

# AtlasBooks

By Bookmasters

## Key Selling Points:

- Argentina ranks fifth in terms of global wine production behind Italy, France, Spain, and the United States.
- Malbec is Argentina's flagship wine, and Argentina has the largest Malbec acreage in the world. Malbec originally comes from France, as a Bordeaux varietal. In 1852, Malbec was brought to Argentina by Michel Pouget, a French agronomist who was hired by the Argentine government. When phylloxera destroyed the French viticulture toward the end of the 19th century, Argentina became the only country to have the original Malbec vines of true French heritage. Malbec more than adapted to Argentina's terroir (it thrived!) and winemakers began to produce wines better than in its original land. Argentina is now the main producer of Malbec in the world, with 78,000 acres of vineyards planted across the country, far surpassing France with 13,000 acres. Mendoza has 85% of all Malbec vineyards in Argentina, with 66,000 acres. San Juan ranks second with 7,000; followed by Patagonia with 2,200; Salta with 1,700; and La Rioja with 1,200. *Exploring Wine Regions* explores the Mendoza, Salta, and Patagonia Wine Regions in depth.
- In Mendoza, the *Luján de Cuyo* wine region trademarks their region as *Tierra Malbec* and was the first Denomination of Origin of the Americas. Malbec from Luján de Cuyo has an intense, dark cherry red color, which may look almost black. It shows mineral expressions, with black fruit and sweet spices standing out. In Mendoza's *Valle de Uco* wine region, Malbecs from Tupungato, Tunuyán, and San Carlos are more elegant and display distinctive spicy and floral notes. Valle de Uco is the "new frontier" where much of the growth in new wineries and tourism is occurring in Mendoza. In the north, **Salta** (Cafayate and Catamarca) is a land of sun and high altitude. Malbec from this region expresses a different personality: aromas of very ripe red and black fruits, black pepper and paprika, with a very solid structure of solid, sweet tannins. In the south, the climate in **Patagonia** (Neuquén and Río Negro) is slightly colder and altitudes are less extreme, which leads berries to retain acidity, yielding wines with notes of ripe black fruits in combination with a marked mineral tone.
- Mendoza is the primary wine producing region of Argentina, with more than 80% of the wines produced there and 400,000 acres of vineyards already planted. To put this in perspective, Napa Valley has only 45,000 acres of vineyards and Bordeaux, the largest wine region in France and the origin of Malbec, has 300,000 acres of vineyards. Argentina is clearly on the path of becoming a major and significant wine producer in the world.

