



Ricardo Santos

Continuity the Legacy of “The Prophet of Malbec”

Ricardo Santos demonstrated a life-long commitment to the Argentine wine tradition, particularly in regards to Argentina’s great varietal—Malbec.

Ricardo renounced a career in architecture to pursue his passion for winemaking with the belief that Argentina could make wines equal to the best in the world. He understood the global potential of Malbec in a way that few others did.

In 1972, Ricardo Santos became the first winemaker to export Argentina Malbec to the United States. Between 1972 and Santos’ passing in 2018, he saw dramatic success and the incredible growth of Malbec’s popularity. He made the case not only for exceptional quality, but low prices that allowed wines to be family dinner tables around the country.

“When we speak about ‘high-end’ wines referring only to price, we are providing incorrect information to wine lovers — mistakenly making them believe that these are better-quality wines simply because they are expensive.”

Today, the legacy is continued by his son and winemaker Patricio Julián Santos who helped plan, plant, and manage his family’s La Madras vineyard and winery, where he is now the winemaker for “El Malbec de Ricardo Santos.”

The winery is located in Russell, Maipú, 20km South of the city of Mendoza, one of the first and most traditional vine-growing regions in Argentina. It is surrounded by old vineyards and from its terrace the view is outstanding: both the Cordón del Plata, a ridge with peaks of 4000 to 5000 m.a.s.l., and the Tupungato mountain (6570 m.a.s.l.) can be enjoyed.

**CUTTING
EDGE**
SELECTIONS

