PAST, PRESENT AND FUTURE OF WINE IN PERU
San Francisco, Sept. 2011

Ing. Alfredo San Martín Novelli
President of Technical Standardization Committee on Grapevines Alcoholic Beverages

CONTENT

- The history of the wine industry in Peru
- Figures of APEC economies compared to Peru
- Wine regulations and standards
- Conclusions

THE HISTORY OF THE WINE INDUSTRY IN PERU

VINEYARDS
1570

35,000 HAS
II
(86,000 ACRES)

EVOLUTION OF TECHNIQUES
**GOOD PRACTICES**

**ENOLOGICAL PRACTICES**
- Fermentation
- Maceration
- Pressing
- Barrels

**PHYSICAL PROCESSES**
- Centrifugation
- Micro/ Ultra filtration
- Aerobic treatments
- Evaporation

**LABELLING**
- Wine label

**CONCLUSIONS**

- The quality of the Peruvian wine is being recognized and it continues to work to improve its competitiveness.
- Peru continues in gastronomy and Peruvian wine is part of this.
- The existing regulations have resulted in a substantial improvement of the quality of the wine which will further aid it to be competitiveness in the national and international markets and therefore to generate the development of the sector.
- The informative and elaborated alcoholic beverages have diminished from 33% in 2001 to 34% in 2009. Recently sign law 26942 to eliminate the production and trade of spirits that are fermented, elaborated or not at least 14% for human consumption will improve this number.
- The wine industry in Peru will turn to importance because of its potential and for potential. It has started in the last 10 years.

**THANK YOU**