



INTI

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SMEs EXPORT

Argentine technology and innovation



SPARKLING BEVERAGES



INSTITUTIONAL RELATIONS AND COMMUNICATIONS OPERATIONAL MANAGEMENT

Institutional Relations Deputy Management



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Editorial



December always invites us to reflect, to look back to value what has been built and to clearly project future challenges.

The enterprises are the fundamental engine of our economy, the backbone of job creation and the promotion of innovation. This is the spirit that drives the Newsletter Pymes Exportan, which in this cycle has established itself as an effective platform for connecting effective platform for connecting with the world.

A recent survey among the participating companies revealed encouraging data: several of them have made new business contacts and, even more importantly, nine SMEs made exports to destinations such as India, China, the United States, Norway and Russia, among others. The newsletter reached more than 20 countries, sparking interest in strategic markets such as South Africa, Malaysia and the United Kingdom.

These results reflect a shared effort. On the one hand, the capacity of Argentine companies to excel in terms of quality and innovation; and on the other hand, the commitment of INTI and its professionals, to be a reliable technical partner that allows them to achieve new goals.

The words of the businessmen who have participated in the Newsletter are a testimony of the value of this type of initiatives has for our SMEs: "It is a window that connects us to opportunities that would otherwise," said one of the participants.

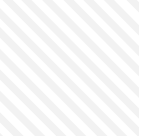
In an increasingly demanding world, our support translates into concrete results that contribute to the sustained growth of our SMEs. In this sense, we would also like to thank the Argentine Ministry of Foreign Affairs and our foreign representations abroad, who collaborate in the dissemination of information.

On the threshold of 2025, the new cycle that is approaching is an opportunity to redouble our efforts, consolidate our achievements and continue building efforts, where Argentine technology and innovation will be recognized globally.

This editorial team renews its commitment to the mission of internationalizing our SMEs and working with them in the process.

Lic. María Eugenia Suárez

Institutional Relations and Communication Manager



BODEGA FAMILIA MAYOL



Grenache Blanc and natural sparkling wines: the Andean jewels of the global market



Located in the majestic Tupungato department, in the Uco Valley, in the center-west of Mendoza province, Bodega Cursor S.A., better known by its commercial brand Bodega Familia Mayol, is a benchmark for quality and innovation in the winemaking world. Since its founding in the 1970s by architect Pedro Mayol, this family-owned company has evolved, standing out not only for the excellence of its wines but also for its constant adaptation to market trends and international demands.

At over 1,200 meters above sea level, with a privileged view of the Cordón del Plata mountain range, the winery combines care for its terroir with advanced technological processes. The grape varieties, including Malbec, Cabernet Franc, Petit Verdot, Chardonnay, and Grenache blanc (the latter being unique in the country), are transformed into wines that reflect the singular character of their origin.

Since 2021, the winery has expanded its portfolio with the production of natural sparkling wines, leveraging the growing global demand for these products. This initiative was led by Matías Mayol, the current president, who promoted the use of modern techniques such as the Charmat method to craft sparkling wines that are fresh, fruity, and characterized by fine and persistent bubbles.

On this path to excellence, collaboration with the National Institute of Industrial Technology (INTI) has been key. According to Cecilia Espejo, a member of the INTI Mendoza team, the technical assistance provided to the winery has focused on the physicochemical and microbiological analysis of soils, water, and wines, enabling the optimization of production processes and ensuring internationally recognized quality standards.





“The INTI seal on our analyses not only ensures precision in the data but also serves as a mark of trust for international markets”, highlighted Juan Alberto Fernando Fornes, the winery’s technical manager. This has facilitated the entry of Familia Mayol wines into markets such as the United States and has opened doors to new opportunities in Asia and Europe.

The combination of artisanal tradition and advanced technology allows the winery to position itself as a benchmark for unique products. From careful management of the water used for irrigation, respect for the soil, harvesting the grapes at their optimal moment, to controlled fermentation in double-walled stainless - steel tanks, every stage of the process embodies sustainable and high-quality winemaking.

“The terroir and our commitment to nature are at the heart of every bottle”, emphasizes Fornes. This is reflected in distinctive features such as the White Garnacha variety, a fruity sparkling wine with a subtle floral aroma, a complex yet harmonious palate, and a long aftertaste, complemented by fine and persistent bubbles. In short, a sparkling wine that satisfies the most discerning palates and caters to consumer preferences.

The winery not only looks to its past with pride but also envisions its future with ambition. With initial exports to the United States, its next targets include China, Japan, the United Arab Emirates, and Europe-markets where consumers value exclusive, high-quality products.

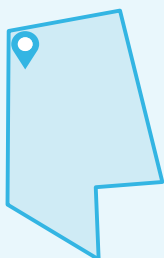
In the words of Cecilia Espejo: “Each bottle of sparkling wine or varietal wine from Cursor S.A. represents not just a product but an experience that connects the consumer with the essence of the Andes in Mendoza”.

This partnership between the winery and INTI is an example of how innovation, collaboration, and a passion for quality can transform a local company into a global symbol of excellence.



In 2023, approximately 325.5 million bottles of champagne were produced and consumed worldwide, reaching a historic peak in 2022 before experiencing a slight slowdown in 2023.

Source: Alimarket.es



CURSOR S.A.- Bodega Familia Mayol
Department of Tupungato, Mendoza

- Production plant: 2500 m²
- Annual production capacity: 300.000 liters of wine.

• HS CODE:

- 2204.10.90.900F / Sparkling wines.





Cider as an exquisite expression of the Patagonian lands



Born from the dream of the Barrera family, Sidra Pülku has established itself as a symbol of quality and authenticity in the production of this sparkling wine in Argentina. Each bottle encloses a story of passion, dedication and overcoming that unites Patagonian traditions with innovation.

The journey began in 2010, when the parents of Mariana Barrera, economist and current CEO of Sidra Pülku, decided to sell their house in Bariloche to buy a farm in Villa Regina, inspired by the artisanal ciders they discovered on a trip to Ireland and motivated by the uneven quality of the industrial options available in the Argentine market, they bet on the creation of a natural and minimal intervention cider, made exclusively with fruit grown on their own land. Thus, was born a product that not only respects the unique terroir of the Alto Valle, but also pays homage to its cultural roots through its name: “Pülku”, which in the Mapuche language means “chicha” (the name given to various beverages derived from fermentation).

The company’s ciders are the result of careful blends combining Red Delicious and Granny Smith apples and Williams and Packham’s pears. They are made with no added water and minimal use of additives. In 2013, its pear cider was registered as a gluten-free, carbonated fermented beverage, marking a milestone that reaffirmed its commitment to quality and authenticity.



Since then, they have expanded their portfolio to 14 products, including Basque and Asturian style still ciders, original flavors such as apple with elderberry and blackcurrant, two typical fruits of the region; in addition to excel collaborations with renowned gastronomic figures such as Narda Lepes.

The journey has not been without difficulties. In 2016, a devastating fire consumed the family farm, leaving the Barrera family in a critical situation. However, the factory managed to save itself, and with courage and effort, they were able to rebuild their dream. Between 2018 and 2019, they expanded their plant and certified gluten-free production. This resilient spirit led them to multiply their sales twelvefold in just four years, even in the context of pandemic.

In this path of growth and improvement, the National Institute of Industrial Technology (INTI) has become a key ally. Mariana Barrera says the importance of the technical support provided by the Food and Beverage Department of INTI in Patagonia: "From the very first moment, INTI gave us essential support". Under the guidance of specialist María del Carmen Díaz, the company implemented Good Manufacturing Practices (GMP), which raised its quality standards and prepared it to expand its production to the international market.



The global cider industry is currently in a phase of expansion, with a strong of expansion in Europe and an increasing growing acceptance in emerging markets such as Asia-Pacific, driven by the consumption of healthier, premium products.

Source: Fairfield Market Research Report.





“The commitment of the Sidra Pülku team was remarkable. They adopted the tools provided to them and managed to optimize their processes, which is how they ensured the safety of their products”, says María del Carmen. Working together allowed the company not only to consolidate its position in the local market, but also to look towards international markets such as Japan, Hong Kong and the United States.

“Our ciders are a living tribute to Patagonia, unique in the world for its incomparable essence. The pear cider, made from the Williams species (the ‘malbec of pears’), captures the purity of the Alto Valle de Río Negro, where the mineral-rich soil, the crystalline water of the Andean snowmelt and the climate of intense contrasts combine to create an unparalleled flavor. Every sip reveals that magic. It’s not just cider, it’s the most exquisite expression of this land”, concludes Mariana Barrera.



Sidra Pülku S.R.L.
Villa Regina, Río Negro

- Production plant: 500 m²
- Annual production capacity: 150,000 liters

• **HS CODE:**

- 2206.00.10.000B / Cider. Other fermented beverages (e.g., cider, perry, mead); mixtures of fermented beverages and mixtures of non-alcoholic beverages, not elsewhere specified or included.



BODEGA PUTRUELE



The sparkling wine that unites tradition and vision of the future



Bodega Putruele is a clear example of how passion for work, the constant search for excellence and the right technical support can transform an idea into a benchmark of international quality. From its humble beginnings in the 1950s, it has evolved to become an emblem of superior quality sparkling wines, recognized and appreciated in markets around the world.

Founded in 1958 by Carlos Putruele, son of Italian immigrants, this San Juan winery began making wines for other brands. Over time, and thanks to the entrepreneurial vision of its descendants, it became a company that not only produces, but also bottles wines under its own brand. Today, the third generation, led by Carlos Manuel and Matías Putruele, continues with the family legacy, constantly renewing its commitment to quality and innovation.

The winery's star product is its Extra Brut Putruele sparkling wine, made from Chardonnay and Chenin Blanc grapes grown in its own vineyards irrigated with meltwater from the Andes Mountains. These sparkling wines are distinguished by their finesse and persistent bubbles, the result of meticulous aging on autolysed yeasts, which gives them aromatic complexity and greater volume in the mouth.

"It all starts in the vineyard", explains Jorge Castro, head of quality and winemaking. The speed with which the grapes are processed after harvest (in less than 20 minutes) ensures that each bottle captures the essence of the San Juan terroir and maintains the same flavor and quality through the years.

In 2018, Bodega Putruele established a relationship with the National Institute of Industrial Technology (INTI), starting with a training on Good Manufacturing Practices (GMP). This collaboration marked a milestone in the company's development, driving a qualitative leap in its processes and production standards.

With the advice of Yanina Ocampo, a specialist from the Quality and Safety Management department of INTI's office in San Juan, Putruele certified GMP standards in 2019 and HACCP in 2022. This process not only ensured the safety of its products, but also opened new opportunities in international markets, including the United States, United Kingdom, New Zealand and Scotland.

"INTI's presence helped us to reorganize internally and professionalize our processes", says Castro. He also said how this alliance promoted a cultural change, improving both the relationship with suppliers and customers. Now, predictability and internal order are values that distinguish the company in a competitive sector.

 **The sparkling wine market is benefiting from significant expansion in regions such as North America, Europe and Asia-Pacific, with a notable increase in the export of products, particularly to the markets of the United States, the United Kingdom, Brazil and China.**

Source: GQResearch



The winery has been able to remain faithful to its tradition without renouncing innovation. From the creation of its brand “Finca Natalina” in homage to its most emblematic vineyards, to the production of fresh sparkling wines for annual consumption, Putruele focuses on satisfying the demands of an increasingly demanding consumer.

With its own sparkling wine cellar and total control of the winemaking process, the winery ensures a constant quality that sets it apart. “Being the only ones in San Juan to produce certified sparkling wines is a source of pride that drives us to continue improving”, Castro emphasizes.

Putruele is not satisfied with what it has achieved. The winery seeks to expand its presence in Europe, using its entry into the English market as an access platform for the entire continent. It also plans to strengthen its position in markets such as Brazil, Uruguay, the United States and China.

With a competitive product in terms of quality and price, Bodega Putruele embodies the spirit of Argentine SMEs: effort, tradition and the ability to reinvent themselves.

**Putruele Hermanos S.A.A.I.C.****San Juan City, San Juan**

- Production plant: 5000 m²
- Annual productive capacity: 1.000.000 bottles

• HS CODE:

-2204.10.90 / Sparkling wine. Champagne type. Other



DEL VALLE



Tradition, innovation and a legacy that transcends borders



In the heart of the town of San Fernando, Buenos Aires, beats a story that combines tradition, innovation and passion for a beverage that for more than 70 years has united generations: cider.



Bodegas Cuvilier S.A., with its emblematic brand Del Valle, not only leads the Argentine market, but also reaches international destinations. Martín Bosch, purchasing and foreign trade manager of the company, opened the doors to this universe where each bottle tells a story of effort, vision and love for quality.

The history of Del Valle begins in 1957, when Luis Virginio, a tireless entrepreneur born in the Buenos Aires city of Pergamino, decided to transform his knowledge of selling cider containers into something much more ambitious: the creation of his own cider. Inspired by the potential of the lands of Río Negro, he founded a cider broth factory, betting on the best apple in the country to produce a unique product.

From those endless trips between Buenos Aires and Patagonia, Virginio understood that the key to success lay in the constant improvement of production processes. He never skimped on investing in state-of-the-art machinery, positioning Del Valle as the largest cider factory in the country. Its tanks can hold up to one million liters.

Today, under the leadership of his three sons, the company keeps that innovative spirit alive and continues to be an undisputed benchmark in the industry. Del Valle not only excels in the local market; its impact transcends borders. From Paraguay and Uruguay to the United States, Argentine cider conquers palates due to its unwavering commitment to quality.

Excellence is achieved as a team and Del Valle knows it well. The specialist Marcela Andrea Álvarez, in charge of the Technical Direction of Analytical Services of INTI, explains that the company found in the Institute the key assistance and support to comply with international requirements. From alcoholic graduation analysis to volatile acidity studies, joint work has been fundamental to ensure quality standards necessary to conquer new markets.

“INTI is for us the most recognized Argentine organization, and that gives us confidence when foreign buyers require official certifications”, says Bosch.



The global cider market is projected to grow significantly through 2031, driven by flavor innovation and consumer preference for low-alcoholic beverages.

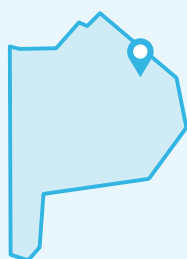
Source: The Insight Partners



With products ranging from the classic Del Valle line to the innovative premium ciders of the “1930” and “Pyrus” brands, the company offers a variety that captivates consumers with diverse tastes, also excelling in original flavors such as **pear cider and flavored versions of pineapple, strawberry and peach**. “We are the only ones in Argentina that pasteurize our cider, which ensures that its flavor remains intact regardless of the destination”, Bosch explains. This unique method, combined with more than 25 years of export experience, makes Del Valle synonymous with trust and excellence. Del Valle is not just cider; it is a symbol of the history and evolution of an industry. The product reflects a company that combines the best of nature with decades of experience and innovation.

With a presence that is expanding to new horizons, such as Brazil, Japan and Europe, Del Valle continues to bring the Argentine flavor to the world.

The cider is the result of a careful process, from the milling of the best apples to the final bottling at its plant in San Fernando. Therefore, when you choose Del Valle, you not only enjoy an unparalleled product, but also a brand that has been a leader in the country for more than seven decades and has excelled abroad for 25 years. A brand that not only innovates, but also honors a legacy that continues to inspire new generations.



Bodega Cuvillier S.A.
San Fernando, Buenos Aires

- Production plant: 8000 m²
- Production capacity: 12,000 bottles per hour 12,500 473 ml. cans per hour

• HS CODE:

-2206.00.10.000B / Cider. Other fermented beverages (e.g., cider, perry, mead); mixtures of fermented beverages and mixtures of non-alcoholic beverages, not elsewhere specified or included.

IMPACT 2024



Since its creation in 2020, the Newsletter Pymes Exportan, has positioned itself as a key tool for the visibility of Argentine companies abroad. With 47 issues published, this news covers 23 strategic sectors and has interviewed 190 companies from all over the country. Its distribution reaches municipalities and local chambers as well as 192 diplomatic representations worldwide, who share it with business sectors, importers and specialized magazines.

In 2024, a survey of participating companies revealed that 33.9% received contacts from the newsletter, saying that foreign (36.4%) and domestic (13.6%) companies, as well as government agencies, were interested. Countries such as Brazil, Qatar, Chile, Malaysia and the United Kingdom have shown special interest, consolidating strategic relationships with Argentine SMEs in sectors such as food and beverages, energy, machinery, medical technology and pharmaceuticals and chemicals.

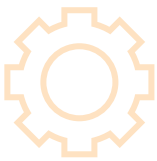
The direct impact of the news includes exports by nine companies, such as Las Quinas, Emov and Yeruvá, which managed to enter markets in India, the United States, Norway and other countries. In addition, in 2024, 47 SMEs were excelled in innovative sectors such as sustainable mobility, industrial design and management technologies, consolidating Argentina's presence in international trade.

This report reaffirms INTI's commitment to promoting industrial development and the internationalization of SMEs. By 2025, the challenge will be to expand the scope of the newsletter, strengthen relationships with key markets and continue to excel the potential of Argentine companies in the global market.



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