### A Taste of Argentina

#### Exploring Argentina's three wine regions: Mendoza, Patagonia and Salta

An interactive wine tasting experience for journalist of the top Travel, Wine and Culinary magazines of New York

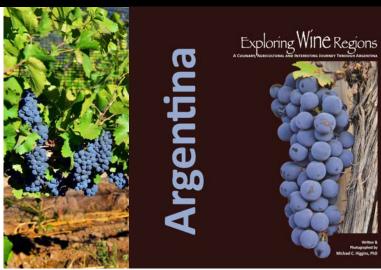


**Exploring Wine Regions** partnered with **Fernando Navas** (Celebrated Chef and owner of Balvanera Argentine Restaurant in NYC), plus four leading wineries from four distinctly different wine regions of Argentina (**Chacra** in Rio Negro Patagonia, **Algodon** in San Rafael Mendoza, **Zuccardi** in Valle de Uco Mendoza, and **El Esteco** in Cafayate Salta).



In this first-class event, guests will taste a beautiful selection of wines from Argentina's top regions, paired with traditional Argentinian food. Michael Higgins will offer personal stories, breathtaking photos and first-hand knowledge from his years of preparation for the book.

to Mendoza, Patagonia and Salta.



We aim to **inspire** relevant media to produce content on Argentina as a world-class wine destination.

The team at <u>Geoffrey Weill Associates</u>, <u>Inc.</u> has 20+ years of experience in travel and tourism public relations. We have found that PR is an art and believe the best way to promote a destination, or product, is through intimate, interactive events that allow the media to touch, taste, feel and **experience** the product.

Through breathtaking photography, exquisite wines and engrossing storytelling, A Taste of Argentina will transport its guests to a distant, romantic place and leave them yearning for more.



Together, they introduced: A Taste of Argentina... a Food & Wine Paring Experienced like none other, orchestrated with a Photographic Exhibition from the book of the wine regions, presenting the unique and interesting aspects of these regions, how the grapes are uniquely grown and how extraordinary wines are made. Presented by the book's author/photographer: Michael C. Higgins, PhD.



We will target a prestigious list of New York-based food, wine and travel press. See below a list of targeted media for the event.

Travel+Leisure **Epicurious** Conde Nast Traveler Saveur New York Times Food & Wine Bon Appetit Thrillist Wine Spectator Snooth Wine Enthusiast Fathom **AFAR** Food Republic Tasting Table Departures

We encourage the participation of members from the Wines of Argentina, Consulate General of Argentina, wineries, distributors and any professionals involved in the promotion of Argentina as a travel, food and wine destination.

We are coming together to celebrate the "Taste of Argentina."



A very exciting **Media Event** occurred... entertaining and inspiring journalists from the top travel, wine and culinary media in New York City.



# Exploring Wine Regions



Co-Hosts: Chef Fernando Navas (left) and Author/Photographer Michael Higgins (right)





The **Food & Wine Pairing**, was by wine regions. The evening began in the south in Patagonia, then moved through Mendoza, and finished in the north with Salta.

#### Ensalada de Endivias | warm endives, Valdeon, bartlett pear, fresh herbs--

Caramelized endive heart served with Valdeon cheese (cow milk, blue cheese, from Province of Leon, Spain) Barlett pear brunoise, toasted almonds, fresh herbs.

#### Huevo Pasado | farmer eggs, porcini jus, potato foam, migas

"Huevo pasado por agua" Slightly Poached egg is a dish that in my family my mom would fix at any time when i was hungry as a child. Here I served with porcini jus, potato foam and migas (breadcrumbs).

#### Mollejas | sweetbread, grape mustard, lemon peel pure, orange segment

Veal sweetbreads cook "a la plancha" served with grape mustard, lemon skin puree, orange segments, watercress

#### Degustation of grass fed beef, chimichurri, criollo sauce

We're proud to serve certified natural grass fed Angus from Pando, Uruguay - raised freely on the region's fertile land with access to fresh pasture & river streams. At Balvanera we serve it with Authentic Salsa Criolla and Chimichurri sauce.

#### Olive oil sorbet citrus salad, honey

Arauco Olive oil Sorbet served a a citrus salad (clementine, blood orange, Meyer lemon) lavender honey

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## **Bodega Chacra**

(on pages 294 to 297 in Exploring Wine Regions – Argentina)



2015 Sin Azufre Pinot Noir (James Suckling awarded this wine, The 85<sup>th</sup> Best Wine In the World)
2015 Cincuenta Y Cinco Pinot Noir (same wine as above, only difference is with sulfur)

## **Algodon Wine Estates**

(on pages 172 to 181 in Exploring Wine Regions – Argentina)



2012 Algodon Estate Bonarda

## Familia Zuccardi

(on pages 98 to 101 in Exploring Wine Regions – Argentina)



2011 Zuccardi Aluvional - Pareje Altamira (Malbec from the Altamira micro-appelation)

**2013 Tito Zuccardi - Pareje Altamira** (Malbec, Cabernet Sauvignon, Ancellotta from Altamira)

# **Bodega El Esteco**

(on pages 214 to 217 in Exploring Wine Regions – Argentina)



2013 El Esteco Malbec

**2015 Don David Reserve Torrontes** (in the refrigerator, not pictured)



The *Taste of Argentina* **Media Event** is underway. Michael Higgins is presenting the wine regions and photography from the book to the New York journalists.



A Taste of Argentina... Exploring Wine Regions - Argentina