina **based on their origin**. It was a necessity for the country, and an international requirement to be able to export.

Where does the wine come from? Where the winery is located or where the grapes are grown? To clarify this point, **Geographical Indications** (GIs) and a particular type of them, **Controlled Designation of Origin (DOC)**, were established.

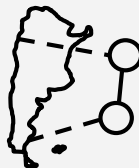
GIs + DOCs complete list [here](#).

GI (Geographical Indication)

Refers to labeling, that is, if the place where the wine comes from is recognized for its **quality** and explains its taste, but also has legal status to be mentioned on the label.

DOC (Controlled Designation of Origin)

Applies to wines from a recognized region, which also has a specific **style**. DOCs are GIs with wine style regulations.



107
GIs



Approved GIs, most of them follow political boundaries.

2
DOCs

- Luján de Cuyo (DOC). It is the only one used.
- San Rafael (DOC)



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