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Fecovita secures four-container wine order for Australia and Britain after Mendoza trade fair

ProMendoza said the e-commerce buyer sought entry-level varietals for younger consumers, confirming the purchase within two weeks

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Argentina’s wine cooperative group Fecovita has secured new export business in Japan, Australia and the United Kingdom after contacts made at Vinexpo Explorer Mendoza in 2025, according to a November 13 statement from ProMendoza, the public-private agency that promotes exports from Mendoza province.

The clearest commercial result disclosed by the agency was an order from an Australian-British importer that sells through e-commerce channels. ProMendoza said the buyer placed orders for four 40-foot containers of wine, with two bound for Australia and two for the United Kingdom. The statement did not identify the importer, disclose the contract value or say how many liters or bottles the containers held.

Fecovita said the buyer was looking for entry-level varietal wines with high turnover and a style aimed at younger consumers. According to the company, the importer arrived in Mendoza with a defined brief that included the wine profile, price range and label preferences. Hernán Olivera, Fecovita’s export manager for Asia, Africa and Oceania, said the buyer confirmed the order about two weeks after returning home from the event.

The company and ProMendoza presented the deals as evidence that in-person trade meetings can turn into business after a longer export process that includes tastings, negotiations and trust building between buyers and sellers in different countries. ProMendoza said the shipments involved several wine exports and that, in at least two cases, the first sales were followed by new purchase orders. It did not publish a shipment schedule or the dates on which each contract was signed.

The statement also referred to exports to Japan, but it gave far fewer details. ProMendoza said Fecovita completed operations with Japanese importers after the Mendoza event, yet it did not quantify those sales in containers, bottles or revenue. That leaves the Australia and United Kingdom order as the only transaction in the release with a specific volume measure.

Fecovita, short for the Argentine Federation of Wine Cooperatives, says on its website that it is made up of 29 cooperatives in Mendoza and markets the production of its cooperative system. The website figure is not dated. The company is one of the largest cooperative wine groups in Argentina, and the case highlighted by ProMendoza centers on a practical export channel for lower-priced varietal wines rather than on premium labels.

That distinction matters because the release is a promotional communication from the organizer of the trade event, not a broad industry report. The information shows a company-level export outcome with quantified orders, but it does not support a wider conclusion about a recovery across Argentine wine exports. No comparable prior figure was provided for Fecovita, and there were no year-over-year numbers in the statement.

ProMendoza said about 70% of the buyers who attended Vinexpo Explorer did not know Mendoza before the trip. The agency argued that bringing importers to the province helps wineries move faster from introductory meetings to concrete negotiations because buyers can taste the wines, see the production base and meet producers in person without the companies having to travel abroad for multiple rounds of meetings.

For Japan, the statement pointed to a broader commercial opening beyond wine. It cited Iván Acuña, an Argentine businessman who has lived in Japan for 18 years and founded Biosophy Co., an importer and distributor of Argentine products. ProMendoza said his portfolio includes wine, yerba mate, honey and gin. Acuña said the Japanese market could offer stronger growth prospects for Argentine wine after Japan recently authorized beef imports from all of Argentina. He also pointed to potential demand in Japan for nuts, dehydrated foods, garlic, spices and oregano, suggesting that wine may benefit from a wider push for Argentine food products in specialty distribution channels.