“INNOVATING IN WINE TOURISM IN THE CONTEXT OF COVID-19”

THE REINVENTION OF OENO-GASTRONOMY IN WINERIES DURING AND POST COVID-19

ARGENTINA 2020

MARÍA LORENA CEPPARO
SEPTEMBER 22ND 2020
ARGENTINA WINE COUNTRY AT A GLANCE
MEETING 999
20/09/2020

N E S

I. THEME 1
1. LOREM IPSUM
2. LOREM IPSUM

DOLOR SIT
• AMET

D O L O R E  M A G N A  A L I Q U A

II. THEME 2
1. LOREM IPSUM
2. LOREM IPSUM
3. DOLOR SIT

AM ET
dolore magna aliqua
ARGENTINA WINE COUNTRY AT A GLANCE

ORIGIN

- XVI CENTURY: FIRST VITIS VINIFERA (SPANISH COLONISTS)
- CATHOLIC PRIESTS FOR ALTAR WINE
- XIX CENTURY: EUROPEAN IMMIGRANTS – NEW VARIETIES (MALBEC) NEW TECHNIQUES IN WINEMAKING AND VITICULTURE

TODAY

- 190 K CULTIVATED HECTARES
- EXPORTS 2019: 312 MILLION LITRES
  - 61% BOTTLED
  - 39 % BULK

Source: Wines of Argentina – INV (National Institute of Viti-viniculture)
QUICK OVERVIEW OF WINE TOURISM IN ARGENTINA
### 3 MAIN REGIONS
**245 WINERIES OPEN TO TOURISM**

<table>
<thead>
<tr>
<th>Region</th>
<th>Wineries Open to Tourism</th>
</tr>
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<tbody>
<tr>
<td>Center – West</td>
<td>165</td>
</tr>
<tr>
<td><strong>Of which</strong></td>
<td></td>
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<tr>
<td><strong>146 in Mendoza</strong></td>
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<tr>
<td>Mendoza is the main wine tourism region of Argentina</td>
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<tr>
<td>North-East</td>
<td>44</td>
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<td><strong>Of which</strong></td>
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<tr>
<td><strong>21 in Salta</strong></td>
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<td>Salta is the second most important wine tourism region of Argentina</td>
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<td>East – South &amp; New Regions</td>
<td>36</td>
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<td><strong>Of which</strong></td>
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<tr>
<td><strong>16 in Córdoba</strong></td>
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<tr>
<td><strong>11 in Rio Negro</strong></td>
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Source: Wine Tourism Observatory Bodegas de Argentina – Update March 2020
WINE TOURISM EMPLOYMENT

900 PERMANENT WORKERS

350 TEMPORARY / SEASONAL WORKERS

Source: Wine Tourism Observatory Bodegas de Argentina – Update March 2020
OENO-GASTRONOMY

46%

OF WINERIES OPEN TO TOURISM OFFER GASTRONOMY EXPERIENCES

113

WINERY RESTAURANTS / GASTRONOMY SERVICES

Source: Wine Tourism Observatory Bodegas de Argentina – Update March 2020
COVID-19 & LOCK DOWN
STEP BY STEP

LOCKDOWN STARTED MID-MARCH 2020

PEAK OF THE WINE TOURISM SEASON - HARVEST TIME

PREVISIONS FOR 2020 WERE EXCELLENT IN GROWTH OF TRAFFIC & VALUE

1 – UNCERTAINTY

2 – LET’S DO SOMETHING! CREATIVITY & BOLDNESS

3 – RE-OPENINGS / RESTRICTIONS & PROTOCOLS / INNOVATION

4 - EXPECTATIONS
I - UNCERTAINTY

MAIN CHALLENGES & THREATS

• NO INFORMATION ON POSSIBLE RE-OPENING TIME
• FEAR FOR EMPLOYMENT / EMPLOYEES
• PROBABLY NO INTERNATIONAL TOURISM FOR A LONG TIME – ONLY LOCAL CLIENTS
• RISING SANITARY & ECONOMIC CRISIS WHICH THREATENS THE NON-ESSENTIAL EXPENSES FOR LOCAL PUBLIC

INNOVATE!
II – LET’S DO SOMETHING
CREATIVITY & BOLDNESS

“IF CUSTOMERS CAN’T COME TO WINERY RESTAURANTS, THEN WINERY
RESTAURANTS WILL GO TO THE CUSTOMERS”

THE BIRTH OF OENO-GASTRONOMY @HOME

ADDED VALUE: TO BE IN DIRECT CONTACT WITH OUR CHEFS & WINEMAKERS
THROUGH ONLINE EVENTS!!

★ RESTAURANT BUSINESS CONTINUITY + WINE COMMUNICATION ★
-- FROM OUR MOST UNEXPECTED LANDS WE CRAFT EXCEPTIONAL SPARKLING WINES -- UN MONDE DE POSSIBILITÉS --

GOURMET DELIVERY!
WINE & FOOD PAIRING @ HOME!

II - LET'S DO SOMETHING

CHEZ THI

$1.500
5 PERSONS

$1.800
10 PERSONS

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II –LET’S DO SOMETHING
CONNECTION WITH CUSTOMERS!
II – LET’S DO SOMETHING
GOING BEYOND
BIG @HOME EVENTS DURING LOCK DOWN!

TRADITIONAL EVENTS WILL NOT BE POSSIBLE THIS YEAR

VIRTUAL EVENTS WITH PHYSICAL EXPERIENCES ARE AN ALTERNATIVE

• CORPORATE DINNERS
• CHARITY & FUNDRAISING EVENTS
• INCLUDE STREAMING WITH ARTISTS
• CREATE BONDS WITH PUBLIC IN CREATIVE WAYS

IMPORTANT PRESS & SOCIAL MEDIA IMPACT
II – LET’S DO SOMETHING
GOING BEYOND
OUTDOOR ACTIVITIES & GASTRONOMY

YOGA CLASSES + BRUNCH
ALREADY AVAILABLE
• OUTDOOR
• 10 PEOPLE MAX
• MORE OUTDOOR EXPERIENCES TO COME

YOGA POR LOS CAMINOS DEL VINO
FECHAS Y LOCAJONES EDICIÓN PRIMAVERA 2018

FEBRERO 10:00hs
Sab 0 - Bodegas Chandon
Sab 13 - Casa Viel (Cachi/Suíbas)

MARIANO 10:00hs
Sab 3 - Bodegas Viñamar
Sab 10 - Bodegas Santa Julia
Sab 17 - Reserva Villavicencio
Sab 24 - Bodegas Balleste (Córdoba)

DICIEMBRE 10:00hs
Sab 1 - Club Tapiz
Sab 8 - Bodegas Lagarde

Inscríbete en www.eventbrite.com.ar
www.yogaporloscaminosdelvino.com.ar

– UN MONDE DE POSSIBILITÉS –
– FROM OUR MOST UNEXPECTED LANDS WE CRAFT EXCEPTIONAL LIGHTS –
III – RE-OPENINGS / RESTRICTIONS & PROTOCOLS

CHALLENGES:

100% LOCAL PUBLIC
REDUCED MONEY AVAILABILITY
SANITARY RESTRICTIONS
USE OF 50% OF CAPACITY

ANSWERS:

THE INDUSTRY AS A WHOLE WORKED ON SPECIFIC SANITARY PROTOCOLS
STAFF TRAINING
DESIGN OF NEW MENUS AT LOWER PRICES
INNOVATE IN LOCAL COMMUNICATION – SOCIAL MEDIA
IV – EXPECTATIONS

NEXT MONTHS (GRADUAL OPENINGS)

• FAMILY & FRIENDS ENCOUNTERS
  • CULTURAL ACTIVITIES
  • DOMESTIC FLIGHTS
  • NATIONAL TOURISM
• INTERNATIONAL TOURISM
• TRAVELERS RECOVERED FROM COVID?
IN THE HUMAN ERA OF EXPERIENCE AND ENJOYMENT
WE ARE SURE THAT TOURISM WILL RECOVER QUICKLY.
LET’S BE PREPARED!
THANK YOU!!!!!!

Contact: mcepparo@chandon.com.ar