



# 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

1.8M

9LE CASES SOLD  
WORLDWIDE  
IN 2025\*

Exported to 80+  
countries globally!

TOP ARGENTINIAN WINE  
BRANDS BY MARKET

- |                |                |
|----------------|----------------|
| #1 CANADA      | #3 MEXICO      |
| #1 SOUTH KOREA | #4 USA         |
| #2 U.K.        | #4 SWITZERLAND |
| #2 SWEDEN      | #5 BRAZIL      |
| #2 URUGUAY     | #7 ARGENTINA   |

#1

MALBEC  
PRODUCER  
IN THE  
WORLD

Forbes

WORLD'S BEST  
WINERIES, RANKED  
BY VIRGIN WINES  
2025

90+  
POINTS

JAMESSUCKLING.COM  
TRAPICHE  
SCORES  
Since 2015

jamesuckling  
TOP 100  
WINES  
WORLD  
2025

\*(Source: Internal Sell IN sources), CANADA: (Source: PowerBI, Depletions, 2025), SOUTH KOREA: (Source: Commercial and BU MKT team input using INVEX platform), UK: (Source: latest Nielsen UK report), SWEDEN: (Commercial and BU MKT team input using INVEX platform), ARGENTINA: (Source: Scentia Dec25), URUGUAY: (Source: Scantech latest version), MEXICO: (Source: Nielsen latest version), BRAZIL: (Scantech latest version), SWITZERLAND: (Source: INVEX December 2025)

## ACCOLADES

OAK CASK  
SELECTED VINEYARDS

90 PTS  
MALBEC V2024

90 PTS  
CABERNET  
SAUVIGNON V2023

91 PTS  
CHARDONNAY V2024

TESORO  
OUR TREASURE FROM HIGH ALTITUDE VINEYARDS

92 PTS  
MALBEC V2023

91 PTS  
CABERNET  
SAUVIGNON V2023

91 PTS  
CHARDONNAY V2023

MEDALLA

92 PTS  
MALBEC V2023

92 PTS  
CABERNET  
SAUVIGNON V2023

92 PTS  
CHARDONNAY V2023

\*All scores awarded from 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	Mendoza	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			