



# 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 sold over 2.2 million cases worldwide in 2023
- **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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Where there is soil, the sky is the limit.



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 <a href="https://trade.wxbrands.com">trade.wxbrands.com</a> or contact your WX Brands sales person			