

Tasting Notes

The Emergence of Argentina

By George Staikos

San Juan

photo courtesy of Wines of Argentina

What causes a country, grape varietal, and region to “emerge” or become a significant trend in the world of wine? Prime growing conditions, a renewed focus on quality, accessible and complex fruit, and tremendous value, of course. The wines of Argentina, specifically Malbec, have become a significant part of the ever-important market for wines under \$20. What are the reasons for this emergence?