



TRAPICHE

ARGENTINA



THE TRAPICHE WINERY IN MAIPU, MENDOZA

Based in Mendoza, Argentina, Trapiche proudly celebrates 140 years of storied, award-winning winemaking. Through the vast and diverse portfolio, winemaking works to offer the best wines for every occasion across multiple tiers and appellations. Imported to over 80 countries, Trapiche has always focused on incredible quality from diverse explorative regions within Argentina, specializing in showcasing the best in the terroirs of the country.

KEY SELLING POINTS

- **A GLOBAL BRAND** – Trapiche shipped over 1.1 million cases of wine worldwide in 2024
- **AWARD WINNING WINES** – a deeply rooted relationship with James Suckling has led to a phenomenal history of 90+ point awards across all tiers and offerings under Trapiche
- **TIERS OF EXCELLENCE** – every tier of Trapiche dives deeper into the regionality and terroir of Argentina, highlighting the depth of what the country offers

ACCOLADES

OAK CASK

SELECTED VINEYARDS

90 PTS
MALBEC V2023

90 PTS
CABERNET
SAUVIGNON V2023

90 PTS
CHARDONNAY V2023

TESORO

OUR TREASURE FROM HIGH ALTITUDE VINEYARDS

92 PTS
MALBEC V2023

91 PTS
CABERNET
SAUVIGNON V2023

91 PTS
CHARDONNAY V2023

MEDALLA

90 PTS
MALBEC V2022,
TIM AKIN

92 PTS
CABERNET
SAUVIGNON V2023

92 PTS
CHARDONNAY V2023

*All scores awarded from [jamesSuckling.com](https://www.jamesSuckling.com)

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SERGIO CASÉ, WINEMAKER



Sergio Casé has been a part of the Trapiche family for 25 years. Having taken inspiration from his father at a young age, he represents the fourth generation within his family to work in winemaking. He has worked in prestigious regions within France, Italy, and California, but happily calls Argentina home.



PRODUCT/ VARIETAL	MALBEC CABERNET SAUVIGNON CHARDONNAY			
APPELLATION	Argentina	Medoza	Uco Valley	Mendoza Primera Zona
KEY COMPETITORS	Alamos, Trivento, Catena, Antigal, Domaine Bousquet			
CHANNEL STRATEGY	70% off premise with a focus on national chains, independents, and regional chains, 30% on premise with a focus on casual dining for Alaris and Oak Cask /upscale dining for Tesoro and Medalla, extra focus should be placed on steakhouses and Argentine restaurants			
SHELF STANDARDS	Placed within each respective varietal set, Alaris and Oak Cask NOT on bottom shelf is priority, Tesoro on eye level shelf and Medalla on eye level or top shelf is priority			
DISPLAY STANDARDS	3 case stacks using POS where possible, display priority on Malbec for all tiers			
COLD BOX	Chardonnay where feasible for all tiers			
PROMOTIONAL TOOLS	Visit trade.wxbrands.com or contact your WX Brands sales person			