

ARGENTINA reliable supplier of bulk wines over time



Coviar

CORPORACIÓN VITIVINÍCOLA ARGENTINA

Brief history of the vine and wine in Argentina

The history of Argentine viticulture dates back to the time of the Spanish colonization of America; The vine came from the hand of Catholic missionaries, who continued traditions similar to those of Europe in Latin America in terms of winemaking.

It is estimated that the **first vines entered Argentina** through the province of Santiago del Estero, around the year **1550**.

Since **1853**, a series of auspicious events -among which the pacification and constitutional organization of the country and the creation of a **Quinta Normal de Agricultura** (first School of Agriculture of the Argentine Republic) can be highlighted - viticulture gained new importance, especially in Cuyo, the most important producing region.

In **1884** this initial impulse was strengthened and energized with the installation of the **railway that linked Mendoza and San Juan with Buenos Aires**, the capital of the country. From then on, these provinces assume the role of suppliers of fruit and vegetable products and, especially, of wines to supply the national market and third countries.





A thriving industry

Currently, the **area of vineyards in Argentina** covers **214,798 hectares of vine**, distributed in 18 provinces that present a marked diversity of soils and climates along the 3,800 kilometers of extension from north to south.

The activity directly and indirectly generates **385,000 jobs** and is made up of more than **17,000 producers**—95% of the producers own less than 50 hectares—and **more than 1,000 wine-growing establishments**.



Bulk wine production

The production of wine in general, and of bulk in particular, is **mainly concentrated in the Cuyo region**, with Mendoza in the lead holding 70% of the production and San Juan, in second place, with 20%.

Hand in hand with **Malbec, which makes up 55% of varietal bulk wine exports**, Argentina goes out into the world with the ability to offer a wide range of varieties such as Torrontés, Chardonnay, Syrah, Cabernet Sauvignon, Merlot and Bonarda, which are currently the most demanded by our buyers.



Bulk wine export

Argentina today is among the top 10 exporters of bulk wine worldwide.

According to data from the National Institute of Viticulture (INV), for bulk wine from Argentina the **main destinations abroad** are **the United Kingdom, China, Canada and the United States** that concentrate 75% of exports. These four markets are joined by more than 30 international destinations, and every year more countries know and buy our product.

Each year, the **exportable supply** of bulk wines from Argentina is around **300 million liters**, encompassing generics and varieties of high oenological quality.

This is achieved thanks to the natural health of our vineyards, but also to the incorporation of

advanced technology and production processes of international level.

The **objective** of Union and government entities, as well as producers and marketers, is for **Argentina to export between 8 and 10% of the bulk wine that the world consumes by the year 2030.**



Bulk wines: a very flexible offer

One characteristic is that Argentina's supply of bulk wines is very flexible. It adapts to both traditional and high-volume demand, as well as the possibility of meeting the needs of retail operators (hotels, restaurants, airlines, cruise ships) who want to generate their own labels and establish brands.

Argentine bulk wine **offers a tailor made offer** being capable of supplying more specific segments, such as **fair trade and organic wines**.





An original development model

Argentina has a unique institutional support model in Latin America, in terms of the marketing and promotion of bulk wines. Exporting companies have the **endorsement of the Argentine Wine Corporation (COVIAR)** —a public-private entity that represents all actors in the wine industry— **and the Argentine Bulk Wine Chamber** that acts as the Executing Unit of the International and Commercial Promotion Program of Argentine Bulk Wine.

One of the **objectives** of this Program is to **increase and consolidate exports of bulk wines**, organizing a Promotion agenda abroad and providing buyers with key information on products and suppliers and facilitating new business opportunities.



About Corporación Vitivinícola Argentina

Corporación Vitivinícola Argentina (COVIAR) is a public-private organization that manages and articulates the actions necessary to fulfill the objectives of the Argentina Vitivinícola Strategic Plan.



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About the Argentine Bulk Wine Chamber

Created in 2018, we are a business Chamber made up of the main bulk wine exporters in Argentina, as well as related services and logistics companies.

