## 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 - 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.

#### **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

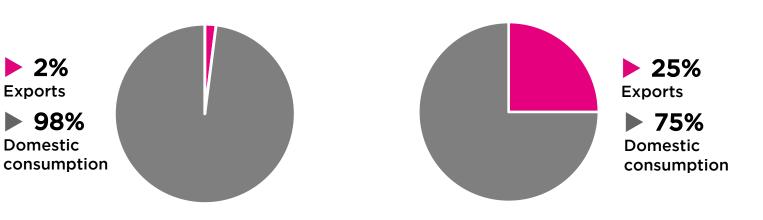
25M liters

# 2018

## 414

Malbec, Torrontés & Others

- U\$S 821 millions
- 275M 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 **97 GIs approved in Argentina**, most of them established following political boundaries.

**DOs** 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



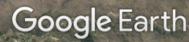
**GI LOGICS GI Mendoza** (Valle de Uco + Luján de Cuyo)

**GI Valle de Uco** (Paraje Altamira + Guatallary)

**GI San Carlos** (Paraje Altamira + La Consulta)

GI Paraje Altamira GI La Consulta

Image Landsat / Copernicus 0,2018 Google US Dept of State Geographer







WWW.WINESOFARGENTINA.COM