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Most Admired Wine Brands

Ringing the changes

Change is the word that best describes this year's Most Admired Wine Brands supplement. The definition of admired may have remained the same, but change is evident in almost every other way – from the logo to the academy list, Most Admired has gone from strength to strength.

With four times the respondents as in previous years and many of them willing to discuss the reasons behind their admiration, big sales haven't necessarily converted to big love from the academy.

And what about the top 50? You guessed it – it's all change. Most Admired has crowned a new champion, there are no non-movers in the chart and nine brands appear for the first time. Both Old World and New World wines make the cut.

For the first time in its history, Most Admired has also spoken extensively to the winning wine brands and asked them what it means to them to receive the admiration of our panel.

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Wind of change

The 2014 Most Admired Wine Brands survey is a very different animal to previous years. **Holly Motion** explains why

This year *Drinks International's* World's Most Admired Wine Brands report has undergone a metamorphosis. The voting is more robust, the number of academy members has quadrupled, the survey has expanded and the results are telling. There are some surprise newcomers – and some even more surprising absentees.

Much has changed and the top 20 looks considerably different. New names have joined the top 50 and, inevitably, some have dropped out.

The voting academy – comprising masters of wine, sommeliers, educators

and journalists – all rose to the occasion in contributing to the poll.

To help the academy members with their choice of three, we provided a list of previous winners and other well-known brands, purely as an aide-mémoire. If they wished to choose three brands not on the list, based on their knowledge and experience, those names would be included.

With more voters than in previous years, academy members were also offered the opportunity to discuss their reasons for voting. For the first time, some of these comments accompany the winners.

The 2014 supplement also includes

interviews with the winning brands' winemakers and ambassadors revealing their thoughts as to how they have achieved the accolade of topping this year's poll.

Some have launched campaigns, made well-documented changes that have strengthened their brand identity, while others are simply lifelong 'personal favourites', a mainstay of regional taste, highly regarded or cannot be replaced.

Last year's winner, Concha y Toro, has been knocked off the top spot by Torres, which garnered more than 15% of the total votes cast. Despite losing

the top spot, Concha y Toro's global

brand, Casillero del Diablo, secured the second spot with its eco-friendly sister Chilean brand, Cono Sur, taking the 16th slot, two up on last year's poll.

In previous years the parent company stood as an entry, collecting votes for both its Casillero del Diablo and Cono Sur brands. This changed following judges' feedback. Rounding up the top three, Château Latour, absent in the 2013 poll, takes bronze.

There are some noticeable absences in the overall list. For example, Brancott Estate has dropped out of the top 50 after finishing seventh last year.

Five of the 1855 Classification Premier Crus secure places in the

top 40: Château Lafite Rothschild, Château Haut-Brion, Château Mouton Rothschild, Château Latour and Château Margaux.

Age and wisdom are not necessarily the key to success though – Australia's Yellow Tail, at number 33, has yet to celebrate its 20th birthday.

The criteria remained the same as in previous years, with the academy asked to vote based on the following:

- it should be of consistent or improving quality
- it should reflect its region or country of origin
- it should respond to the needs and tastes of its target audience

- it should be well marketed and packaged
- it should have strong appeal to a wide demographic

Academy members may have voted merely on the criteria above or gone a little further, as academy member and wine importer India's Sanjay Memon, did.

He said: "My choices are based on what most people might desire to have on their lists, even if they don't actually."

Where there was a tie for places, a small jury of voters was assembled to decide final positions.

It should be emphasised that this did not affect any of the top 10 brands.

How we did it

This year, *Drinks International* has collated data from more than 200 wine professionals who took part in the 2014 survey. Many of them also offered some rationale as to why they voted for the three brands either suggested by us or volunteered by them.

After the votes were counted, the winning brands were contacted and a number of winemakers, brand ambassadors and brand owners agreed to be interviewed. DI's World's Most Admired Wine Brands 2014 is more robust than ever. For the first time, the voting has been analysed in more depth and in different ways. As well as Regional charts, there is a complete list of the top 50 including their movement within the poll.

About the academy of voters

More than 200 wine professionals are in our academy of voters and cast their votes in the secret ballot. They were given the option to remain anonymous if they chose. The following people are among the high-profile academy members. As always, judges were not allowed to vote for, or nominate, brands with which they are professionally associated.

Cristina Alcalá, journalist/sommelier, Madrid

Andrew Caillard, auctioneer

Liz Donnelly, buying manager, Alliance Wine Co

Christian G.E. Schiller, blogger, Germany/US

Konstantinos Lazarakis MW

Jaroslav Pergl, writer, Barlife magazine

Paul Tudor MW

Hamish Anderson, sommelier, UK

Tony Aspler, consultant/journalist, Canada

Richard Bampffield MW, consultant/educator, UK

Gerard Basset, sommelier/hotelier, UK/France

Su Birch, consultant, South Africa

Philippe Boucheron, Journalist, UK

Miguel Chan, sommelier/blogger, SA

Sergi Cortes, journalist, Barcelona

Neil Courtier, wine educator & writer, Grape Sense

Erica Donoho, analyst, US

Simon Doyle, supplier, UK

Ramon Francàs Martorell, journalist/blogger

Louise Gordon, head sommelier, The Rib Room Bar & Restaurant

Brett Jones, consultant/educator

Evelyn Jones, senior buyer, The Vintry

Darrel Joseph, wine journalist, central & eastern Europe

Per Karlsson, journalist, Sweden

David Longfield, freelance journalist

Peter Marks MW, educator, US

Toni Massanés, director of Alicia foundation

Ashika Mathews, buyer, UK

Tuomas Meriluoto, importer/agent, Finland

Wendy Narby, educator

Anders Öhman, educator, Sweden

Marcel Orford-Williams, buyer, The Wine Society

Nicolas Papavero, marketer, France

Will Parker, freelance wine tutor, WineSwines

Peter Scudamore-Smith MW, consultant, Australia

Godfrey Spence, educator, UK

Cees van Casteren MW, journalist, Holland

Gary Westby, retailer, US

Ronn Wiegand MW MS, journalist, US

David Williams, journalist, UK

Torres

COUNTRY OF

ORIGIN: Spain

OWNER: Torres SA

After narrowly missing out on the Most Admired crown for three years, Torres finally takes the top spot. And what might be the secret to this long-awaited success? Family, a loyal team and consumers says Torres Group CEO Miguel Torres Maczassek – but not necessarily all consumers.

“For us the Torres brand is a statement of quality. We do not change our wines because of short-term trends – we focus on a long-term relationship with our consumers based on quality and consistency,” Torres says. “Every wine we produce is an individual wine. Our main goal is to produce elegant wines but also to reflect the region and ultimately the characteristics of a particular vineyard itself.”

The Torres family has been producing wine in Spain since 1870. This year, the brand also beats 14 rival European brands to claim the title of Most Admired European Brand.

Among the first Spanish wineries to introduce stainless steel tanks and French oak barrels back in the 1980s, Torres is admired by many for transforming the vinification processes.

“We give as much importance to innovation as we do to tradition,” Torres says, and the company annually experiments and incorporates new techniques. As well as its own vineyards, Torres has long-term relationships with more than 600 suppliers and their families.

“From those who work in the vineyards to the sales force, all make an effort to meet the expectations of our wine lovers,” Torres says.

This is something one academy member reaffirmed, saying: “To me, Torres is making a real attempt to move consumers out of the entry-level sector.”

In the past year the Torres & Earth project has committed to reduce CO₂ emissions by 30% per bottle by 2020. As part of this commitment, solar and



photovoltaic panels have been installed in the company’s Priorat winery and the Torres salesforce can now be seen whizzing around in hybrid cars.

“We have also been adapting our viticulture to the new conditions and buying more land in higher altitudes,” Torres added.

And where does tradition come in? A fifth-generation family member, Torres appreciates the importance of honouring the past.

He says his father has been crucial during the past few decades in guiding the winery towards higher levels of quality, as well as promoting its single-vineyard (Finca) wines.

“My family remains very involved in the business, from new wines to the final blends of each wine and even to the names and labels of the wine. This is important because it keeps our focus on the consumers and the quality at all levels rather than becoming just corporate.”

This is something with which academy member David Longfield

agrees. He says: “Torres displays its traditional heart on its sleeve, in both its presentation and the character of its core wines, yet at the same time dares to pioneer exciting new wine styles.”

Originally exported to Cuba, Torres wines are now enjoyed in more than 160 countries worldwide.

While its main markets remain in Europe, “we have good growth in Asia, Russia and South America,” says Torres. “Today more and more we see a split between the on and the off-trade, and fewer brands can be found in both channels.”

Tradition to Torres also means maintaining quality, even if this doesn’t make the brand available to everyone. “One of the key points in Torres is that we are a vertically integrated winery. We incentivise quality with higher prices for the grapes and promote viticultural techniques that respect the environment.”

So, is it tradition that has secured the Most Admired crown? “I believe that

today there are more and more wines that live and die quickly,” says Torres. “Many do not have a clear message of their origin or a focus on quality.”

The consumer is integral to this, he adds. “Being close to our consumers is very important.

“Torres is a safe bet for consumers. I believe they know that inside each bottle, whether it is a classic Sangre de Toro or a single vineyard like Mas la Plana, there is a wine that has a soul and cares for quality; the wine will be worth every cent.”

Consumers can now find original Torres wines from Peñedes, Conca de Barbera and Catalunya, but also wines from Rioja, Ribera del Duero, Rueda, Rias Baixas and Priorato – the last two led by Torres’s sister, Mireia. Torres also operates in Chile and California.

Torres concludes: “The world of wine can be very complicated and intimidating, but with Torres wines the consumer can better understand and enjoy Spanish wines.”

Most Admired Wine Brands

Casillero del Diablo

COUNTRY OF ORIGIN:

Chile

OWNER:

Concha y Toro

This year Casillero del Diablo appears in the chart for the first time. While in previous years brand owner Concha y Toro has received the top honour, following feedback from the academy Casillero del Diablo now stands in its own right to take second place in the World's Most Admired Wine Brands and top South American brand.

A key part of Concha y Toro's portfolio, Casillero del Diablo is available in more than 135 countries worldwide.

The legend of Casillero del Diablo began more than a century ago, when founder Don Melchor de Concha y Toro reserved an exclusive batch of the best wines the company produced for himself. He spread a rumour that the devil lived in his cellar to keep prying eyes and pilfering hands from his private reserve – hence the name Casillero del Diablo (Devil's Cellar).

Sebastián Aguirre, marketing manager for Casillero del Diablo, says: "The brand appeals to a wide range of consumers, in terms of age and nationality. The story behind the brand and wine appeals to young consumers, because of its communication style, and it also appeals to more mature consumers through its traditional packaging and its history."

Today, each bottle is said to be guarded by the devil – it is fitting, then, that Casillero del Diablo became official wine partner to Manchester 'Red Devils' United in 2010.

Marcelo Papa, winemaker at Concha y Toro, insists there is more to the wine than just clever marketing. "We have



focused on quality and consistency to attract a broad range of consumers from all over the world.

"The story and presentation have been designed to appeal to all consumers who are looking for a great wine at a reasonable price."

The competitive pricing and wide distribution means Casillero del Diablo has visibility throughout the world, Papa says.

The company has invested heavily in the brand and quotes figures which suggest this is paying off, with sale volumes of 3.8 million cases and 12.2 % volume growth rate in 2012.

The brand has gained market share in the UK, Brazil, Mexico, Chile and the US, as well as smaller markets such as Belgium, Holland, Costa Rica and Uruguay.

Papa puts this down to the value consumers perceive in the brand. "It provides them with quality consistency, the right image and is at the right price."

One academy member echoed this sentiment, saying: "Its consistency and

reliable quality created a stepping stone and bar for further experimentation, which can only be good for the industry."

Deaconu Lorena, oenologist and academy member, said he voted for the brand for its "good expressiveness of the variety and terroir, well-structured and balanced wines, constant quality and good value for money".

When asked his thoughts on the Most Admired Regional accolade, Papa said: "Each Casillero del Diablo variety reflects Chile as a country, more than a specific region. There are several blends that aim for the best expression of each grape, regardless of the region."

Papa expressed his concern about the development of more appropriate areas for each grape variety.

Ten or 15 years ago Casillero del Diablo Sauvignon Blanc was made from grapes from the Central Valley of Chile, but now it comes from vineyards near the coast.

"We pay attention to the changes in terms of the trends. Years ago Casillero del Diablo Chardonnay used

to have a significant percentage of fermentation in barrels and today we have lowered the amount of wood in the mix, looking for a more mineral and juicy wine."

The complete range comprises 12 wines. The main focus is on the grapes for which Chile is best known and which represent 80% of sales – Cabernet Sauvignon, Carmenère, Merlot, Sauvignon Blanc and Chardonnay. The other, less traditional, varieties are Shiraz, Pinot Noir, Pinot Grigio, Malbec, Viognier and Shiraz Rosé. There is a Sparkling Brut from Chardonnay grapes and a Late Harvest from Sauvignon Blanc.

Casillero del Diablo also offers a Reserva Privada, a higher-priced wine for special occasions.

It may be the first time Casillero del Diablo appears in this chart, but Papa firmly believes it won't be the last.

"Casillero del Diablo will continue to appeal to a broad range of consumers in terms of age and nationality, so we focus on quality and making sure our consumers enjoy every bottle."

Château Latour

COUNTRY OF ORIGIN: France
OWNER: Bernard Magrez

Having only appeared in the World's Most Admired Wines list once, in 10th place, it is fair to say Château Latour wasn't predicted to take third place or top the Most Admired Bordeaux wines this year.

A single event might explain its sudden resurgence in the chart with such high ranking. That is, the decision to disregard the en primeur system and only sell its wine when it is ready to drink, rather than while it is still in the barrel.

Many admire this decision and think it bold; others bemoan it. Wine traders who previously purchased the wine before it had been bottled and sold it unproven at high prices will, starting with the 2012 vintage, have to buy Château Latour in the bottle.

Academy member Pierre Chapeau says: "Château Latour must be commended for the strong move to redefine the relationship of Châteaux owners with the Bordeaux negociants."

Many speculate this is a move to prevent wine traders, or negociants, from buying top wines before they have been bottled. Château Latour insists the move was not a calculated one and that it has a tradition of working with negociants which it is keen to continue.

Latour is widely documented as saying the en primeur system worked far better when people travelled less and were able to cellar wines for long periods of time in perfect storage conditions.

That is something Latour will be able to do far better now it has commissioned the construction of more underground cellars, scheduled to be

finished by mid 2014.

It is rumoured President Frédéric Engerer plans to store wine at the château for seven to eight years on average for the second wine and 10 to 15 years for the first.

The question is, will Château Latour now be a wine sold for actual drinking, rather than mainly long-term investment?

Academy member Gary Westby, of K&L Wine Merchants, said: "Latour shook the Bordeaux world by moving away from en primeur sales and deciding to hold wines until they are ready to drink. With first growths costing so much, the cost of ageing should be born by the house, and now it is."

But what of Château Latour's past? Latour is the highest-ranking brand in our chart to appear in the 1855 classification.

Its vineyards are some of the oldest in the Médoc. Established in the 1670s, the densely planted estate contains more than 750,000 vines, some of which pre-date the existing château. Just 300m from the Gironde river, the 47ha that surround the château are worked on by 66 people. Many have worked at the château for generations.

The first wine, Le Grand Vin, is made solely from old vines. Latour's second wine was first labelled in 1966 and takes its name from the plot in Enclos, Les Forts de Latour. While the grape variety proportions vary each year, one thing that is consistent is there is always a higher proportion of Merlot (25%-30%) in Le Forts compared to the Grand Vin.

Launched in 1973, the third wine Le Pauillac de Château Latour, is produced



from young vines of l'Enclos. The cuvées that are deemed unfit to go in to the Grand Vin are used to produce the wine that has been produced every year since 1990.

Each individually silk paper hand-wrapped bottle will on average set you back around 300 times more than a bottle of basic Bordeaux.

From January 2013, every bottle of Château Latour is fitted with a special seal. An alphanumeric code will grace the seal in an attempt to

prevent counterfeiting and strengthen authentication.

Rolled out on the 2007 and 2008 Pauillac and Forts de Latour vintages, the system enables Château Latour to authenticate the origin and access technical and sales data.

It will be interesting to see if Château Latour's decision to break with tradition results in a breakdown of the en primeur system and a streamlining of how these top Bordeaux wines get to market.



#5 Penfolds

COUNTRY OF ORIGIN: Australia
OWNER: Treasury Wine Estate
 Rounding off the top five, Penfolds may have fallen two places in the chart, but it's riding high in the trophy stakes. Awarded top honours at the Australian 2013 Dan Murphy's National Wine Show, Penfolds took home two trophies and a Top Gold accolade.
 "Penfolds has repositioned itself effectively over several years as a quality, region-defining range of styles," said David Longfield, Freelance wine, spirits and packaging journalist.
 In January, a 50 Year Old Rare Tawny was announced in recognition of the 170-year winemaking tradition at Penfolds.

Three generations of winemakers have watched over the wine, which has a minimum average blended age of 50 years. Individually numbered 1-330, the limited bottles were hand blown and designed by master glass craftsman Nick Mount.

Tignanello

COUNTRY OF ORIGIN: Italy
OWNER: Antinori
 War, plague and the changing tastes of consumers have proved no match for the Antinori family. Twenty-six Antinori generations have directly managed the estate since 1385.
 The first Italian wine to top the list of the *Wine Spectator* magazine's World's 100 finest Wines, Antinori was a continuous wine supplier to the Royal House of Italy for the first 40 years of the 20th century.
 Having returned to the position held in the first Most Admired list, one of the biggest wine companies in Italy is on top once again. Academy member Carla Trimani said: "Tignanello is a real picture of wine in Italy: not only tradition."



#4

#6 Château d'Yquem

COUNTRY OF ORIGIN: France
OWNER: LVMH
 With the grapes harvested by hand, only one glass of wine is produced per vine. Aged for three years in oak barrels, unsurprisingly on average just 65,000 bottles are produced every year and, in

the event Château d'Yquem deems the wine unworthy, the vintage will not be distributed. This happened nine times in the 20th century.
 A 135-year vertical containing every vintage from 1860 to 2003 sold for \$1.5 million at London auction in 2006, one of the highest prices paid for a lot of wine – yet, this is only the second time Château d'Yquem has appeared in the Most Admired list.



#7 Château Margaux

COUNTRY OF ORIGIN: France
OWNER: Corinne Mentzelopoulos
 Last year a few balthazars (12 litres) of 2009 vintage Châteaux Margaux were packaged in an oak cask on rising metal feet, symbolising the barrels in which the wine was aged. The casks were labelled with the purchaser's name etched in gold. If you fancy your name emblazoned on a bottle, to give you an idea of how much it will set you back, the first was sold for \$195,000 in Dubai.

Only 12,500 cases of Château Margaux are produced every vintage and the Château's white wine, Pavillon Blanc du Chateau Margaux, is widely regarded as one of the finest in the Médoc.

Journalist and academy member Ramon Francàs i Martorell divulged his admiration for Chateaux Margaux "for its authenticity, for its heroic agriculture, for its varieties of autochthonous grape and for its planetary dimension".

Cloudy Bay

COUNTRY OF ORIGIN: New Zealand
OWNER: LVMH
 Exported to more than 30 markets, Cloudy Bay's principal markets are Australia, UK, US, Europe and Japan.
 "Cloudy Bay is the other side of wine: taste, estate, and packaging," said Carla Trimani of Trimani.
 With the release of Sauvignon Blanc 2013, Cloudy Bay has retained a position in the top 10 for a third time in this survey's history. Academy member Andrew Rowe commented: "Cloudy bay has displayed consistent quality over the years."
 Cloudy Bay's main grape varieties are Sauvignon Blanc, Chardonnay, and Pinot Noir. Anthony Borges of The Wine Centre said: "Cloudy Bay was a marketing triumph – seen as the best brand in New Zealand, qualitatively speaking, for years. Now a Moët Hennessy brand, once again Cloudy Bay is punching high. Still best known for its Marlborough Sauvignon, for me the Chardonnay is best."
 "Cloudy bay has displayed consistent quality over the years."

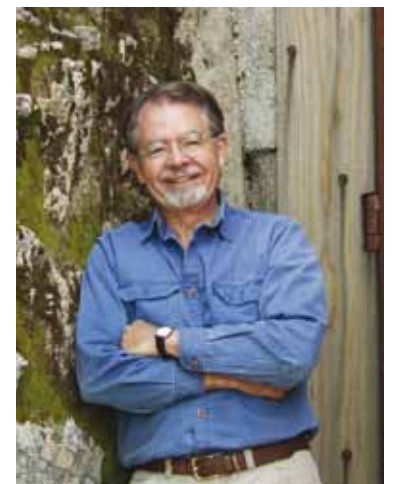


#8



#10 Vega Sicilia

COUNTRY OF ORIGIN: Spain
OWNER: Alvarez family
 In 1915, Vega Sicilia and Valbuena were not distributed for commercial purposes but were given instead to the upper-class bourgeoisie and aristocracy.
 As the owners of the winery offered the wine as a gift to their good friends, the legend was established that no amount of money could guarantee a bottle of Vega Sicilia or Valbuena – that luxury could only be secured through friendship.
 Academy member Raquel Pardo Zamora said: "My choice is one of my country's best known and appreciated wines and wineries, and I think it has quality, is a good ambassador for Spanish wines and is well respected as quality producers."



#9 Guigal

COUNTRY OF ORIGIN: France
OWNER: Guigal family
 Three Guigal generations have worked on the 2,400-year-old land to produce the wine that is now available in more than 100 countries.
 Having taken over management when his father was struck with sudden blindness in 1961, Marcel Guigal runs the estate-owned vineyards in Condrieu and the Côte-Rôtie.
 Guigal has slipped only one place in the chart and continues to strive for excellence, as evidenced by its installation of a new bottling line in 2013 to improve the quality in labelling and traceability of its wines.
 Academy member Jean-Pierre Chambas said: "Guigal has been and is the most consistent wine producer in the world, year in, year out, in all the appellations that he offers. In the thirty years that I have been distributing, I have never had a disappointing wine."
 Winemaker Philippe Gugial said: "We have always been focused on a quality axis upon which we aim to show the best of the Rhône. We wish our wines to transcend all levels of the hierarchy, from simple Côtes de Rhône widely available, right up to the single vineyard Côte-Rôtie and treasured wines in Hermitage, Condrieu and Saint-Joseph produced in confidential quantities and hunted by collectors and aficionados the world over."



#11 Ridge

COUNTRY OF ORIGIN: US
OWNER: Otsuka Pharmaceutical Co
 Celebrating its 50th birthday in 2012, Ridge Vineyards did not always look likely to appear in this list. Its chequered history has included closure during Prohibition and being reopened with repeal only be closed again by management in the early 1940s. It was only after the Ridge partners set their differences aside in 1962 that a superb vintage followed and secured the next 50 years of quality winemaking.
 Marcel Orford-Williams, buyer for the Wine Society, said the winery provided "individuality, no compromise on quality and respect for tradition".
 Academy member Gerry O'Donnell agreed: "Ridge does a good job giving the customer a fine wine at relatively affordable prices. Crucially, it also provides easy to understand information on each vintage on the label."

Most Admired Wine Brands

Louis Latour

COUNTRY OF ORIGIN: France

OWNER: Latour Family

The Latour family have been viticulturalists since the 17th century and have run the estate for seven generations.

Shipping wine to more than 60 countries worldwide, the first French purpose-built winery was built in 1832 and is one of the oldest still functioning today.

Academy member Andrew Rowe said: "Louis Latour is consistently good. Great reputation, great wines."

The Burgundy vineyard won IWC gold in 2013.



#13 Château Haut-Brion

COUNTRY OF ORIGIN: France

OWNER: Domaine Clarence Dillon

The first estate to lend its name to a wine, thereby creating the notion of a brand, the president of Domaine Clarence Dillon claims Château Haut-Brion could be seen as the "oldest and first luxury brand in the world".

It is fitting, then, that the brand should once again grace the Most Admired report.

Château Haut-Brion – the only property from outside the Médoc to be included in the 1855 classification – has been owned by some influential families since Jean de Pontac acquired the estate in 1533 and Tony Aspler, The Wine Guy, said Château Haut-Brion displays "quality across the portfolio on three continents."



Michel Chapoutier

COUNTRY OF ORIGIN: France

OWNER: Chapoutier

Michel Chapoutier bottles are not just renowned for the liquid within them. Since 1996 labels have been marked in Braille after Chapoutier heard his friend, the singer Gilbert Montagné, on television describing his difficulty in picking out wine by himself as a blind person. This innovation was recognised by the Royal Institute for the Blind a year later.

For the first time in three years, Michel Chapoutier is replaced as the Most Admired French wine, but still retains a place in the top 10 French brands. Producing 550,000 bottles a year of traditional-style wines, Michel Chapoutier has been awarded a perfect 100-point score by Robert Parker for the past three years, showing that one of our academy members was not alone in remarking "it's a personal favourite".

#15 Yalumba

COUNTRY OF ORIGIN: Australia

OWNER: Robert Hill Smith

Yalumba has a background of more than 160 years of family winemaking. In 1985 vigneron and proprietor Robert Hill-Smith became one of the youngest managing directors in Australian wine industry history.

Yalumba is no stranger to a challenge and faced Mother Nature head on in 2007, a year of bushfire, frost and drought. But the brand was rewarded with a *Winestate* magazine Winemaker of the Year and Winery of the Year nod. It is appearing in this chart for the first time.

Hill-Smith said: "Elegance and personality drive our mantra. We focus on sustainable environmental practice, value, quality and trust. We respect tradition but innovate around it and play to our regional strengths and winemaking beliefs of quality and provenance."



#16 Cono Sur

COUNTRY OF ORIGIN: Chile

OWNER: Concha y Toro

Cono Sur – the name refers to the shape of South America on the map, 'southern cone' – was founded in 1993 and exported more than 30,000 cases of wine during its first year.

Cono Sur led the sales charts of Chilean wines in the British market eight years after its creation.

Parent company Concha y Toro may not have the top spot this year following a change in judging, but it can take solace in the fact that Cono Sur has jumped two places and stays firmly in the top 20.

Following Most Admired 2012, feedback from the judges recommended Cono Sur deserved to be a brand in its own right and compete against Concha y Toro's Casillero del Diablo, rather than be paired with it. This decision has done it no harm as it continues to appear in the chart and is the second Most Admired South American brand.

Winner of the most awards at the 11th Annual Wines of Chile Awards, Cono Sur is a leader with its pioneering environmental policies and was the first South American winery to win a double ISO certification.



Marqués de Riscal

COUNTRY OF ORIGIN: Spain

OWNER: Vinos de los Herederos del Marques de Riscal

Marqués de Riscal is one of the oldest Rioja wineries, having been founded in 1858 by Guillermo Hurtado de Amézaga, with its first wine bottled in 1862. The first non-French wine to win the Diploma of Honour at the Bordeaux Exhibition in 1895, old vintages of Marqués de Riscal to this day have to be decapitated with hot tongs, as wire netting was used to make it impossible to extract the cork without breaking to prevent fakes.

This oldest firm in the Rioja appellation was awarded Wine Enthusiast's Best European Winery 2013, proving that with age comes experience.

#17 Robert Mondavi

COUNTRY OF ORIGIN: US

OWNER: Constellation Brands

Not yet half a century in age, Robert Mondavi Winery formed with a single aim: to recreate Sauvignon Blanc. This was achieved in 1968, with Mondavi's signature Fumé Blanc that is, to this day, one of the winery's most popular wines.

A joint venture with another Most Admired titan Baron Philippe de Rothschild, saw the launch of Opus One in 1980.

Our academy member said: "The wine quality of Robert Mondavi has never been better."



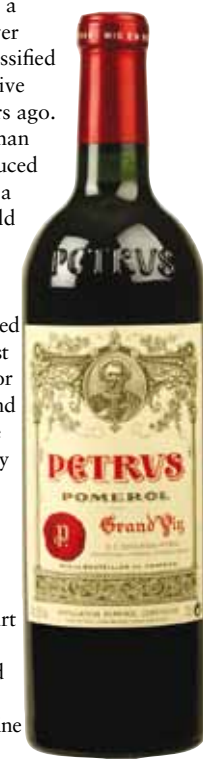
#19 Château Petrus

COUNTRY OF ORIGIN: France

OWNER: JP Moueix

Château Petrus is a wine that has never officially been classified and it was a relative unknown 50 years ago. But, with fewer than 4,000 cases produced in most vintages, a bottle of 1961 sold for \$144,000 at Christie's wine auction.

Petrus has secured a place in the Most Admired top 20 for the second time and it's not hard to see why – it tops many people's admired and wish lists. Produced almost entirely using Merlot grapes, its exclusivity is in part responsible for its steep price tag and notoriety as the most expensive wine in the world.



#20 Jacob's Creek

COUNTRY OF ORIGIN: Australia

OWNER: Pernod Ricard

Jacob's Creek has just unveiled a new icon to strengthen brand identity by tapping into its Australian heritage.

Previously unchanged since it was launched in 1976, the label now shows more uniformity and Jacob's Creek has undergone what senior winemaker Nick Bruer terms a "subtle evolution".

The 12-month project has resulted in an icon that asks the consumer to identify the subtle vine leaves, creek and wine glass that are all present, if hidden – a nod to the legacy of the Gramp family which is reiterated by the addition of the Gramp & Sons' signature.



#22 Inniskillin

COUNTRY OF ORIGIN: Canada
OWNER: Constellation Wines
When co-founders Donald Ziraldo and Karl Kaiser left Inniskillin in 2006, you could be forgiven for predicting a transitional period, but Jackson-Triggs winemaker Bruce Nicholson's arrival in 2007 has helped the brand to go from strength to strength. In 2009 Nicholson's move was rewarded with the top Premio Speciale Gran Award at Vinality.

Innovation Inspired by Tradition is the Canadian winery's mantra and its Icewine, first produced in 1984 from Vidal grapes frozen naturally on the vine, continues to thaw judges at both national and international competition.

The company exports 16,400 cases of Icewine a year.

"Consistent attention to terroir, innovation and authenticity – along with continuous accolades – keep Inniskillin a trusted and sought-after quality brand," said Nicholson.

"The winery at Niagara is a Mecca for wine lovers from around the world (250,000 visitors annually).

"The exclusive Icewine Bar features current and older vintages along with the Riedel Icewine glass, which was inspired by Inniskillin in collaboration with Riedel," the winemaker added.

#21 Château Mouton Rothschild

COUNTRY OF ORIGIN: France
OWNER: Rothschild

Tired of serving the same old thing to your guests? Wish you could wow them with something different? That is how Baron Nathaniel de Rothschild felt and, as a consequence, purchased Château Brane Mouton at auction in 1853. A quick name change and Château Mouton Rothschild was born.

Rather than produce a bottle with a label that bears its name, in 1924 Nathaniel's great grandson, Baron Philippe de Rothschild, enlisted the aid of graphic designer Jean Carlu to help create an original label.

Innovative and streets ahead of its time, this was not repeated for another 20 years, when it became the brand's hallmark.

Since 1945 some of the greatest names in the world of art and beyond have taken a turn at designing the label artwork. Andy Warhol, Salvador Dali and even Prince Charles have all risen to the challenge.



#23 McGuigan

COUNTRY OF ORIGIN: Canada
OWNER: Constellation Wines
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"The exclusive Icewine Bar features current and older vintages along with the Riedel Icewine glass, which was inspired by Inniskillin in collaboration with Riedel," the winemaker added.

#23 McGuigan

COUNTRY OF ORIGIN: Australia
OWNER: Australian Vintage

At the age of 100, Percival 'Perc' Alfred McGuigan passed away last year. A pioneer winemaker for 50 years, Perc set up Wyndham Estate and inspired his sons to create McGuigan Wines.

Today, McGuigan sells 2.4 million cases worldwide and is the only winery in the world to have won World's Best Winemaker three times.

Having joined forces with celebrity chef John Torode in 2013, McGuigan is continuing to strengthen its brand presence and utilise technology to pair the Masterchef judge's recipes with the Australian wine.

Academy member Andrew Roe said: "McGuigan is a volume seller and for what the customer wants, it's better than you think."

#24 Abadal

COUNTRY OF ORIGIN: Spain
OWNER: Roqueta Origen

Having been named David Seijas' Unbeatable Wine in January of this year, Abadal is looking well placed for 2014.

Making an appearance for the first time in the Most Admired list, Abadal was founded in 1983 by Valenti Roqueta in Santa Maria d'Horta d'Avinyó near la Masia Roqueta.

The winery has a long tradition with more than nine centuries of history and it looks like Abadal is going to continue this long tradition and produce award-winning wine.



#25 Royal Tokaji

COUNTRY OF ORIGIN: Hungary
OWNER: The Royal Tokaji Wine Co

Tokaji was the tipple of choice for some of the most illustrious and influential people in history.

From Beethoven to Heinrich Heine to Voltaire and Goethe; Emperor Franz Josef sent Queen Victoria a bottle of Tokaji Aszu wine for every month she had lived each birthday. On her 81st and last birthday in 1900, this is said to have totalled 972 bottles.

The Royal Tokaji Wine Company was co-founded in Hungary in 1990 by noted author and wine historian Hugh Johnson and since then has exported to more than 30 countries and received more than 100 international awards.

#26 Wolf Blass

COUNTRY OF ORIGIN: Australia
OWNER: Treasury Wine Estates

'Australia's first consultant winemaker' and self-proclaimed "Golden Boy" of the Australian wine industry, Wolf Blass has three 'International Winemaker of the Year' IWSC awards to support such claims.

Winner of the Jimmy Watson Trophy from the Melbourne Wine Show for an unprecedented fourth time in 1999, Wolf Blass has won a further 3,000 awards at national and international wine shows. Exported to more than 50 countries worldwide, the "Golden Boy" appears to truly have the Midas touch.



#27 Château Musar

COUNTRY OF ORIGIN: Lebanon
OWNER: Hocar family

At almost 85 years old, Château Musar has once again returned to our report.

Steeped in tradition and history, Château Musar narrowly misses out on a place in the top 25. With 6,000 years of winemaking tradition it is only right that a Lebanese wine should appear in the top 30.

Son of founder Gaston Hochar, Serge was the first ever recipient of Decanter's Man of the Year in 1984 for his dedication to producing quality wine throughout Lebanon's Civil War. An 18th century castle, Château Musar is far from archaic in its outlook, forging on and broadening distribution to the likes of Vietnam and Romania in 2013.



Les Domaines Paul Mas

COUNTRY OF ORIGIN: France
OWNER: Jean-Claude Mas

Working with 30 different grape varieties, owner and winemaker Jean-Claude Mas has continued to strengthen the family portfolio he inherited from his father, Paul Mas.

The Mas family has been cultivating grapes since 1892 when Jean-Claude's grandfather purchased the first family vineyards.

The ever-expanding Les Domaines Paul Mas celebrated the acquisition of its eighth wine estate last year. Now available in 45 countries over five continents, Paul Mas wines have received more than 300 medals in the past five years and can add top 30 in Most Admired 2014 to this impressive resumé.

#28 Oyster Bay

COUNTRY OF ORIGIN: New Zealand
OWNER: Delegat's Wine Estates

When the first vintage produced by a winery wins a gold for Best Sauvignon Blanc of the Competition at the International Wine & Spirit Competition, it would be fair to assume that something is going right.

That was in 1991, and since then the New Zealand family-owned company has routinely been regarded as an Admired Wine.

Jumping 20 places since last year, the brand continues to receive commendations, its Pinot Noir 2012 winning gold in Texas as recently as 2013.



#30

#29 Cheval Blanc

COUNTRY OF ORIGIN: France
OWNER: Bernard Amault/Baron Frere

Château Cheval Blanc shares a border with the estate that produces the most expensive wine in the world and holds the 19th spot on our chart, Château Petrus. But Cheval Blanc possesses something its neighbour does not – the supreme distinction, rank of Premier Grand Cru Classé A, awarded in 1954.

In 2010, a 1947 Cheval Blanc Imperial broke records, selling for \$304,375 in auction at Christie's.

It is said to have taken two years to convince the owner to part with the record-breaking bottle.





#31 Trapiche

COUNTRY OF ORIGIN: Argentina
OWNER: Bemberg family
Argentina's largest exported premium wine brand, Trapiche exports some 2.7 million cases to more than 80 countries worldwide.

With more than 130 years in the market and 1,000ha of its own vineyards, this is Trapiche's first appearance in the Most Admired report.

Founded in 1912 and located in the foothills of the Andes Mountains, Trapiche is the only Argentinian brand in this year's list.

Gustavo Arroyat, winemaker, said: "I believe there is no one reason that explains a recognition like this – it's kind of intangible.

"Our conscious focus is trying to understand different consumers and offer something tailored in all aspects: the style of wines, the labels, the history and the price point each consumer is looking for.

"We like to offer a different journey in each of our wines."



Viña Leyda

COUNTRY OF ORIGIN: Chile
OWNER: San Pedro Group
Founded in 1998, Viña Leyda calls a small sub-region of the San Antonio Valley wine region in Chile its home. Its location makes it one of the coolest growing sites in Chile. Just eight miles from the Pacific Ocean, traditionally Leyda Valley has been an area of basic crops such as wheat and barley.

The train station that graces the label of Leyda is an historic passage point on the line from Santiago to the coast. Once the last stop before travellers from Santiago reached the Pacific Ocean, the station burnt down following an accidental fire in 1983.

A landmark and a saying, "la ida" – going/one-way ticket, has gone down in the rankings this year, but still managed to scoop third Most Admired Chilean brand. Viña Leyda exports some 100,000 cases a year.

"When Viña Leyda first planted vines in 1998 Leyda Valley was dry farming land. People probably thought we were crazy planting there. This innovation and passionate spirit has guided us from the beginning and is what keeps us investigating about soils and grape varieties because Leyda still has much more to surprise the world with," said winemaker Viviana Navarrete.

#32 KWV

COUNTRY OF ORIGIN: South Africa
OWNER: KWV Holdings
Many have commented on the mirroring of wine and political and social change. It is only right then that

it should be observed that KWV was formed in 1918, the year of Nelson Mandela's birth.

South Africa celebrated 300 years of winemaking heritage in 1955 and KWV has long since been recognised as an important part of this achievement.

In 1997 these efforts were recognised when it won the President's Award for export achievement.

#33 Yellow Tail

COUNTRY OF ORIGIN: Australia
OWNER: Casella Wines
Created exclusively for the US market in 2001, the brand named after Australia's Yellow-Footed Rock Wallaby has sprung far higher and farther than its native land.

In 2005 Yellow Tail became the first variety wine to sell one million cases in



#36 Kendall Jackson

COUNTRY OF ORIGIN: US
OWNER: Jackson Family Wine
From humble beginnings as a pear and walnut orchard in rural Lakeport, California, to winner of the Wine & Spirits magazine Winery of the Year for a 10th time.

Kendall Jackson sold its grapes to wineries until 1980 when the potentially catastrophic cancellation of a large order turned into a cause for celebration as the first bottle of Kendall Jackson wine was produced.

The winery was started as an attempt at relaxation for practising barristers Jess Jackson and his wife, Barbara.



a single year. A year later, the winery installed the fastest bottling line in the world, capable of processing 36,000 bottles per hour.

Two years later Yellow Tail hit the UK with its Hello campaign and it would appear that consumers are not yet ready to wave goodbye. Celebrating its 10th year in 2011, Yellow Tail sold more than one million cases in its first year. Nine times the predicted amount, this success makes Yellow Tail the most successful wine brand launch in history.

#34 Lafite

COUNTRY OF ORIGIN: France
OWNER: Rothschild
Referred to as 'the king's wine', Lafite started in the late 17th century when Jacques de Segur planted and cultivated the vineyards. Lafite boasts an impressive 100ha, making it one of the largest vineyard areas in the Médoc.

Lafite can also stake a claim as the 'politician's wine' as both Robert Walpole (widely regarded as Britain's first prime minister 1721-1742) and US president (1801-1809) Thomas Jefferson are said to have gone to great measures to get their hands on Lafite.

Walpole reportedly purchased a barrel of Lafite every three months and Jefferson, having drunk Lafite during his stay in Bordeaux in 1787, is said to have remained a steadfast customer of the Bordeaux wine following this trip.



#37 Mateus

COUNTRY OF ORIGIN: Portugal
OWNER: Sogrape
Inspired by the Portuguese Army's World War I flasks, the distinctive bottle dates back to 1942 when Fernando Van Zeller Guedes created the flagon-shaped vessel.

With estimated sales over 1 billion worldwide, the medium-sweet frizzante wine was the height of fashion from 1950-1980 and, after a dip in popularity in the 1990s, Mateus appears to have returned to favour over the past 10 years.

Sogrape chief executive and Mateus founder's grandson, Salvador Guedes, was quick to monopolise on the popularity of rosé in the new millennium and the makeover and marketing campaign proved to be successful. Mateus continues to rise up the Most Admired chart.



#38 Château Ste Michelle

COUNTRY OF ORIGIN: US
OWNER: UST
The oldest winery in Washington State, Château Ste Michelle was named Winery of the Year 2013 for the 19th time by Wine & Spirits magazine.

One of the founding fathers of the modern California wine industry and one of the most influential figures since the repeal of the Prohibition, Andre Tchelistcheff was famed for counselling others in the wine world. Fredrick Stimson was one of Tchelistcheff's



counsels and following this guidance, Ste. Michelle Vintners, a new line of premium vinifera wines, was introduced in 1967.

With two separate wineries, one for the red and another for the white, Château Ste Michelle is led by winemaker Bob Bertheau.

The seemingly unbeatable winery of the year retains its place in the chart and is the third in the Most Admired US brands.

#39 Campo Viejo

COUNTRY OF ORIGIN: Spain
OWNER: Pernod Ricard
One of Rioja's major brands, Campo Viejo is also one of Pernod Ricard's key strategic wine brands, along with its Jacob's Creek from Australia and Brancott Estate, formerly Montana, from New Zealand.



Zonin

COUNTRY OF ORIGIN: Italy
OWNER: Zonin family
Zonin is 200 years old with seven generations of family behind it. This year it makes its first appearance in this list, securing a place in the top 40.

The Zonin family has been linked to the world of wine since 1821, an achievement that was recognised in 2013 when its president, Gianni Zonin, was awarded the Wine Enthusiast Lifetime Achievement Award.

Zonin chief international officer Massimo Tuzzi said: "The definition of our success is in our mission: to produce the highest quality Italian wine available to all wine lovers.

"Tailoring custom-made business plans for each country, with the belief each market is different and unique, we aim to achieve a leadership role in the different international markets by providing wine solutions directly from the vineyard to the glass" and by ensuring the highest quality experience for all wine enthusiasts in all customer segments."

The winemaking team has worked to make Campo Viejo a modern, fruit forward style Rioja.

Despite being often on offer in multiple retailers, the brand has managed to maintain its premium positioning and is currently experiencing a stronger presence in the US and emerging markets such as Russia and Mexico.

Anne Tremzal, global marketing & communications director for Pernod Ricard Winemakers said: "Campo Viejo's dedication to Rioja winemaking has allowed this brand to create modern twists on traditional methods to deliver progressive styles of Rioja that satisfy today's palates."

Most Admired Wine Brands

#41 Château Le Pin

COUNTRY OF ORIGIN: France
OWNER: Thienpont family

Small it may be, but Château Le Pin, or simply Le Pin, can boast that it produces one of the most valuable wines in the world.

Named after the solitary pine tree that grows near the winery, the 2.7ha Thienpont family-owned property releases 500-700 cases per vintage.

The estate was a mere 1.5ha when first bought but the Thienpont family acquired adjoining plots in the heart of the Pomerol appellation.

Brand ambassador Jan Thienpont is the fourth-generation Thienpont family member to manage the estate.



brand that today exports more than 50% of its production and is present in more than 120 countries.

A member of the Leading Brands of Spain Forum, designed to promote and defend Spanish brands, Marqués de Cáceres says it is committed to producing an authentic wine “to enjoy and share”.

The launch of Excellens Rosé 2013 marks Marqués de Cáceres’ limited-production wines ‘Excellens’, Rosé 2013 has qualified for the Best Wine of Spain national finals.

#43 Undurruga

COUNTRY OF ORIGIN: Chile
OWNER: Grupos Vinos del Pacifico

One of the pioneers in Chilean winemaking, Don Francisco Undurruga brought plants over from France and Germany and developed the first vineyards in the Santa Ana Estate under the guidance of renowned French viticulturist M Pressac.

In 1903, Viña Undurruga was the first Chilean winery to export to the US and seven years later its Rhin de Undurruga



#42 Marqués de Cáceres

COUNTRY OF ORIGIN: Spain
OWNER: Cristina Forner

From the birth of the Marqués de Cáceres in 1970, Enrique Forner relied on his family’s five generations of devotion to the wine trade to guide a



Hardys

COUNTRY OF ORIGIN: Australia
OWNER: Accolade Wines

Australia’s number one wine brand has been through some turbulent times with ownership moving around within the Foster’s Group before finally being spun out to Accolade Wines.

The many tiers, expressions and discounting have done little to enhance the positioning of the brand. There have also been questions about the quality of the liquid – understandable considering the uncertain background – and possible lack of forward investment in quality. Then there is the deep discounting, which has afflicted all the major Australian producers and brands at the hands of the multiple retailers.

Now in the capable hands of Paul Schaafsma at Accolade, who cut his teeth on Australian Vintage and McGuigan Wines, Hardys is being repositioned and new classy advertising is promoting its history, heritage and quality.



won its first international prize in the Centenario Argentina International Fair.

European awards followed 20 years later when Pinot de Undurruga was awarded the Gold Medal at the Expo Sevilla.

Wine & Spirits magazine’s Winery of the Year 2012 and Producer of the Year 2013, Undurruga continues to rise in the Most Admired list.

#45 Banrock Station

COUNTRY OF ORIGIN: Australia
OWNER: Accolade Wines

Another newcomer to Most Admired, Banrock Station will celebrate its 20th anniversary next year.

The brand boasts 239ha of vineyards on which 17 grape varieties are grown, including Tinta Mole and Tinta Cao.

Banrock Station offers good green



credentials – for every wine sold, it donates to environmental projects worldwide.

#46 Barefoot

COUNTRY OF ORIGIN: US
OWNER: E&J Gallo

E&J Gallo, the world’s largest wine producer, does not enjoy the greatest reputation for its mainstream, entry-level wine brands such as Gallo Family Vineyard, Hearty Burgundy (only in the US) and Turning Leaf.

Yet it has won countless medals for its premium estate wines, such as Frei Ranch and the MacMurray Estate.

Barefoot represents the new generation of wine brands which are more about image and what the wine represents rather than concentrating on what is in the bottle.

Known as a ‘hippy brand’ due to its unconventional roots, Barefoot has done well among younger wine drinkers who, according to one academy member, “just want to consume an affordable, easy-to-understand, easy-to-drink wine and are frankly not interested in the baggage that can come with wine”.



#48 Berberana

COUNTRY OF ORIGIN: Spain
OWNER: United Wineries

As one of the oldest wineries in Rioja, Berberana credits its success to four attributes: heritage; value for money; Tempranillo; Spain and innovation.

Berberana’s One Cork, One Point scheme was launched in 2009 to encourage brand loyalty.

It allowed customers to convert their purchase into points which would ultimately result in luxury breaks and experiences.

Winning more than 116 awards in the past six years, most recently Berberana took home two gold and two silver medals from the Bacchanalia Wine Awards.

While Berberana may be ‘Spain’s best-selling brand worldwide’, it will have to settle for a place outside the top five Most Admired Spanish brands this year.



Santa Rita

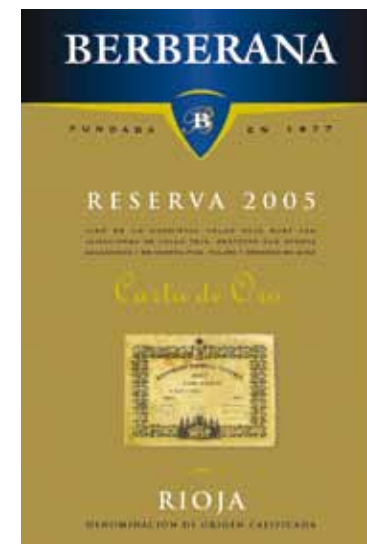
COUNTRY OF ORIGIN: Chile
OWNER: Grupo Claro

Founded in 1880, Santa Rita is one of the largest Chilean wine producers, marketing its product in more than 75 countries and exporting 1.4 million cases in 2013. The end of the 1980s and early 90s marked a time of great expansion for the company and today it has more than 3,000ha of vineyards and the brand is marketed in some 75 countries.

In 2013, Santa Rita was named one of Decanter magazine’s Wine Legends, the first Chilean wine in history to gain the distinction. The 1989 vintage of Casa Real takes pride of place among such brands as Château Petrus, Châteaux Margaux and Vega Sicilia – all nominees in DI’s Most Admired 2014.

Andres Alavados, export commercial director, said: “A wide selection of wines, labels and flexibility for both the on and off-trade sees the brand appealing to a wide consumer audience.”

“Santa Rita also enjoys a strong following in the domestic market, taking a lead with the legendary Casa Real to the Medalla Real and 120 ranges ensures the wines of Santa Rita access all areas of the premium market place. Santa Rita also prides itself on being at the forefront of sustainability in Chile.”



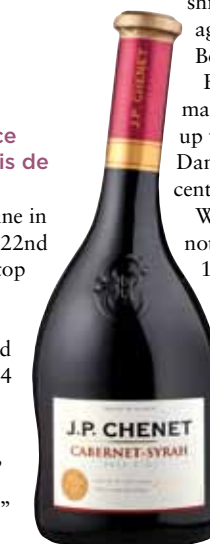
#49 JP Chenet

COUNTRY OF ORIGIN: France
OWNER: Les Grands Chais de France

The ‘best-selling French wine in the world’ has fallen from 22nd place, and dips out of the top 10 all together this year.

The distinctive, slanted neck and generously bodied bottle was designed in 1984 by Joseph Helfrich and named Joséphine.

In Helfrich’s own words, JP Chenet was introduced as a “brand for the masses” and is exclusively made



from grapes grown and vinified by partner producers in Le Pays d’Oc and Gascogne.

The revolutionary design meant that a special bottling chain had to be built, but this was to be rewarded when JP Chenet was awarded a Packaging Oscar and Verre Avenir award in 1991 for design and packaging innovation.

Following the launch of flavoured wine ‘Fashion’ 2009, JP Chenet has been on somewhat of a gold rush, with the Chardonnay and Syrah/Malbec offerings both picking up gold at Selection Mondiales des Vins Canada 2013.

#50 Barton & Guestier

COUNTRY OF ORIGIN: France
OWNER: Castel Frères

A newcomer to our chart, Barton & Guestier has more than three centuries of experience in the wine business and is present on five continents in 130 countries.

The ‘first French brand name’ and one of the oldest wine merchants established in Bordeaux, Barton & Guestier today works in partnership with around 250 winegrowers in France.

Thomas Barton founded the wine

shipping company in 1725 at the age of 30, after emigrating to Bordeaux from his native Ireland.

Barton’s grandson, Hugh, made the savvy decision to team up with friend and ship owner Daniel Guestier in the early 18th century.

While this partnership was not confirmed in writing until 1802, Guestier almost single-handedly ran the company while Barton faced, and narrowly escaped, the guillotine for “dealings with the enemy” in 1791.

Diageo sold Barton & Guestier to France’s largest wine company Castel Frères in 2010 for an undisclosed sum.

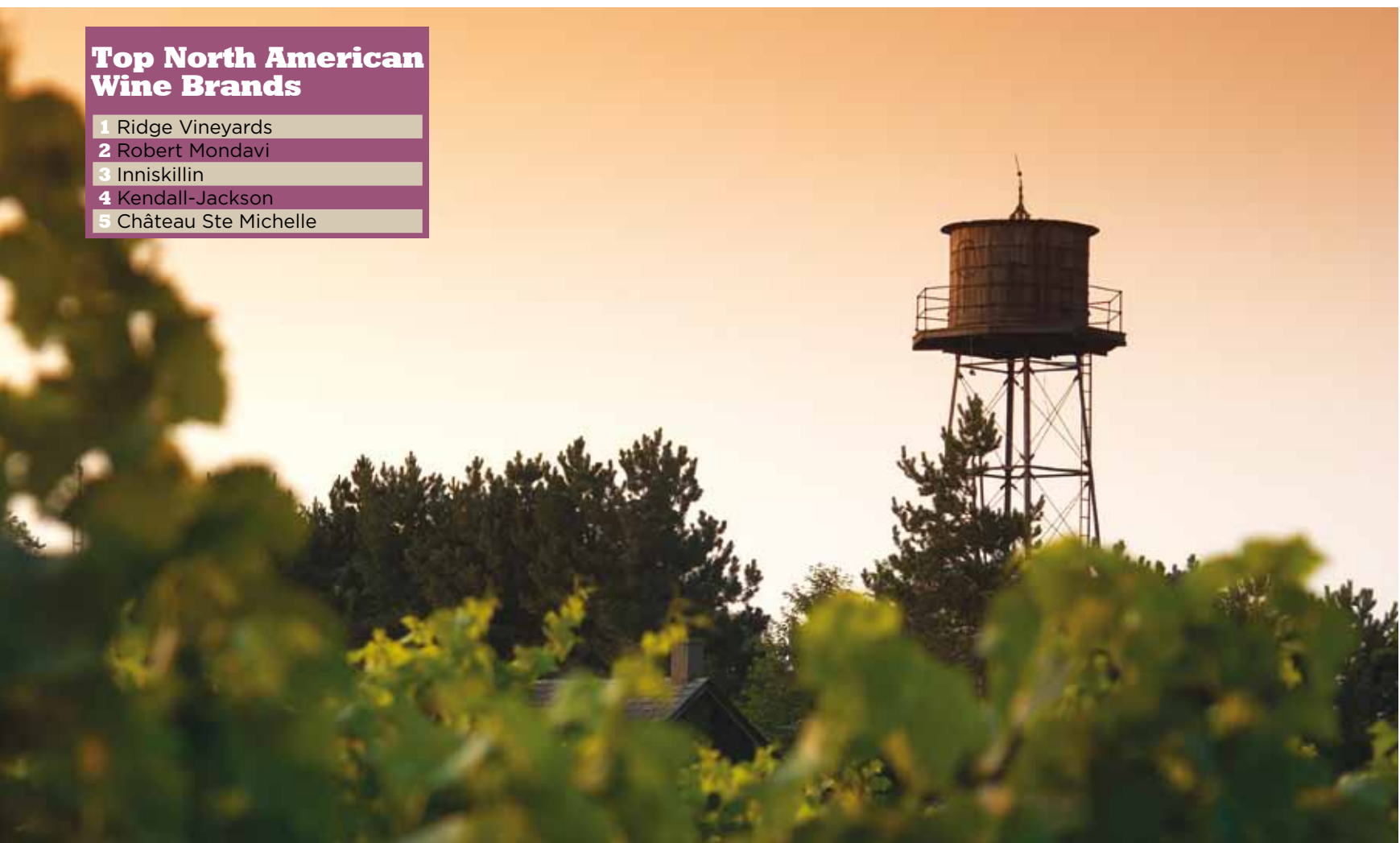


regionals

Most Admired Wine Brands

Top North American Wine Brands

- 1 Ridge Vineyards
- 2 Robert Mondavi
- 3 Inniskillin
- 4 Kendall-Jackson
- 5 Château Ste Michelle



North America

The number of North American brands in our top 50 has fallen for the first time, from eight last year to six this year.

Ridge retains the top spot, but last year's chart brands Delicato, Blossom Hill and Fetzer fail to make the cut.

The only Canadian brand in the top 50, Inniskillin, bumps Kendall-Jackson and Château Ste Michelle out of the top three

in the fight to take third Most Admired North American brand.

Gallo is once again only present in the sub-brand form of Barefoot, which placed sixth on the list – up from last year's eight.

With five winners in the top 40 and two in the top 20, North America is proving why its 300 years in winemaking are making it a formidable force in the World's Most Admired Wine Brands.

Above: Inniskillin
Below left to right: Ridge, Robert Mondavi, Inniskillin, Kendall-Jackson, Château Ste Michelle, Barefoot



Most Admired Wine Brands

Top South American Wine Brands

- 1 Casillero del Diablo
- 2 Cono Sur
- 3 Trapiche
- 4 Leyda
- 5 Undurraga



Above: Trapiche
Below from left: Casillero del Diablo
Cono Sur
Trapiche
Undurraga



South America

For the fourth year in a row the number of South American brands in the top 50 has increased.

Proving admiration does not always equate to volume sales, Chile – which is the world’s ninth largest producer of wine – has four brands in

the list compared to fifth-largest producer Argentina’s one in Trapiche.

Once again, Concha y Toro performs well with its Casillero del Diablo brand taking the top spot, independent of its parent company’s name.

Leyda, a newcomer last year, holds on to its place in the top five.

Most Admired Wine Brands



European

More than half of the World's Most Admired Wine Brands are European, so being named top was no mean feat.

Torres took the overall crown so of course it tops the European chart as well – as it has done every year since this supplement was launched.

Newcomer Château Latour replaces Rothschild as the top Bordeaux brand and takes second place here, while Tignanello comes back strong to take third.

Duboeuf, Félix Solis and Domaine de la Romanée-Conti fall out of the top 50 altogether this year. The top 10 Most Admired European Brands all secure places in the top 20.

The make up of the European presence is distinctly different from previous years as Bordeaux has been incorporated into this ranking for the first time. In all, seven Spanish brands, 11 Bordeaux, four French (outside Bordeaux), two Italian, one Hungarian and

one Portuguese brand make up the 26 European Most Admired Brands.

Eight of the Bordeaux brands are in the European top 20 – one more than in the past two years and one less than the first Most Admired. Perhaps next year Bordeaux will boast the 10 entries it has been unable to match since 2011.

A number of academy members voted solely for Bordeaux wines.

Commenting on his company's win, general manager Miguel Torres Maczassek said: "During the past decade we have started to produce wines in more appellations of origin in Spain.

"We spend a lot of time and effort trying to be close to our consumers. Our winemakers, managers and all family members are travelling constantly to meet new customers and communicate about Torres.

"We are very present in the online channels and have a great number of loyal consumers who ask for our wines wherever they go."

Top European Wine Brands

- 1 Torres
- 2 Château Latour
- 3 Tignanello
- 4 Château d'Yquem
- 5 Château Margaux
- 6 Guigal
- 7 Vega Sicilia
- 8 Louis Latour
- 9 Château Haut-Brion
- 10 Michel Chapoutier
- 11 Marques de Riscal
- 12 Petrus
- 13 Mouton Rothschild
- 14 Abadal
- 15 Royal Tokaji
- 16 Cheval Blanc
- 17 Paul Mas
- 18 Lafite
- 19 Mateus
- 20 Campo Viejo



**Top: Torres, Château Margaux, Abadal
Left: Bountiful Bordeaux's top wines include Haut-Brion, Margaux, Petrus and Mouton Rothschild
Right: Vega Sicilia, Marques de Riscal and Cheval Blanc**



Australia & New Zealand

One-fifth of this year's winners are wines produced in Australia and New Zealand.

Penfolds and Cloudy Bay hold on to their top slots again this year while Yalumba and Hardys both make the cut for the first time.

Neither Brancott Estate nor Wyndham Estate are present in this year's top 50, despite placing well in previous years (third and ninth respectively in this regional section).

Cloudy Bay and Oyster Bay are the only two New Zealand brands to make it into the chart.

Australia retains the dominance it achieved last year with eight brands.

With one more entry than last year and with different brands making their debut from the two countries, Australia and New Zealand are showing their breadth in production and quality in the estimation of our panel.

Top Australian and New Zealand Wine Brands

- 1 Penfolds
- 2 Cloudy Bay
- 3 Yalumba
- 4 Jacob's Creek
- 5 McGuigan
- 6 Wolf Blass
- 7 Oyster Bay
- 8 Yellowtail
- 9 Hardys
- 10 Banrock Station



Cloudy Bay vineyards



Most Admired Wine Brands

THE TOP 50

Full list of placings from this year's poll

- 1 **Torres** up 1
- 2 **Casillero del Diablo** down 1
- 3 **Château Latour** re-entry
- 4 **Tignanello** up 28
- 5 **Penfolds** down 2
- 6 **Château d'Yquem** re-entry
- 7 **Château Margaux** up 13
- 8 **Cloudy Bay** down 3
- 9 **Guigal** down 1
- 10 **Vega Sicilia** re-entry
- 11 **Ridge** down 5
- 12 **Louis Latour** up 17
- 13 **Château Haut-Brion** up 26
- 14 **Michel Chapoutier** down 10
- 15 **Yalumba** new entry
- 16 **Cono Sur** up 2
- 17 **Robert Mondavi** up 14
- 18 **Marques de Riscal** up 6
- 19 **Petrus** up 11
- 20 **Jacob's Creek** up 5



1

World's Most Admired Wine Brand

2

Top South America Wine Brand

3

Top re-entry

4

Highest climber

5

Top Australia and New Zealand Wine Brand

11

Top North American Wine Brand

- 21 **Mouton Rothschild** down 12
- 22 **Inniskillin** re-entry
- 23 **McGuigan** down 9
- 24 **Abadal** new entry
- 25 **Royal Tokaji** new entry
- 26 **Wolf Blass** down 11
- 27 **Château Musar** re-entry
- 28 **Oyster Bay** up 18
- 29 **Cheval Blanc** down 8
- 30 **Paul Mas** new entry
- 31 **Trapiche** new entry
- 32 **KWV** up 3
- 33 **Yellow Tail** down 16
- 34 **Lafite** down 15
- 35 **Leyda** down 7
- 36 **Kendall-Jackson** down 23
- 37 **Mateus** up 7
- 38 **Château Ste Michelle** down 15
- 39 **Campo Viejo** down 13
- 40 **Zonin** new entry
- 41 **Le Pin** up 1
- 42 **Marques de Caceres** up 1
- 43 **Undurraga** up 4
- 44 **Hardys** new entry
- 45 **Banrock Station** new entry
- 46 **Barefoot** up 3
- 47 **Santa Rita** down 14
- 48 **Berberana** re-entry
- 49 **JP Chenet** down 27
- 50 **Barton & Guestier** new entry