



WINES OF ARGENTINA

HOSTS AUTUMN PRESS TRIP TO 14 BODEGAS

New York, NY, October 23, 2005.... Fernando Farré, Managing Director for Wines of Argentina, reported a successful week-long visit to Argentina's wine country, to promote the wines of Mendoza, and the lesser-known Salta province.

Wines of Argentina's trip for wine writers to Argentina ran from October 16th-22nd. The participants were **Marguerite Thomas**, wine features and travel editor for *The Wine News*, **Paul Lukacs**, author and columnist for *The Washington Post* and *The Washington Times*, **Michael Franz**, editor of *Wine Review Online*, and **Catherine Fallis**, contributor for *Wine Adventure Magazine* and host of NBC-TV's "In Wine Country".

After arriving at the Hyatt Mendoza, which served as their base camp, the group were able to visit 14 wineries. They first flew to Cafayete, Salta, where they visited **Bodega Lavaque** (Finca El Recreo), **Michel Torino**, and **El Porvenir**. They then traveled back to Mendoza, where they visited **Valentin Bianchi**, **Bodegas Balbi** and **Bodegas Felix Lavaque**; **O. Fournier**, **Bodegas Salentein**, and **Finca Sopenia**; and **Terrazas de los Andes**, **Bodega Catena Zapata**, **Trivento Bodegas y Viñedos**, **Trapiche** and **Bodega Norton**. On their final day, a special private tasting was held for the journalists in Mendoza, in order to truly do justice to the incredible variety of wineries that comprise Wines of Argentina. The tasting, comprising more than 30 wineries, was described as "one of the highlights of the trip."



*Arriving in Salta,
from Left to Right:
Fernando Farré,
Francisco Lavaque,
Michael Franz,
Marguerite Thomas,
Catherine Fallis &
Paul Lukacs.*

Wines of Argentina, founded in 1995, is a consortium of 90 different wineries from all of Argentina's main wine-producing regions. It is funded by the wineries themselves and the Dept. of Foreign Relations, Commerce and Culture. Their objective is to advance the cause of Argentine wines throughout the world, increasing awareness, distribution and sales.

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