

TIMELINE Argentina's winemaking history







1551

- The first specimens of *Vitis Vinifera* were introduced in Argentina by the Spanish colonizers.
- The Catholic priests planted vineyards near their monasteries to ensure wine for the celebration of Holy Mass.
- The soil and weather conditions favored the growth of the *Vitis vinifera*, especially near the Andes.





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.





70's

Collapse of the model based on the production of large volumes of low quality wines for domestic market.

90's

- 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.
- Argentine wines exported worldwide.

EVOLUTIONArgentina's winemaking industry





Exporting wineries

Main export varieties

Total Exports in U\$S

Total Exports in liters

1993

10

Malbec & Torrontés

U\$S 24 millions

25M liters

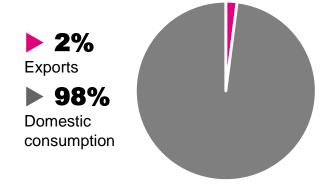
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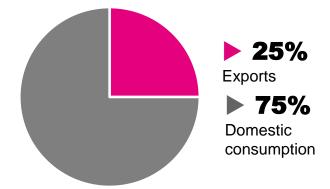
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Malbec, Torrontés & Others

U\$S 813 millions

400.6M liters





WINE LEGISLATION in Argentina



- In 1959, wine law 14.878 was promulgated. It created the **National Institute of Vitiviniculture** (INV), and established that wine is considered "food" in Argentina.
- **INV** Function:
 - Control quality and fraud prevention
 - Labeling and wine normatives
 - Analytic and statistical control
- INV works as a Regulation Council within the European Union.
- In 1999 Argentine Wine Law equaled that of the EU in order to improve the export process.

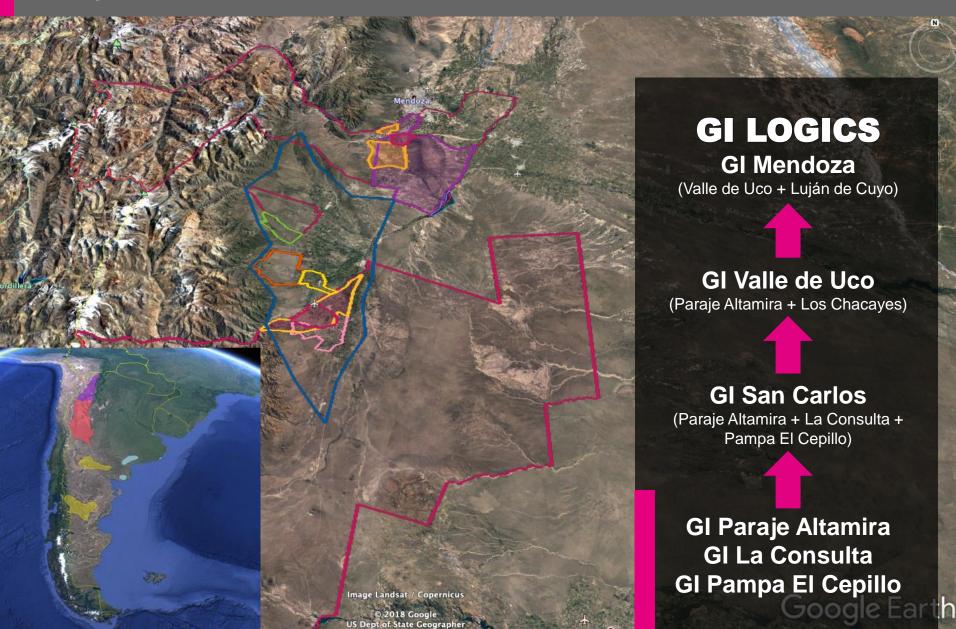
WINE LEGISLATION in Argentina



- In 1999, the law 25.163 gave a legal framework for wine origins. It established **Geographical Indications (GIs)** and also **Designations of Origin (DO)**.
- Gls are used for quality wines, whereas flavor is attached to origin. There are 104 Gls approved in Argentina, most of them established following political boundaries.
- **DOCs** are GIs with wine style relugation. There are **2 DOCs** in Argentina, Luján de Cuyo (DOC) and San Rafael (DOC). Only Luján de Cuyo is used today.
- Gls today are developing in a new way, as viticultural areas, attached to soil and climatic conditions.

GI LOGICS in Argentina







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