HISTORY OF WINEMAKING N ARGENTINA



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.

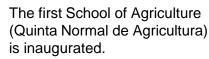


1850 - 188**0**

- 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.



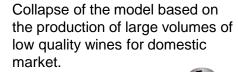
1853







70's



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.

EVOLUTION Argentina's winemaking industry



XXI

Exporting wineries

Main export varieties

Total Exports in U\$S

Total Exports in liters

1993

10

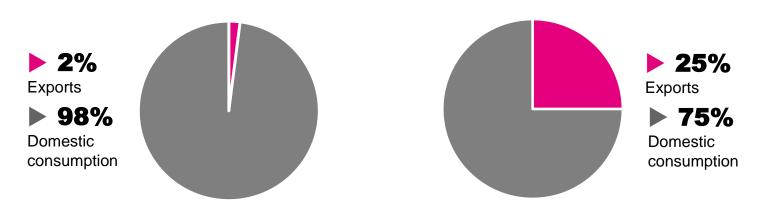
Malbec & Torrontés U\$S 24 millions 25M liters 2019

521

Malbec, Torrontés & Others

U\$S 807 millions

313.8M liters





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.



In 1999, the law 25.163 gave a legal framework for wine origins. It established **Geographical Indications (GIs)** and also **Designations of Origin (DO)**.

GIs are used for quality wines, whereas flavor is attached to origin. There are **101 GIs approved in Argentina**, most of them established following political boundaries.

DOCs are GIs with wine style relugation. There are two DO in Argentina, Luján de Cuyo (DOC) and San Rafael (DOC). Only Luján de Cuyo is used today.

GIs today are developing in a new way, as viticultural areas, attached to soil and climatic conditions.

GI LOGICS in Argentina



GI LOGICS GI Mendoza (Valle de Uco + Luján de Cuyo)

GI Valle de Uco (Paraje Altamira + Guatallary)

GI San Carlos

(Paraje Altamira + La Consulta + Pampa El Cepillo)

GI Paraje Altamira GI La Consulta GI Pampa El Cepillo

Image Landsat / Copernicus © 2018 Google US Dept of State Geographer



WINESOFARGENTINA.COM



O y @winesofarg f/winesofargentina