



# MALBEC

FRANCE	VS	ARGENTINA
 <p>Originated in Cahors, supposedly planted by a Hungarian peasant and called "Cot" or "Cot Noir."</p>	<b>ORIGIN</b>	 <p>Brought to Mendoza in 1852 by Michel A. Pouget, a French agronomist who was hired by the Argentine government.</p>
15,000 acres	<b>ACRES PLANTED</b>	76,000 acres
larger grapes, looser bunches	<b>GRAPE BUNCHES</b>	smaller grapes, tighter bunches
900 ft	<b>AVG. ELEVATION</b>	3,000 ft
cool, rainy	<b>CLIMATE</b>	warm, dry, sunny, windy
thin top soil, limestone	<b>SOIL</b>	alluvial sand, clay, mineral deposits
tannic, savory, meaty	<b>STYLE</b>	fruit-forward, velvety texture, plum, black fruits



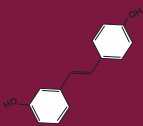
## RULES OF TASTE



Unoaked Malbecs should be consumed young; those aged in oak may be kept for 2- 10 years.

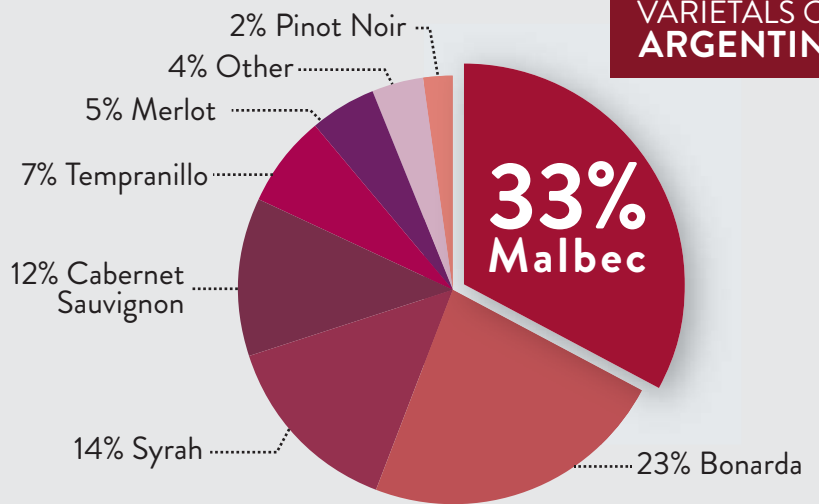


Argentine grapes have the longest "hang time" in the world, which creates balanced wines with ripe fruit flavors and smooth tannins.

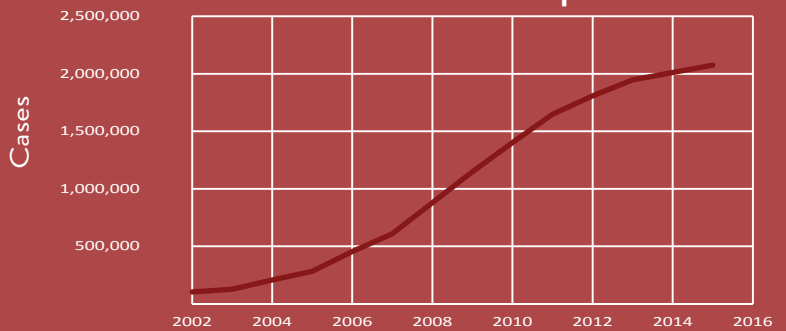


Argentine Malbec has the highest polyphenol count of any wine in the world, which improves flavor and aging potential.

## VARIETALS OF ARGENTINA



## GROWING FAST: Volume of Cases Imported Into the US



\* Data sourced from Caucasia




# REGIONALITY OF MALBEC

ARGENTINA



**SALTA**

**AVG. ELEVATION:** 5,500 ft  
**TASTE:** red fruit, plush, minerality

**TRY:** 

**HERMANOS**  
Malbec-Tannat

**LUJÁN DE CUYO**

**AVG. ELEVATION:** 3,000 ft  
**TASTE:** high concentration, elegant tannins, red fruits, spicy flavors


**TRY:**

 **LA POSTA** Paulucci  
 **AREYNA**  
 **CASARENA** Naoki's Vineyard  
 **MENDEL**  
 **LUNTA**

## UCO VALLEY

**TUPUNGATO**

**AVG. ELEVATION:** 3,500 ft  
**TASTE:** red fruit, rose, plum

**TRY:** 

**LA POSTA**  
Fazzio



**TUNUYÁN**

**AVG. ELEVATION:** 3,000 ft  
**TASTE:** plum, black fruit, violets, good acidity

**TRY:**  **TIKAL** Patriota  
 **GRAFFITO**

**SAN CARLOS**

**AVG. ELEVATION:** 3,500 ft  
**TASTE:** dark berries, complex structure, minerality, tannins

**TRY:**  **LA POSTA** Pizzella  
 **LUCA**

