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Malbec World Day Celebration to Gather Top Wineries in Buenos Aires

Event to feature exclusive tastings, gourmet pairings, and special discounts, highlighting Argentina's iconic grape variety and wine industry growth.

Tuesday, April 1, 2025



On April 16, 2025, more than 20 award-winning wineries will gather at the Hotel Loi Suites in Recoleta, Buenos Aires, to celebrate Malbec World Day. This annual event honors Malbec, a grape variety originally from France but embraced by Argentina as its signature wine. Although the official date is April 17, this year’s celebration will take place a day earlier due to the Easter holidays. Organized by Amparo Mercado Gourmet, a family business established in 1980, the event is expected to attract over 250 attendees.

The venue, located at Vicente López 1955 in the historic Recoleta neighborhood, will host 25 wineries showcasing their finest Malbec wines. Notable participants include Altos Las Hormigas, Bodega Norton, Trapiche, Rutini Wines, Alta Vista, and Susana Balbo, among others. Over 150 tickets have already been sold, reflecting the enthusiasm for this iconic Argentine wine.

Attendees will enjoy exclusive wine tastings and a gastronomic station designed to complement the flavors of Malbec. The event will also feature a selection of artisanal cheeses, cold cuts, and sandwiches, carefully chosen to pair with the wines. Additionally, a virtual stand will offer special discounts on the wines presented at the event.

Amparo Mercado Gourmet has experienced significant growth in recent years. In 2024, the company reported a 20% increase in sales, driven by the opening of a new store in Billinghurst and the consolidation of locations launched in 2023. According to Juan Pablo Maldonado, president of the company, Malbec remains a key product, accounting for 38% of their wine sales. Of the 87,000 bottles sold annually, 33,000 are Malbec. Maldonado expressed optimism for 2025, with plans to open another store in Buenos Aires later in the year.

Tickets for the event are priced at $40,000 and can be purchased via WhatsApp. Payment is processed through Mercado Pago. Each ticket includes access to the event, wine tastings, and a Nachtmann wine glass as a gift.

Malbec World Day is not just a celebration of wine but also a tribute to the grape variety that has become a symbol of Argentina. The event offers an opportunity to discover new labels, enjoy unique pairings, and appreciate the craftsmanship of the

country’s top wineries.

Malbec continues to dominate the Argentine wine market. According to the Argentine Wine Observatory, 64% of varietal wines sold domestically are Malbec. In 2023, 49% of Malbec production was exported, while 51% was consumed locally. Its fruity characteristics and versatility make it a favorite among wine enthusiasts both in Argentina and abroad.