



MALBEC

WORLD

DAY





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MALBEC ARGENTINO: YOU KNOW ME AND YOU DON'T

In a country where the winemaking tradition is as deeply rooted in its culture as tango, football or asado, Malbec has won its place as an Ambassador, becoming the flagship grape of Argentina par excellence. A grape that has found the optimal conditions to grow and evolve until becoming the most successful exponent of the world viticultural scene.

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. Even new technologies give evidence of this unprecedented phenomenon. Extensive research that has analysed the behaviour of internet users and their perceptions of different countries allow us to conclude that Malbec is synonymous with Argentina.

A classic varietal, widely recognised and far from remaining unchanged over time, it is constantly being reinvented by a restless generation of agronomists and winemakers willing to take Malbec beyond the limits of the imagination.

In a global context that leans towards the search for differences as a way of reaffirming identities, in the last decade Argentine viticulture has turned its gaze to terroir to reveal its influence on wines. And in this ambitious challenge, once again, Malbec is the key: it has become the tool to understanding each terroir and interpreting the differences.

Malbec grew from 10 thousand hectares to 40 thousand in the 25 years from 1990 to 2015, reaching 57% of the total wine exported. The door was open to the discovery of an inexhaustible range of Malbec profiles associated with terroir. A new generation has pushed the wine border westward, up into the mountains, and south and east, seeking the cold of the southern latitudes and the influence of the ocean.

While the line of a thousand metres defines a style of Malbec with ripe fruit and spices, good body and voluminous tannins, the new frontier offers a profile of fresh and floral fruit, medium to full bodied with juicy tannins and an abundance of freshness. It opens the way to a wealth of diversity and a range of completely new styles for a variety whose potential is yet to be discovered.