

SINCE  1870

GRAFFIGNA

ARGENTINA



PRESS KIT 2020

HISTORY



At just 12 years old an Italian boy called Santiago Graffigna embarked into unknown Argentina with only 1 lira in his pocket to help his uncle, Juan Graffigna to do what had never been done before: cultivate vines in San Juan Valley.

Thanks to his relentless entrepreneurial spirit, vision and innovative capacity, Santiago founded in 1870 one of the oldest wineries in Argentina and achieved his objective on making world-class wines. To the fruit of this work he names the winery after his last name Graffigna: as a symbol of his pride and worthy representative of his quality and effort.

Today 150 years after embarking on his adventure, the reflection of his character is still alive in every bottle at its finest expression.



A STORY OF VISION



1870

Winery founded by Santiago Graffigna.



1885

Santiago Graffigna leads the railway expansion to reach new consumers.



1923

First winery in Argentina to use the force of gravity in the wine process.



1935

“The Wine Radio”, first radio retransmission outside of Buenos Aires.



A STORY OF DETERMINATION



1944

Devastating earthquake destroys the city of San Juan.



1945

Process of reconstruction and modernization of the winery begins.



1970

As a celebration of the first century of the winery, the Graffigna Centenario ("Century") line is launched.



2003

The Graffigna Museum and Heritage Center is open to the general public.



A STORY OF CHARACTER



2005

Pernod Ricard purchases Graffigna as part of the acquisition of Allied Domecq.



2008

The known Australian winemaker, Philip Laffer, begins to collaborate with the director of wineries Victor Marcantoni.



2019

Graffigna is acquired by VSPT Wine Group.



INTRODUCTION

BOLDNESS

Santiago Graffigna was a passionate explorer

CHARACTER

Quality Wines and Memorable label.

VISION

150 years of history.

It invites wine lovers to reinforce their character, dare and go for more.

Express determination and quality.

It is an innovative brand.

It was the first winery in Argentina to use the force of gravity in the wine process.

Graffigna is a wine with character, good presence of wood, ripe and enveloping fruit. madera, fruta madura y



THE TRIUMPH OF CHARACTER



Graffigna embodies the determination and character of its founder, Santiago Graffigna, which encourages its consumer to show strength of character and to reach their goals.

Founding the winery in 1870, Graffigna began to write his story, choosing this wine as a dignified representative of his legacy.



Winemaker

FERNANDO MENGOLI

FERNANDO MENGONI

Winemaker

“I have always been passionate about wine. I inherited this affinity from my parents, as they are both wine lovers and my father is also a winemaker. For me is a lifestyle, that connects me with my family and my origin.”



FERNANDO MENGONI joined vspt.wine.group in 2008. In these years, he has been able to develop extensive knowledge in producing premium quality wines, deepening his understanding of terroir and the varieties.

Furthermore, he led innovative projects in which he acquired experience in producing specialty wines, such as kosher, organic and biodynamic wines.

During his career, among other things, Fernando has had the opportunity to harvest in Sonoma, California, along with the renowned US winemaker, Paul Hobbs.

As winemaker for Bodega Graffigna, Mengoni contributes with his passion and innovative vision, through wines which strive to reflect intensity, character and excellent quality.



Portfolio

GRAFFIGNA WINES RESERVE



Portfolio

GRAN RESERVE



Portfolio

NEW ANNIVERSARY EDITION



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[instagram.com/graffignawine](https://www.instagram.com/graffignawine)
www.graffignawines.com

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