

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



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

An interactive wine tasting experience

For travel, food and wine media 

New York
November, 2016

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).



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In celebration of the October 1st book release of *Exploring Wine Regions: Argentina*, author Michael C. Higgins, PhD will take us on an inspiring journey to **Mendoza**, **Patagonia** and **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.

Argentina

Exploring Wine Regions
A CULINARY, AGRICULTURAL AND INTERESTING JOURNEY THROUGH ARGENTINA

Written & Photographed by Michael C. Higgins, PhD



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

The team at [Geoffrey Weill Associates, Inc.](#) 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.



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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."

Join us!



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)



A TASTE OF ARGENTINA

WEDNESDAY, NOVEMBER 30TH

PATAGONIA

Chacra, Rio Negro, 2015 Sin Azufre Pinot Noir

Ensalada de Endivias | warm endives, valdeon, bartlett pear, fresh herbs

Chacra, Rio Negro, 2015 Cincuenta Y Cinco Pinot Noir

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

SAN RAFAEL, MENDOZA

Algodon Wine Estates, 2012 Algodon Bonarda

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

VALLE DE UCO, MENDOZA

Familia Zuccardi, 2013 Zuccardi Tito Zuccardi

Familia Zuccardi, 2011 Zuccardi Aluvional Pareje Altamira

Degustation of grass fed beef, chimichurri, criolla sauce

CAFAYATE, SALTA

Bodega el Esteco, 2013 El Esteco Malbec

Bodega el Esteco, 2015 Don David Reserve Torrontes

Olive oil sorbet citrus salad, honey



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

From Rio Negro, Patagonia, Argentina

Bodega Chacra

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



2015 Sin Azufre Pinot Noir (James Suckling awarded this wine, The 85th Best Wine In the World)

2015 Cincuenta Y Cinco Pinot Noir (same wine as above, only difference is with sulfur)

From San Rafael, Mendoza, Argentina

Algodon Wine Estates

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



2012 Algodon Estate Bonarda

From Valle de Uco, Mendoza, Argentina

Familia Zuccardi

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



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

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

From Cafayate, Salta, Argentina

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