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Nicolás Catena of Bodega Catena Zapata, center, at a wine event at the Argentine Embassy, speaking with Annabelle Sielecki, the wife of the ambassador, and Alfredo Bartholomaus of Emerald Wines.

Argentina's Ambassador of Wine

By Dave McIntyre

California had Mondavi. Argentina has Catena... Nicolás Catena, at 69, is the visionary who saw Argentina's potential to produce fine wine and become a major power in the global wine market.

Catena's role in transforming Argentina's wine industry led Decanter, the British wine magazine, to name him Man of the Year for 2009. It was the first time Decanter had bestowed the honor on someone from South America since the magazine created the award in 1984. (The title has gone to a U.S. recipient three times, including Mondavi in 1989.)