Abstract
The development of Appellations of Origin (AO) is one of the wines of outstanding wine industry in Argentina and Chile subjects. Given the strong trend towards concentration of the wine industry in these two countries, it is relevant to study the AO because they represent an appropriate mechanism to reduce the gap and enhance the possibilities of SMEs. Why AO not have developed in Argentina and Chile? This article examines the causes that inhibit the development of local AO in the regional viticulture.

Keywords
Viticulture, wine identity, Appellations of Origin