



ELEGANCE
DOESN'T NEED
PERFECTION

MALBEC

ARGENTINO

MALBEC
WORLD
DAY

W
WINES OF ARGENTINA
A



MALBEC IN NUMBERS

With 42,999.30 hectares (106,255.57 acres), Malbec represents **37.53%** of the red varieties (for vinification) planted in Argentina, and **21.40%** of the total cultivated area in the country.

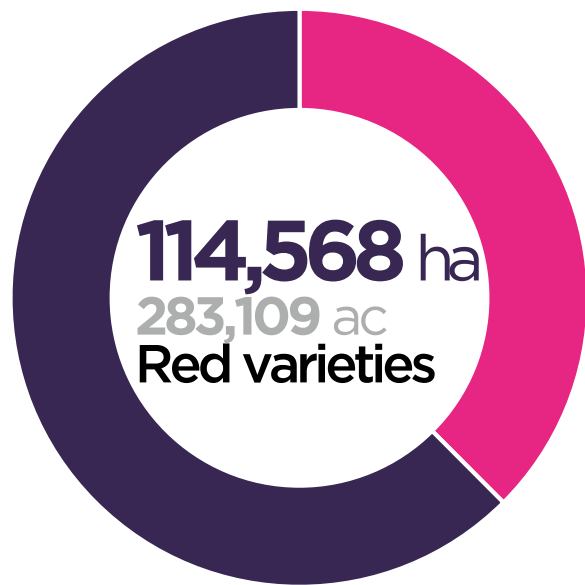
It is the variety that has increased its surface the most: since 2.000 **it has increased by 163%** (equivalent to 26,653 ha / 65,862 acres).

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MALBEC IN NUMBERS

MALBEC
42.999,30 ha
106,255.57 acres



MALBEC
37.53%
Red varieties



200.953,50 ha
496.576,19 ac
Total cultivated surface in Argentina
(for vinification)

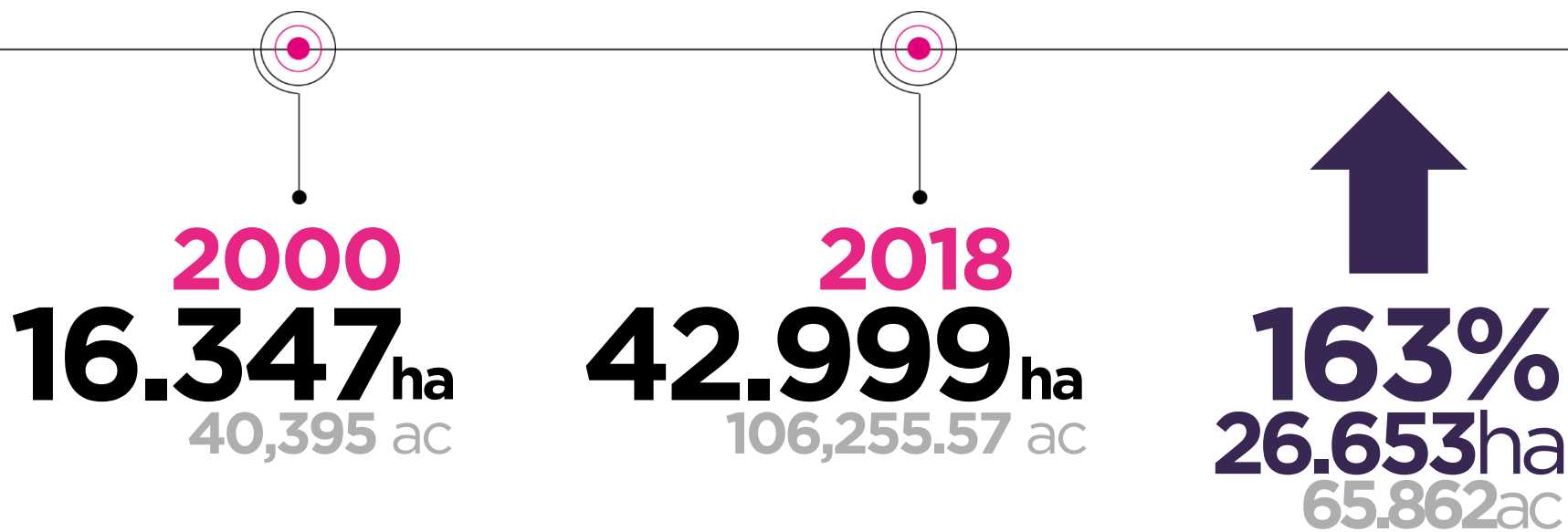
21.40%
MALBEC

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MALBEC IN NUMBERS

MALBEC'S CULTIVATED SURFACE: EVOLUTION



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MALBEC IN NUMBERS

RED VARIETIES <i>(for vinification)</i>	114.568,00 Hectares	283,108.98 Acres	% Red Varieties	% Cultivated surface (total country)
Malbec	42.999,30	106.255,57	37,53%	21,40%
Bonarda	18.517,70	45.759,09	16,16%	9,21%
Cabernet Sauvignon	14.665,80	36.240,66	12,80%	7,30%
Syrah	12.245,60	30.260,10	10,69%	6,09%
Tempranillo	5.690,60	14.062,04	4,97%	2,83%
Merlot	5.306,00	13.111,66	4,63%	2,64%
Pinot Noir	2.036,40	5.032,15	1,78%	1,01%
Cabernet Franc	1.146,30	2.832,62	1,00%	0,57%
Tannat	873,60	2.158,75	0,76%	0,43%
Petit Verdot	652,00	1.611,16	0,57%	0,32%
Other red varieties	10.434,70	25.785,19	9,11%	5,19%

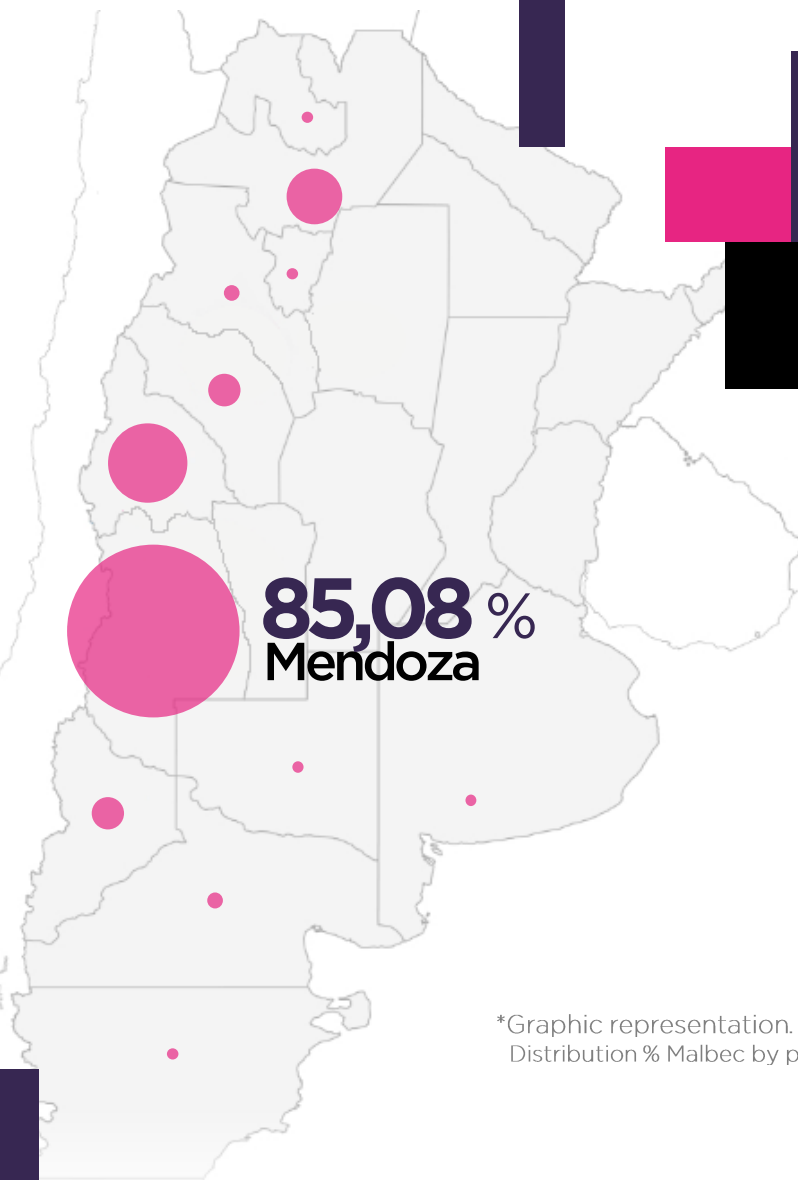
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MALBEC IN NUMBERS

DISTRIBUTION BY PROVINCE

PROVINCE	42.999,30 Hectares	106.255,57 Acres	% Total Malbec in Argentina
Mendoza	36.585,50	90.406,43	85,08%
San Juan	2.651,50	6.552,12	6,17%
Salta	1.386,30	3.425,69	3,22%
La Rioja	741,30	1.831,83	1,72%
Neuquén	658,90	1.628,21	1,53%
Río Negro	364,50	900,72	0,85%
Catamarca	308,40	762,09	0,72%
La Pampa	129,00	318,77	0,30%
Tucumán	46,80	115,65	0,11%
Buenos Aires	13,30	32,87	0,03%
Jujuy	12,70	31,38	0,03%
Chubut	2,00	4,94	0,00%
Others	99,10	244,89	0,23%



*Graphic representation.
Distribution % Malbec by province

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MALBEC IN NUMBERS

MAIN EXPORT DATA
(January - December 2018)

#MalbecArgentino TO THE WORLD



481.426.237

USD FOB

11.542.893

9 L CASES

41,71

AVERAGE PRICE
x 9 L CASES (USD)











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MALBEC IN NUMBERS

TOP 10 EXPORT MARKETS

(January - December 2018)

Country	USD	9 L Cases	Average Price 9 L Cases (USD)
 United States	183.596.402	4.126.787	44,49
 United Kingdom	72.250.045	2.086.041	34,64
 Canada	37.610.570	873.722	43,05
 Brazil	28.162.432	795.910	35,38
 Mexico	15.587.977	481.870	32,35
 China	14.997.381	294.618	50,90
 Netherlands	12.342.785	320.093	38,56
 Switzerland	10.613.627	199.924	53,09
 Germany	8.964.213	191.104	46,91
 Perú	7.003.458	145.809	48,03

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MALBEC HIGHLIGHTS

- Since 2011 Malbec is the most extended cultivated variety in Argentina; leader in volume, quality and exports.
- Argentina has given Malbec an important place in the global wine scene.
- Argentina is synonymous with Malbec. It is an emblematic case in which a country has achieved direct association with a varietal, rescued it from oblivion and marked a paradigm on the global wine scene.

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APRIL 17TH

Raise your glass of Malbec
and don't miss the celebrations!