

Catena Malbec: #1 Imported Red Wine Over \$15

in the US Since 2017 (Source: Circana)



Catena is the undisputed leader and pioneer in the category:

- High Mountain Vines is the dominant category leader with 50% share of the Argentine category (\$15 20) in (Source: Circana).
- In Spring 2024, Catena's launched a new national advertising campaign celebrating "120 Years in Love with Malbec" totaling over 24 million impressions in the first 6 months.
- Catena has achieved a 40% reduction in overall glass weight from 2008 to 2023, decreasing carbon emissions by up to 21%.
- 2022 vintage scored 92 points from James Suckling & Vinous.

The Catena family has been making wine in the acclaimed Mendoza region since 1902 and is credited with discovering the benefits of high-altitude terroir. The family's Certified Sustainable vineyards produce wines of unparalleled quality and elegance, as affirmed again and again by wine critics around the world.













