



MALBEC WORLD DAY

Thursday April 14th 2016
Rotterdam

Embassy of the Argentine Republic in the Netherlands

“Celebrating A Classic” Malbec World Day in the Netherlands April 14th 2016



Above: last year's celebration of Malbec World Day.



Ambassador of the Argentine Republic, Horacio Salvador and Mrs. Berger de Salvador with wine importers at the Malbec World Day 2015.

Embassy of the Argentine Republic in the Netherlands

“Celebrating A Classic”, the sixth edition of Malbec World Day - April 14th 2016

In the year of the Bicentennial of Argentina's Independence, the Embassy of the Argentine Republic is pleased to invite you to the 6th celebration of the classic Malbec World Day, on Thursday April 14th 2016, highlighting our signature grape, Malbec Argentino.

For this year's celebration, we would like to emphasize how Malbec has become a classic. A classic varietal is one that is enjoyed again and again, through which new expressions of terroir and new layers of aromas and flavours are discovered. A classic wine is one that is appreciated by those who try it for the first time and those who drink it regularly. A classic gives so much pleasure that it invites us to explore deeper. A classic becomes a model and an influence. Malbec has become the paradigm of Argentine wine, our flagship variety.

The adventure begins

On April 17th, 1853, the famous statesman and writer, Domingo Faustino Sarmiento officially accomplished his mission of transforming Argentina's wine industry. He gave Michel Aimé Pouget, a French soil expert, the task of bringing over new vines and creating the first Quinta Agronómica (School of Agronomy), a space for education and research. Amongst his selection was Malbec, a grape of untold promise.

Sarmiento eventually became President of the Argentine Republic. In the late XIXth century with the help of Italian and French immigrants, the wine industry grew exponentially and with it, Malbec, which quickly adapted to the various different terroirs, and developed with far better results than in its region of origin. Thus, over time and with a lot of hard work, it emerged as the flagship grape of Argentina.

The pioneering work of Pouget and Sarmiento at the “Quinta Normal de Mendoza” was a crucial part of this process. The date of 17th of April represents not only a symbol of the transformation of Argentina's wine industry, but also the starting point for the development of this strain, an emblem of our country worldwide.

Malbec has since become Argentina's undefeated champion, climbing the rankings and winning the hearts and minds of wine connoisseurs everywhere.

* www.winesofargentina.org

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The rise to the top

The Malbec grape was uprooted from its native French soil, mainly from the south of France, and transplanted to the very different dry and mountainous landscape of western Argentina nearly 160 years ago. Since then, it has come of age. After decades of hard work, determination and agricultural and viticultural know-how, Malbec has achieved worldwide recognition. Grapes are being grown in the country, regularly experimenting with new techniques and a variety of different climates. Today you can find thriving, hardy Malbecs all over Argentina, each with its own distinct personality and charm.

A great glass of Malbec

The wine's core traits are unmistakable. It is juicy and fruity, with a medium to full body. Sweet tannins tone down its power and the velvety texture makes for a smooth, satisfying finish. Although Malbecs are characterized by a well rounded body, Argentina's varied climatic conditions allow for subtle but marked variations.

Malbec from North to South

In the North of Argentina, you'll find grapes with a balanced structure and good aging potential, creating well-expressed, full bodied wines that emanate spices and dark berries. In the central region of Mendoza, Argentina's wine powerhouse, Malbecs are more spirited; they are energized by lighter tannins and strawberry and yoghurt notes. Finally, in the South, where the 40 degree centigrade daytime temperature can plunge to a chilly 8 degrees at night, the grapes develop differently, typically featuring strong structures, thanks in part to greater rainfall and water soils. This creates complex, fruity Malbecs with mineral textures that complement with delicate floral notes.

Celebrating a Classic

We are very much looking forward to seeing you on the sixth edition of Malbec World Day on Thursday 14th 2016 in Rotterdam.