Argentina’s WINEMAKING HISTORY
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* near the Andes.
- The Catholic priests planted vineyards near their monasteries to ensure wine for the celebration of Holy Mass.

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 vinemaking 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

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).
## Argentine Wine Industry

**EVOLUTION**

<table>
<thead>
<tr>
<th>Year</th>
<th>Exporting Wineries</th>
<th>Main Export Varieties</th>
<th>Total Exports</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993</td>
<td>10</td>
<td>Malbec + Torrontés</td>
<td>24M U$S, 25M Liters</td>
</tr>
<tr>
<td>2021</td>
<td>523</td>
<td>Malbec &amp; Torrontés + other varietals</td>
<td>922.6M U$S, 336M Liters</td>
</tr>
</tbody>
</table>

- **Domestic Consumption**: 98%
- **Exports**: 25%
- **Domestic Consumption to Exports**: 75%
What’s the classification system for Argentine wines?
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.

**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.

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