

MALBEC
WORLD
DAY

MALBEC

ARGENTINO

BETTER FOR THE WORLD

APRIL 17th. 2024

W
WINES OF ARGENTINA
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Malbec World Day (MWD) is a global initiative created by Wines of Argentina that seeks to position **#MalbecArgentino** in the world and celebrate the success of Argentina's wine industry.

Held for the first time on April 17, 2011, MWD managed to position itself as a historic event in the promotion of **#VinoArgentino** worldwide and is now part of the calendar of international celebrations.





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ARGENTINO

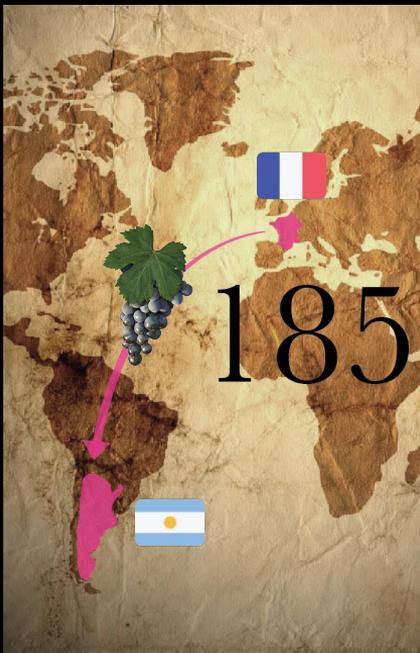
BETTER FOR THE WORLD

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Thanks to the hard work of Argentine producers and winemakers, Malbec has evolved over the years and is now **BETTER THAN EVER**. Now that Malbec's consistency and quality of expression are well-proven, the industry has its sights set on the future and is **WORKING TO MAKE A BETTER WORLD**.

The claim "Malbec Argentino: **BETTER FOR THE WORLD**" summarises Argentina's commitment towards a more sustainable viticulture, in which the environment, society and wine production exist in balance and harmony.

This is the path to follow if **Malbec Argentino** is going to continue to excel year on year and **be the best that it can be**.



1853

Malbec is originally from the southwest of France, where it is known as “Côt” and has a tannic, hard style. It was first introduced in Argentina by French agronomist Michel A. Pouget.

17 April, 1853

The first agricultural school in Argentina (*Quinta Normal*) was founded. Pouget was invited to run it in the hopes of adapting French grapes to the soils of Mendoza.



1863

The phylloxera plague took a strong hold on France, causing serious problems with the wine industry of that country.

Argentina was one of the few regions, together with Chile and Cyprus, that remained exempt from phylloxera.



XIX

Towards the end of the **19th Century**, Argentine viticulture experienced exponential development in the hands of Italian and French immigrants.



Malbec adapted quickly to the diversity of terroirs offered by Argentina's rugged landscape and began to produce wines better than in its original land.

Argentina became the only country to have original Malbec vines of true French heritage.



1959. With the creation of the National Viticultural Institute (INV), thanks to the work of pioneer producers, Argentine winemakers started to classify their vineyards, with wines first appearing labelled as Malbec in 1970.

1962. Malbec was the most planted grape in the country, accounting for 58,577 ha, or 22.5% of all vines.

1974. The first Malbec varietal for export is registered (United States).

1991. The Luján de Cuyo D.O.C, the first of its kind in Argentina is established to promote and protect the development of Malbec. It laid out a criterion of origin and style to enhance the taste of the variety.



2000. Argentine producers began to focus on origin, resulting in Malbecs that celebrate the identity of each *terroir*.



2011. The first edition of Malbec World Day is held. The 17th of April is, for WofA, not only a symbol of the transformation of Argentina's wine industry, but also the starting point for the development of this grape, an emblem for our country worldwide.

Cultivated Surface in Argentina

Total cultivated surface Argentina

204,847
Hectares

Cultivated Surface
(Vinification)

92.1%
of the total cultivated surface

188,687
Hectares

Red varieties
(Vinification)
113,152 ha

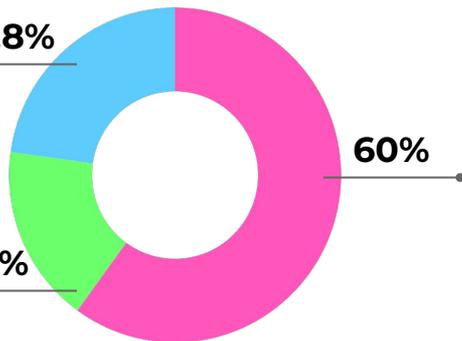
22.8%

White varieties
(Vinification)
32,498 ha

60%

Pink varieties
(Vinification)
43,037 ha

17.2%



Malbec Argentino

Malbec cultivated surface
(Vinification)

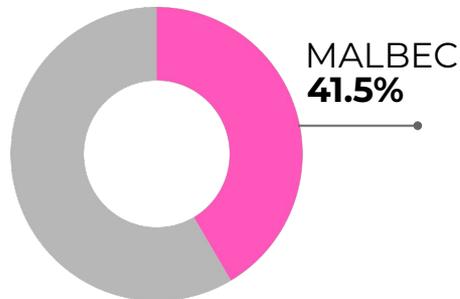
46,941
Hectares



24.9%
of Argentina's total cultivated surface (vinification)

Other red varieties
(vinification)
66,211 ha

Malbec
46,941 ha



+195%

Has the area planted with Malbec grown in Argentina since 2010 (+15,894 ha).

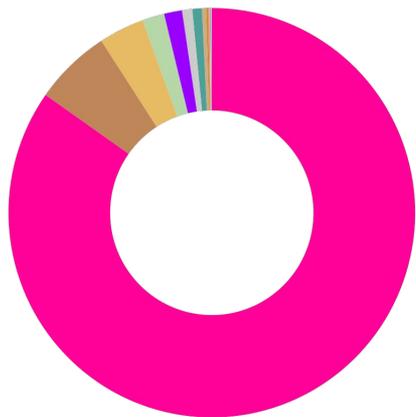
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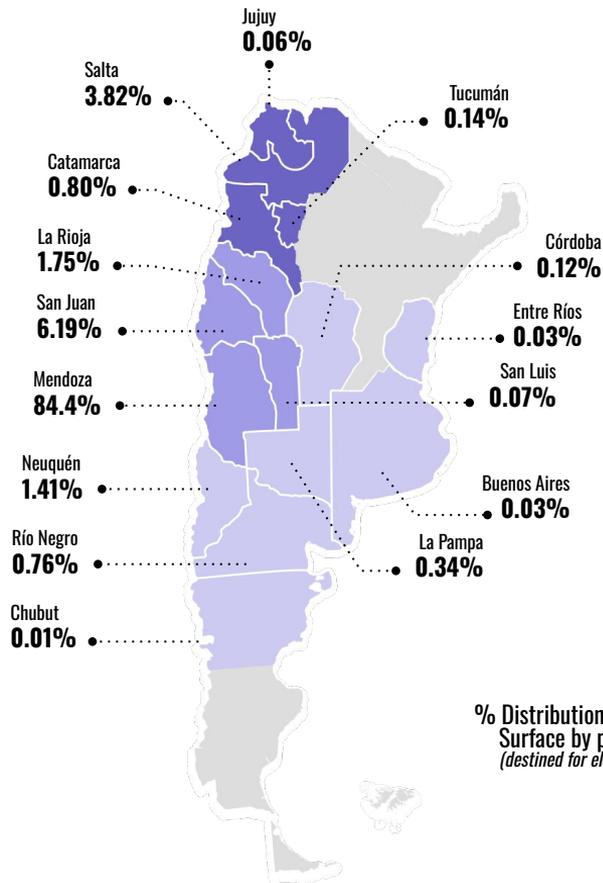
Surface distribution

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Province	Ha
Mendoza	39,635
San Juan	2,905
Salta	1,793
La Rioja	821
Neuquén	662
Catamarca	372
Río Negro	359
La Pampa	160
Tucumán	69
Córdoba	59
San Luis	34
Jujuy	31
Entre Ríos	16
Buenos Aires	15
S. del Estero	5
Chubut	4
Santa Fe	0.7

Map of Malbec (surface)



% Distribution of Malbec Surface by province (destined for elaboration)

Grape production in Argentina

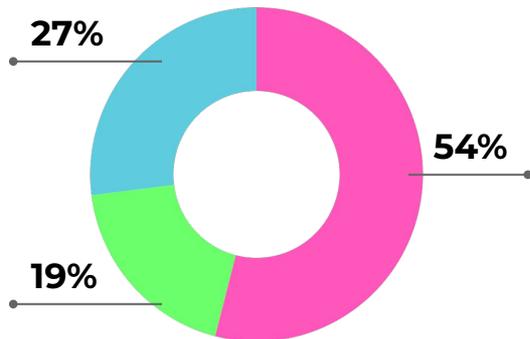
Total grape production
(suitable for elaboration)

13,812,721
Quintals

Red varieties
(elaboration)
7,411,783 qq

White varieties
(elaboration)
2,628,927 qq

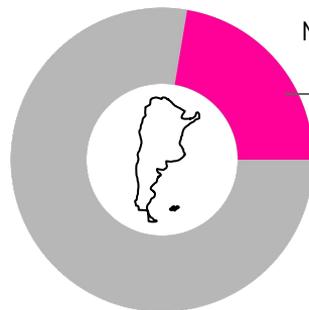
Pink varieties
(elaboration)
3,772,012 qq



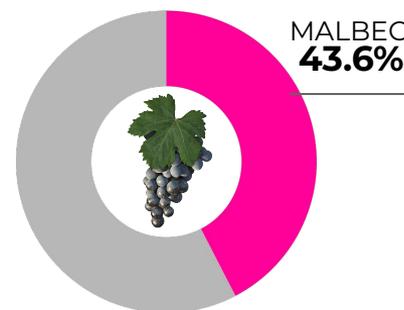
Malbec Argentino

Malbec Production
(suitable for elaboration)

3,230,996
Quintales



Total grape production
in Argentina
(suitable for elaboration)



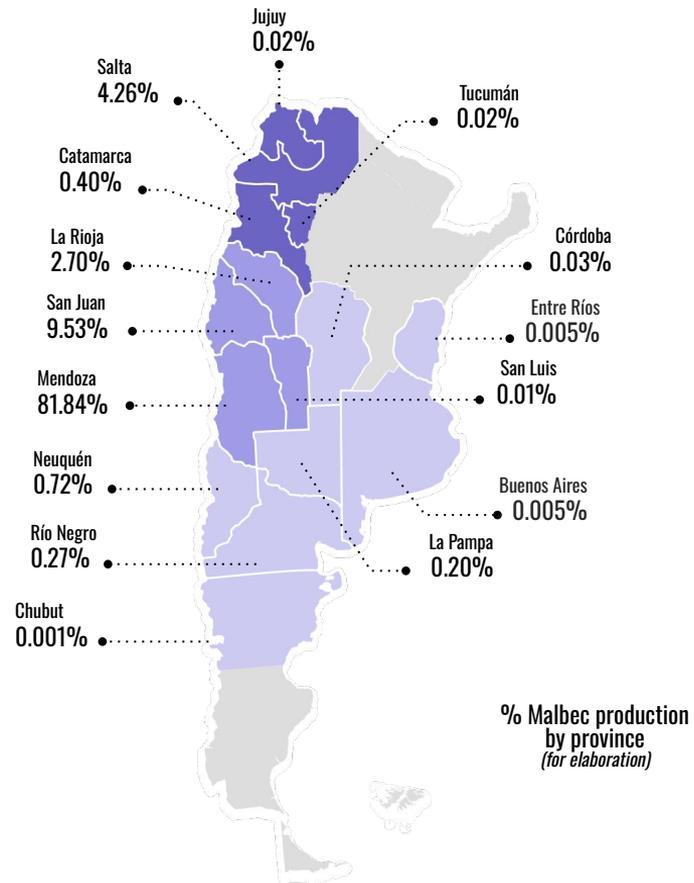
Total **red grape** production
in Argentina
(suitable for elaboration)

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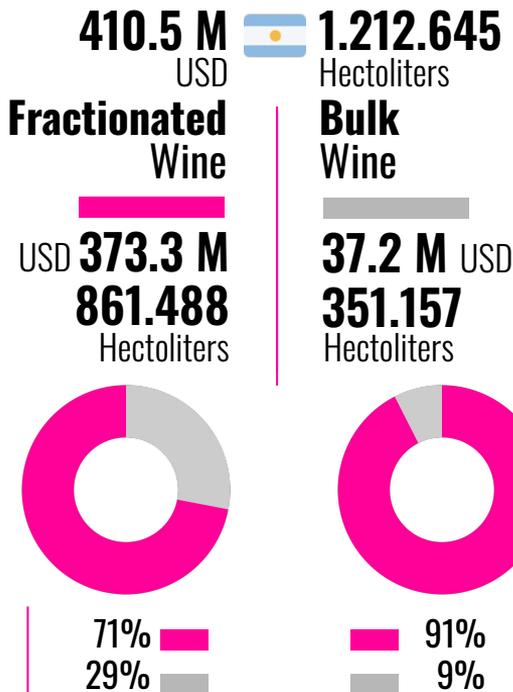
Malbec Production by province

Province	Total Malbec (for elaboration) Quintals	Total Grape Production (for elaboration) Quintals	% Malbec vs. Total Production
Mendoza	2.644.184	9.264.243	28,54%
San Juan	307.830	3.486.733	8,83%
Salta	137.530	290.071	47,41%
La Rioja	87.340	590.785	14,78%
Neuquén	23.260	68.787	33,81%
Catamarca	12.955	69.607	18,61%
Río Negro	8.610	19.781	43,53%
La Pampa	6.417	8.309	77,23%
Córdoba	1.004	4.809	20,88%
Tucumán	781	1.524	51,25%
Jujuy	565	1.832	30,84%
San Luis	200	757	26,42%
Entre Ríos	156	1.021	15,28%
Buenos Aires	147	2.018	7,28%
Chubut	18	2.429	0,74%

Map of Malbec (production)



Malbec Exports (2023)



Top 10 Markets (2023)

Export Market <i>(Fractionated Malbec)</i>	Value <i>(Thousands USS FOB)</i>	Volume <i>(Hectoliters)</i>
1. United States	116.398	258.699
2. United Kingdom	56.674	143.470
3. Brazil	40.712	117.210
4. Canada	25.064	56.581
5. Mexico	14.781	42.964
6. Netherlands	10.730	25.867
7. China	8.325	12.023
8. Switzerland	8.166	15.901
9. Peru	6.667	13.814
10. Colombia	6.236	16.891
Other markets	79.528	158.068

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