



Trivento celebrates 30 years of strategic vision from Mendoza to the world

Exports, winemaking excellence, and a strong sustainability commitment define the trajectory of Trivento, one of Argentina's most influential wineries and a leading ambassador of Argentine wine in the world's key markets.

Founded in 1996 in Mendoza, the winery celebrates its 30th anniversary by reaffirming a sustained growth

model built on quality, innovation, and responsible management. Today, Trivento is the world's best-selling Argentine wine brand, a leadership it has held since 2020.

"Thirty years ago we had a dream that seemed ambitious: for our wine to be valued and recognised globally. Today it is a reality — for the sixth consecutive year we are the number one Argentine brand in sales. What is most valuable is how we achieved it: working with a committed team, caring for the environment and building relationships in every market. That same spirit is what drives us today to keep growing, seize opportunities and take Argentine wine even further."

Marcos Jofré, CEO



Global scale and market leadership

For more than 20 consecutive years, Trivento has ranked among Argentina's Top 5 exporting wineries, with presence in over 40 markets across five continents. Its main markets include the United Kingdom, United States, Brazil, Mexico, Canada and Argentina.

Results as of December 31, 2025

- **Total volume:** 2.05 million cases (9 litres)
- **Total revenue:** USD 50.4 million. Exports: 85% of revenue
- **Cumulative investment (1996–2025):** USD 165.82 million
- **Team:** 353 employees (Mendoza, Córdoba and Buenos Aires)

Winemaking excellence and international recognition

Over three decades, the winery has built a winemaking identity grounded in technical precision, expression of origin, and continuous research. Since the first vintage of Trivento Golden Reserve Malbec in 2002, Trivento has deepened a philosophy centered on micro-terroirs, rigorous grape selection, and high-precision vinification — an approach reflected today in iconic wines such as Trivento Eolo Malbec, crafted from a century-old vineyard planted in 1912.

This ongoing pursuit of excellence is strengthened by the winemaking leadership of Germán Di Césare, who was named Winemaker of the Year in 2025 by Tim Atkin MW. His work also stands out in recent projects such as Gaudeo, an exploration of micro-terroirs in the Uco Valley that reveals how Malbec faithfully interprets the character of each origin.

International recognition accompanies this journey. In recent years, the winery has received high-impact global distinctions that position it

among the most influential in the world. These include being ranked among the Top 50 Wineries in the World by Forbes and Virgin Wines in 2025.

At brand level, Trivento continues to lead the international stage: it has been the number one Argentine wine brand globally in value for the sixth consecutive year since 2020, according to IWSR Drinks Market Analysis Limited. With strong performances in key markets such as the United Kingdom, the United States, Brazil, Canada, Mexico, and Argentina, the winery continues to expand its global reach.

The combination of high winemaking quality, continuous innovation, and global recognition reinforces Trivento as a benchmark of contemporary Argentine wine — a brand that projects from Mendoza to the world a long-term vision of sustained excellence.





Sustainability as a core pillar

Sustainability is a central pillar of the winery's business model. The company is a signatory of the United Nations Global Compact, aligns its management with the Sustainable Development Goals (SDGs), and, since 2021, has been certified as a B Corporation, integrating social, environmental, and governance standards across its operations.

Its strategy is structured around four global challenges: climate change, education, soil and water care, and business integrity. Based on these axes, the winery promotes initiatives that span the entire value chain and strengthen its connection with the community.

Key initiatives

- **Education and social development:**

primary and secondary education completion programmes, along with an annual scholarship system for employees and the local community.

- **Energy:** photovoltaic plant at the Maipú winery and purchase of iRECs. The company offsets 100% of emissions associated with electricity consumption and has advanced its net-zero target to 2040.

- **Responsible natural resource management:** precision irrigation across 1,500 hectares in 13 vineyards in Mendoza, alongside a comprehensive vine nutrition programme based on composting.

- **Innovation and sustainable design:** 18% lighter bottle across the entire Trivento Reserve range, reducing its carbon footprint by 6%.

From a long-term perspective, Trivento understands sustainability as a way of managing the territory and projecting its identity. Each environmental and social initiative is integrated into its production, tourism, and cultural proposal, strengthening the connection between the winery, its surroundings, and people. In this way, its commitment is also reflected in how it invites others to discover and experience the origin of its wines, from Mendoza to the world.





Wine culture and brand experience

With a comprehensive perspective that places origin at the core of their identity, Trivento has, over its 30-year history, built a proposal that goes beyond wine. It is expressed through cultural, gastronomic, and tourism initiatives that connect origin, heritage, and hospitality.

Along this journey, the winery has expanded its universe of experiences with milestones such as its inclusion in the Luján de Cuyo Controlled Denomination of Origin, alongside the development of spaces that revalue Mendoza's wine culture from a contemporary perspective.

Inaugurated in 2024, Los Vientos Restaurant expresses Trivento's identity through cuisine. Its concept celebrates local products and Mendoza's gastronomy, in dialogue with the vineyard and the landscape. Under the leadership of chef Nacho Molina, it offers seasonal menus paired with wines from the winery's portfolio.

Casa Drummond, located in Luján de Cuyo, brings together history, architecture, and wine in a heritage space designed for hospitality. It offers tastings, private events, and curated experiences aimed at deepening the connection with the brand and its origin.

The tourism offering is completed with guided visits to vineyards and wineries, specialised tastings, and activities that allow visitors to explore the winemaking process, the diversity of terroirs, and the company's philosophy. In this

"From the beginning, we defined a clear conviction: each wine must express its origin with precision and authenticity."

Germán Di Césare, , Chief Winemaker

way, Trivento shapes a consistent and authentic brand experience, projected from Mendoza to the world.



Trivento at a glance

- **Founded:** 1996
- **Origin:** Mendoza, Argentina
- **Global presence:** +40 markets | 5 continents
- **Positioning:** world's best-selling Argentine wine brand in value (2020-2025)
- **Export ranking:** Top 5 for over 20 consecutive years
- **Icon wine:** Trivento Eolo Malbec
- **Certifications:** B Corporation, BRCGS, BDA Sustainability Protocol, Vegan

Three decades after its founding, Trivento reaffirms its commitment to responsible, innovative, and excellence-driven management. From Mendoza, the winery projects a long-term vision to continue positioning Argentine wine on the global stage.

VISION

To be the most valued Argentine wine brand in the world

Executive Team

CEO / General Manager

Marcos A. Jofré

Chief Winemaker

Germán Di Césare

Head of Viticulture

Cristian Linares

Sustainability Manager

Mercedes Álvarez

People & Culture Manager

Fernanda Bertinatto

Marketing Manager

Silvina Barros

Domestic Sales Manager

Mariana Domínguez

Finance & Administration Manager

Alejandro Montarcé

Tourism & Hospitality Manager

Fernanda Vila

Operations Manager

Marcelo Grima

Procurement & Services Manager

Martín Aguilar

IT Manager

Tomás Boretto





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