"Essence and Identity: Transformations in Argentine Wine, 1910-2010."

The consumer groups of Argentine wine have changed substantially over the history of the industry. This paper will focus on the specific "wine cultures" of the targeted consumers in three crucial periods of Argentine wine industry development: Southern European immigrants in 1910; urban working class and middle class drinkers in Argentina in 1960s; and international consumers principally in the U.S. and Western Europe in 2000s. The first part of the paper will relate these wine cultures to the concrete aroma and flavor profiles of the actual wines produced in these three benchmark moments. The, through an analysis of the symbols present in the imagery on labels and in advertising for each of the periods, I will explain the identity winemakers had and/or were trying to communicate with their wines and assess the extent to which those identities related to wineries' perceptions of the wine culture of their core consumers.