Mendoza: The Heart of Argentine Wine Growing
MENDOZA
Mendoza Wine Growing at a Glance

• Located at around 40º south latitude, the wine growing regions vary from 2,560’ (780 m) to 4,920’ (1600 m) elevation.

• The winegrowing areas are centered around a northerly oasis around the city of Mendoza, irrigated by the Mendoza and Tunuyan rivers, and a southerly oasis around San Rafael, irrigated by the Atuel and Diamante rivers.

• Average temperature is 62.5º F (16.9º C).

• With 358,300 acres (145,000 hectares), a wide range of grape varieties are planted, including Chardonnay, Semillon, Sauvignon Blanc, Viognier, Malbec, Bonarda, Cabernet Sauvignon, Merlot, Syrah, Tempranillo, Pinot Noir and Cabernet Franc.
CHARACTERISTICS

Altitude ranges from 900m (3000’) to 1000 (3700’) above sea level. This is a beautiful area dominated by the fantastic view of the Cordon del Plata and home to many of the most prestigious wineries. The most renowned districts include Agrelo and Perdriel. Malbec is the emblematic wine variety of this area.

The prime winery area in Mendoza where many of the best known export oriented Argentine wineries are located.

Modern Wineries, orientated towards high Quality Wines

Hosts two Boutique 5 star hotel and many small and romantic B&B
CHARACTERISTICS

Altitude ranges from 600m (1968’) to 750m (2460’) above sea level. Years ago, this area traditionally grew the majority of grapes. The region still constitutes a real wine power in terms of volume, considering the vineyard planted surface and the wineries located there. All the major wine varieties are cultivated in this region.

This area hosts most traditional wineries and family run wineries. Old architecture and traditional methods.

Main Public backpackers and families.

It is experimenting a renovation in high quality wineries and creating new micro-terroirs.

Houses lots of Olive oil Facilities. The Olive Oil path highlights the area.

Some cozy B&B
CHARACTERISTICS

Altitude reaches up to 1,500m (5,000’) above sea level. A high altitude Andean valley, Uco is a vast area with many different terroirs. This absolutely gorgeous area is dominated by spectacular views of Mt. Tupungato.

Many micro terroirs

Monumental Wineries as well as small boutique wineries producing high rated wines

The most up coming and dynamic region for Tourism and Wine

Two 5 star lodges and many Boutique up scale Hotels

Around 12 Gourmet restaurant in wineries
Argentina’s most dominant characteristic is the desert conditions which reign throughout its many diverse wine regions. These desert conditions boast plentiful sunshine for ripeness and require the use of irrigation – which can be an important tool for reducing yields and increasing concentration.

One of the key factors in defining each region’s terroir is the combination between altitude, latitude, temperature. Lower temperatures bring slower, more oven ripening, and better balance in the wine. At northerly latitudes with closer proximity to the equator, top quality vineyards must be planted at the dizzying heights of 9,000’ elevation. In Patagonia, much further from the equator, vineyards are planted at sea level and still have very cool temperatures.

In addition, each latitude possesses a unique terroir with singular combinations of soil and temperature which are ideally suited for different varietals.
Winegrowing at the Northern Limits of Argentina
Salta Winegrowing at a Glance

- Located between 22º and 25º south latitude, the wine growing regions vary from 5,000’ (1,500 m) to 8,000’ (2,500 m) elevation.

- Centered around the town of Cafayate, the prime grape growing region is the Calchaqui valley with 4,700 acres (1,900 hectares) of vines.

- Average temperature is 65º F (18.5º C). Irrigation water is channeled off of the Calchaqui and Juramento rivers.

- The predominant grape variety is Torrontes, a member of Muscat family, which produces highly aromatic white wines. Other important varietals include Malbec, Merlot and Cabernet Sauvignon.
Winemaking in Patagonia

RIO NEGRO
Rio Negro & Nequen at a Glance

• Located at around 40° south latitude, the wine growing regions vary from 985' (300 m) to 1,575' (480 m) elevation.

• Centered around the Rio Negro Valley, with 12,355 acres (5,000 hectares) of vines.

• Average temperature is 62° F (16.5° C). Irrigation water is channeled off of the Rio Negro and Rio Colorado rivers.

• Grape varieties include Chardonnay, Semillon, Sauvignon Blanc, Merlot, Pinot Noir, Malbec, and Cabernet Sauvignon.
ARGENTINA IN NUMBERS

Llegadas a los destinos del país (en millones)
2004-2013

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<th>Year</th>
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<td>2013</td>
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</tr>
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Visitas a Los Caminos del Vino de Argentina. Total País, 2004-2013


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Turistas | 422.896 | 488.811 | 609.757 | 923.290 | 1.023.581 | 903.091 | 1091664 | 1.205.622 | 1.326.000 | 1.445.754 |
Turistas país* | 28.313.662 | 30.521.810 | 32.649.218 | 34.289.227 | 35.179.328 | 35.049.909 | 40549016 | 44.292.173 | 46.365.833 | 44.912.445 |
% s/total país | 1,49% | 1,60% | 1,87% | 2,69% | 2,91% | 2,58% | 2,69% | 2,72% | 2,86% | 3,22% |
Crecimiento to base 2004 - Turismo del vino | 0,0% | 15,6% | 44,2% | 118,3% | 142,0% | 113,5% | 158,1% | 185,1% | 213,55% | 241,87% |
Crecimiento to inter anual - Turismo del vino | 0,0% | 15,6% | 24,7% | 51,4% | 10,9% | -11,8% | 20,9% | 10,4% | 9,98% | 9,03% |
Crecimiento to base 2004 - Turismo país | 0,0% | 7,8% | 15,3% | 21,1% | 24,2% | 23,8% | 43,2% | 56,4% | 63,8% | 58,6% |
Crecimiento to inter anual - Turismo país | 0,0% | 7,8% | 7,0% | 5,0% | 2,6% | -0,4% | 15,7% | 9,2% | 4,7% | -3,1% |
WINE TOURISM - Offer

Relación Bodegas productoras / bodegas turísticas - 2013

Porcentaje de crecimiento bodegas con apertura turística (base 2006). Total país, 2006-2013
Museums & Art Galleries

Cooking Class

65 restaurants in wineries

Interactive activities

15 wineries with lodging