

SMEs export

Argentine technology and innovation

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Exporting Potential

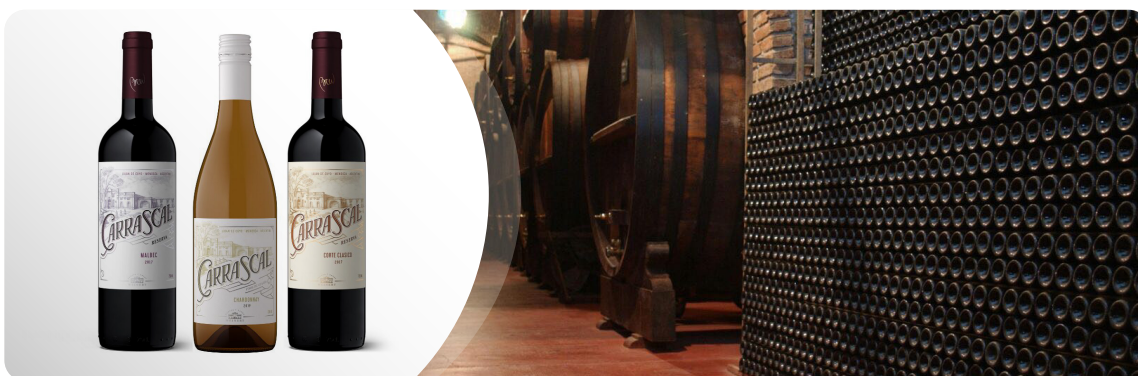
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BODEGA Y CAVAS DE WEINERT S.A., quality and classic style in aging wines



Located in Carrodilla, Luján de Cuyo, Mendoza province, Bodega y Cavas de Weinert S.A. dedicates to the production of classic European-style wines, made with Malbec, Cabernet Sauvignon, Merlot, Cabernet Franc, Pinot Noir, and Chardonnay grapes.

The winery has an annual production capacity of 2,7 million liters of wine and a barrel aging capacity of around 1.2 million liters. Production takes place during the harvest, between the months of February and April.

The wine goes through an aging process in French oak barrels of between 1,200 and 6,000 liters capacity, for a period that goes from 18 to 60 months, and then integrates the varieties of each of the lines of the winery: Carrascal, Weinert, Cavas de Weinert, Tonel Único, Montfleury and, on exceptional occasions, the flagship collection of Bodega Weinert. Among its unique pieces, the winery has the largest barrel in use in Argentina, built with French oak and with a capacity of 44 thousand liters.

Together with INTI's specialists, the company implemented analytical services for export, as well as technical consulting and different tests.

Bodega y Cavas de Weinert has been certified since the year 2019 as a producer and fractioner of organic wines and this year it has been audited and certified pursuant to the control procedures of the Fair for Life Program, with a focus on fair trade practices and responsible supply chains.

Its main external markets are Norway, England, Ukraine, Switzerland, United States, Canada, Russia, and Brazil, among others, and the wine with the highest volume of exports is Carrascal label. Nowadays, the winery is planning to enter the markets of the Asian continent.

Antonino Virzi, Chairman of the Board, summarized the following: "We are a winery that faithfully exposes the classical French oenology school in Argentina. Bodega Weinert's philosophy of winemaking and storage guarantees the production of unique wines, with a combination of quality and tradition."

• HS Code (NCM)

- 2204.21.00.200F / Varietal wine (fine wine) or preferred quality wine.



CASA YAGÜE, unique varieties produced in Patagonia



Casa Yagüe is a winery of premium wines located in one of the most extreme regions for Argentine viticulture: the Trevelin Valley, in the province of Chubut in the Patagonian region.

Its vineyards are located 330 meters above sea level, on the banks of Futaleufú River and in the center of a fertile valley, surrounded by mountains of around 2000 meters high. Casa Yagüe produces premium wines from the Chardonnay, Sauvignon Blanc, Semillon,

Cabernet Franc and Pinot Noir strains, in limited quantities. Currently, its production is 3,500 bottles per year and its business plan forecasts a gradual increase, year after year, until reaching 40,000 bottles in 2026.

The winery is working to obtain the organic wine certification since its agronomic practices are supervised by the National Service of Agri-Food Health and Quality (SENASA) in the monthly controls carried out on the vineyard.

INTI's professionals have performed a sensory analysis of their wines and the results led to a favorable opinion that enabled **Trevelin to be recognized as an area with legal protection for the wines produced there, in order to value their quality and distinctive characteristics.** **"Our vineyards are close to the limit of what is possible, as they are in a zone with extreme cold weather, at the south of Parallel 43," said Marcelo Yagüe, President of the winery.**

These conditions make it possible to produce superior quality grapes and wines from the Chardonnay and Sauvignon Blanc strains with unique characteristics due to the concentration of fragrances and flavors that are only achievable thanks to the wide thermal amplitude, of more than 30 degrees Celsius between night and day (from 0 to 30 °C), even with frosts that can fall in midsummer.

Casa Yagüe exports to Europe and Uruguay. And it aims at entering the United Kingdom, the United States, Brazil, and Peru with wines of the Chardonnay, Sauvignon Blanc, Cabernet Franc, and Pinot Noir varieties.

Casa Yagüe's wines exceed the expected typical varieties such as Chardonnay, Sauvignon Blanc or Pinot Noir. They are different wines, with a natural acidity that provides freshness and balance, with low alcohol by volume -between 11.5 and 12%-, fruity and aromatic.

"We are a family business that seeks excellence in all processes to achieve the highest quality and to compete in 'the major leagues' with unique, different, and hard-to-forget wines. We are pioneers in a region that has no wine history and this is something quite exciting," concluded the owner of Yagüe winery.

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VASIJA SECRETA S.A., Calchaqui Valley's oldest winery



Situated at the entrance itself of Cafayate town in the province of Salta, Vasija Secreta S.A. stands out for being the oldest winery in the region and a pioneer in opening paths towards the export market from the Argentine North.

Its origin dates back to the first half of the last century and it currently produces one million liters per year, becoming the traditional wine of Salta society, due to both its quality and the artisanal process of production.

The justified fame of its vineyards is given by its location. It is a Mesopotamia flanked by the brook Esteco and the Chusha river, in which a dry and sunny environment is combined with an underground humidity superior to the rest of the valley, which determines the different behavior of soils and strains.

The Torrontés wines have a greater sun exposure due to their location in the high faldeos, while the vineyards of red vines run in the lowlands, rich in sediments and with average temperature.

The winery has four lines: Vasija Secreta Lacrado (Torrontés and Malbec), Gata Flora (Sweet Torrontés, Malbec Rosé, Malbec, Cabernet Sauvignon, Tannat and Bonarda), Reserve Gata Flora (Torrontés, Malbec and Tannat) and Vas (only Malbec).

In collaboration with INTI, they have improved aspects related to environmental impact and efficiency in energy consumption, which has allowed them to achieve a positive impact on the competitiveness of the winery.

All labels are exported. The destinations are Brazil, the United States, Germany, Canada, Peru, Bolivia, the United Kingdom, Australia, and France. They are currently interested in exporting to South Africa, Japan, and, in Latin America, to Paraguay.

Regarding their first export experience, Marcelo Córdova, owner of Pequeña Vasija, commented the following: "We were very interested in the Brazilian market, and it took us two years of traveling and dealing with consulates until we managed to enter with a large distributor and supermarket. From then on, we haven't stopped growing."

And he added the following about the profile of the winery: ***“We define ourselves as a winery with strong roots, with a very long path travelled, which tries to maintain traditions, but looks forward to the future with no fear of innovation. We are the winery that paved the way for wine recognition in Cafayate. We are backed by our background and our wines stand out due to both their quality and their careful presentation.”***

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• **International Technical Cooperation**



Through the program Research and Innovation Staff Exchange (RISE), which is part of Marie Skłodowska-Curie Actions (MSCA) of the European Union, INTI carries out an international collaboration, led by the Autonomous University of Barcelona (UAB), to guarantee and improve the traceability of wine throughout the entire value chain, with smart labeling and data recording through blockchain technology. The label will provide all the relevant information throughout the life cycle of the product. Thus, consumers from around the world will be able to make purchases based on complete and reliable information

• **Capabilities of INTI for International Markets**



Argentina is the fifth largest wine producer, and the excellence of its production has located it among the top ten exporting countries in the world. INTI has known how to support the growth of the industry by making its technological capacity available for the development and expansion of the Argentine wine chain.

Through our headquarters in the region of Cuyo, we have accompanied more than 60 wineries of the Argentine Wine Corporation (COVIAR) in the implementation of quality and safety systems, as well as with microbiological and physicochemical tests for the

about the entire production process, from the vineyard to their table.

The implementation of the TRACEWINDU project (Traceability at wine industry through integrated labelling of typicality, health protection effect and organoleptic attributes) will allow the technical exchange of professionals from 11 countries who will offer their experience from different wine regions of the world.

In addition to INTI, the research consortium is also composed by the Parc Tecnologic Del Vi Foundation, from Spain; the SMEs Innolabs and Fattoria Uccelliera, and the University of Pisa, from Italy; the University of Pau et Des Pays de L'adour and the SME Advanced Isotopic Analysis, from France; the company DNET Labs, from Serbia; and the University of Dunja Gorica and the company Plantaže, both from Montenegro.

"They contacted us because they were very interested in Argentine Malbec, due to certain organoleptic characteristics. Mendoza is the most important area regarding its production, and they trusted INTI to act as a local nexus to track all the productive information in the area. Consumers want to know more about the processes," explained María del Valle Bertolo, from the Department of Analytical Services of the Institute in the region of Cuyo, and responsible for the internal coordination of the project.

determination of metals, pesticides, additives and allergens. We have also assisted 35 cooperatives from the Federation of Argentine Winemaking Cooperatives (FECOVITA) in projects which aim at improving productivity, effluent treatment and efficient energy management.

Recently, through an alliance with the National Institute of Viticulture (INV) a standard (Certified Reference Material) has been developed, allowing the characterization analyzes of the wines produced in Argentina to have international backup and to strengthen their competitiveness in the global market. Reference materials allow the laboratories that analyze wine to ensure that their measurements are comparable at an international level. This means that the parameters analyzed for each wine, after the characterization and labeling, have another level of support and reliability that would facilitate the entry of the product into certain markets that have not yet been reached.

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