World’s most admired

WINE BRANDS

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Welcome to this year’s Drinks International Most Admired Wine Brands supplement.

This is the third time we have asked our panel of leading wine professionals to cast their votes. The results are, as always, fascinating.

It’s an interesting time to be involved in wine. There’s something of a power shift taking place. Asian markets are experiencing dynamic growth, the US is opening up to wine more than at any time in its history, and upwardly mobile consumers in markets like Brazil and Russia are also getting a taste for wine like never before.

In Europe, meanwhile, wine is finding growth harder to come by – not just in producing countries, where consumption has been slowly tailing off for some time, but in the UK, which has grown accustomed to sales increases but may now have reached its peak.

So brand owners are redrawing their maps and setting their sights on markets that were previously off their radars. As we’ve seen with China, the brands that have done most to open doors are prestige marques such as Lafite, or international brands like Jacob’s Creek, which have the scale, resources and consumer profile to make progress.

Reputation counts for an awful lot in the wine world, now more than ever. Our survey is the perfect indicator of which brands lead the way on the global stage – as well as which brands are on the march, and which ones may have more work to do.
When casting their votes, we asked judges to use the following criteria: wines should be of consistent or improving quality; they should reflect their region or country of origin; they should respond to the needs and tastes of their target audience; they should be well marketed and packaged; they should have strong appeal to a wide demographic. The judging panel, as usual, included Masters of Wine, consultants, winemakers, wine writers, retailers, importers, buyers and analysts.

This year we recruited extra judges from emerging markets in Asia, to give the panel a more balanced look, and to reflect the explosive growth that wine is experiencing in the region. In particular we’ve approached wine educators – the people who are doing more than most to spread wine knowledge in markets such as China – to take part in the poll. Judges can vote for up to six wine brands. Again we emphasised that this was not necessarily a competition to reward the best-selling wines in the market, or those with the most critical acclaim.

To help them on their way, we supplied a list of more than 80 well-known brands and producers, but as usual we also encouraged the option of free choices – names not included on our list.

The results are fascinating. While some brands have been a model of consistency, and have performed equally well in all three Most Admired surveys, a few tend to yo-yo around the top 50 and some dip in and out. Where there was a tie for places, a small jury of voters was assembled to decide the final positions.
For the third time in succession, Concha y Toro tops the Most Admired Wine Brands poll. It’s a staggering achievement, displaying the sort of consistency that devotees of the brand have come to expect from the winemakers behind Chile’s most famous export.

Casillero del Diablo is the brand that is most associated with the Concha y Toro name. Preliminary figures from the company show that global volumes of the brand rose by an impressive 8% in 2012, reaching a figure of around 3.4 million cases. It accounts for just under half of all exports by Concha y Toro.

The UK market remains the most important market for Casillero del Diablo and, despite all the challenges facing exporters to that country – rising duty rates, squeezed margins and reduced consumer spending power – the brand hit new heights last year. It’s now a 1m-case wine in the UK market, where it remains one of the few major international brands to garner favourable reviews from critics. Matthew Jukes, who writes for the UK’s Daily Mail, described Casillero del Diablo Cabernet Sauvignon 2010 as the “finest value Cabernet on the planet”.

The brand has benefited from marketing investment from Concha y Toro, involving brand-building work in more than 50 markets, both in media and at point of sale. The partnership with Manchester United continues to pay dividends.

For Concha y Toro as a whole, the most dynamic region in 2012 was Asia, where it achieved volume growth of 21%. China, unsurprisingly, is leading the way, with volumes up by 56%. It’s followed by Japan (+20%), Korea (+26%), Hong Kong (+14%) and Singapore (+30%).

This has not happened by accident. In 2010 a commercial division was created for the region, followed by the opening of the regional office in Singapore. The company is now in the process of opening an office in Shanghai with the objective of strengthening its position in China.

Almost two thirds of Concha y Toro volumes worldwide are distributed by its own network, meaning the sales and marketing are also closely controlled by the Chilean head office. It’s a system widely envied by rival brand owners without such resources, who are forced to rely on partnerships and agency agreements with other businesses, not always with the results they would prefer. In addition to its recent activity in Asia, the company has also opened wholly-owned commercial offices in Canada and South Africa in the past year.

Concha y Toro’s more upmarket offering has also been performing well. Global sales of the super-premium wine Marques de Casa Concha grew 10% in 2012, according to company figures.

In this year’s Most Admired poll, we separated Cono Sur’s votes from those of Concha y Toro as a whole, following feedback from those who felt that they deserved to be treated as different entities. So Cono Sur enters the top 50 in its own right, for the first time yet still Concha y Toro amassed enough votes to top the table. It’s yet more proof, if it were needed, that this genuinely is the world’s most admired wine brand.
We don’t pat ourselves on the back or think we are the best; we simply believe in doing things a little better every day.” That’s one of the most telling statements in a long list of company values published by Torres. Brand owners of this scale are often accused of taking short cuts and accepting compromise in their quest to retain their dominance. Torres, on the other hand, is never associated with such complacency.

Torres wines can now be found in more than 150 countries, with exports accounting for 72% of the company’s business. In 2011, turnover rose almost 5% to €215m, with 95% of the company’s profits reinvested into the business “to ensure growth and viability in the long term”.

Outside of its native Spain, Mexico, the UK, the Netherlands, Germany and Finland are Torres’ most important territories, though the list also includes developing markets such as Russia and China, where more growth seems assured.

Bodegas Torres can trace its history to 1870. The company now owns 2,272 hectares of vineyards, 1,800 of which are in Spain, 440 in Chile, and 32 in California. It employs more than 1,300 people worldwide.

In Spain, Bodegas Torres has a range of vineyards in various Denominations of Origin: Penedès, Conca de Barberà, Priorat, Jumilla and Costers del Segre; as well as wineries in Penedés, Priorat, Ribera del Duero, Rioja and Rueda.

Outside Spain, its most acclaimed vineyards are Mas La Plana, Grans Muralles, Reserva Real, Perpetual, Fransola, Milmanda, Manso de Velasco (Chile), the Don Miguel and Doña Margarita Vineyards (California), and the Jean Leon winery which is managed by Mireia Torres-Maczassek, who combines this role with running the Priorat winery.

The company’s most mainstream brands, Viña Sol and Sangre de Toro, are acclaimed by critics for their consistent quality. Other familiar brands include De Casta, Coronas, Atrium and Viña Esmerelda, while at the premium end Torres takes pride in Coronas Mas la Plana, made with Cabernet Sauvignon from a 29ha plot in Penedés. Since 1991 the company has been led by Miguel À Torres, a fourth-generation family member whose pioneering work has helped shape the modern Spanish wine industry. A committed environmentalist, he is an opponent of intensive viticulture and prefers biological treatments to chemicals.

Along with vice-presidents Juan M Torres and Marimar Torres, Torres is now overseeing the “steady transition” to the fifth generation, represented by Arnau Torres-Rosselló, Mireia Torres-Maczassek, Cristina Torres and Miguel Torres-Maczassek, who recently became the company’s general manager.

Don’t expect the succession to lead to a change of direction, however. The new generation are unlikely to rest on their family laurels, but they will be charged with continuing a legacy which demands innovation, trust, loyalty, teamwork and honesty – and the characteristic humility that has made Torres such an iconic name for decades.
Penfolds has been veering towards super-premium status for some time – indeed Grange has been regarded as Australia's icon wine almost since it first appeared in the 1950s.

Recently, however, the project has gained real momentum as Penfolds has conquered Asian markets and played on its luxury credentials. Two launches from 2012 illustrate the strategy perfectly.

First, Penfolds released its highly sought-after Block 42 Kalimna Cabernet Sauvignon 2004 in a hand-blown glass ampoule housed in a hand-tooled wooden cabinet, with an asking price of AU$168,000. As commentators pointed out at the time, that's roughly what you would expect to pay for 10 or more cases of Château Lafite 2009.

As part of the deal, winemaker Peter Gago will fly to any destination in the world to open the 12 ampoules that were released. “The ampoule will be ceremoniously removed from its glass casing and opened using a specially designed, tungsten-tipped, sterling silver scribe-snap,” the sales prospectus said. “The winemaker will then prepare the wine using a beautifully crafted sterling silver tastevin.”

The wine itself is worth a fraction of the price tag of the ampoule, but that's not the point.

Penfolds is sending a clear message to the world that its name is about more than fermented grape juice, even if it’s very good fermented grape juice.

It’s aligned itself with a luxury lifestyle, and the kind of aspirational values that appeal to the world’s super-rich.

The theme continued with the launch of Penfolds Collection, a complete vertical dating from the first experimental vintage in 1951 up until the most recent, in 2007.

Priced at £1.2m, the package also includes 13 magnum cases which include both the ultra-rare 2004 Bin 60A and the 2008 Bin 620 Coonawarra Cabernet/Shiraz.

The purchaser will also be sent a case of Penfolds icon and luxury wines for the next 10 years.

The price tag also includes £50,000 in vouchers to spend on acquiring other older Penfolds wines, two business-class tickets to Adelaide, a VIP tour and tasting at Penfolds’ Magill Estate, two nights’ accommodation and dinner at the Magill Estate restaurant.

This shift in strategy has, in reality, ruffled a few feathers among Penfolds’ traditional customer base, which has been critical of recent price rises.

But Treasury Wine Estates is pleased with the progress it’s making. In its most recent figures, net sales revenue for Penfolds was up nearly 11% a case, driven by “luxury innovation” and “increased allocation to Asia and emerging markets”.

It’s all a world away from the brand’s beginnings in 1844, when a young English doctor, Dr Christopher Rawson Penfold, imported vine cuttings from the south of France and planted them near his cottage at Magill, on the outskirts of Adelaide.

The business continued to progress and really hit its stride when winemaker Max Schubert developed Grange (initially without the blessing of his employers) in the 1950s.

Now under the stewardship of Treasury, Penfolds has not just innovated with its luxury strategy – it has also set about correcting its over-reliance on red wines.

Its Yattarna project, set in train in the 1990s, has led to two white wines joining the Bin range – Bin 311 Chardonnay and Bin 51 Riesling – while a Semillon/Sauvignon Blanc has become part of the Koonunga Hill range.

Penfolds continues to act as Treasury’s flagship wine, but the ambassadorial role it carries out for Australia in general – and arguably the entire wine category – ensures that it continues to be held in high regard by its peers, rivals and customers.
Most Admired Wine Brands

Michel Chapoutier
ESTIMATED GLOBAL SHIPMENTS: 420,000 cases
COUNTRY OF ORIGIN: France
OWNER: Chapoutier

Once again Chapoutier is the most admired French wine brand in the vote. The company bases its philosophy on its crus and a range of Domaine wines, made from single estates. The company’s own vineyards and the single vineyards it selects are bases grape-growing in each vineyard. The company now owns a 2,500ha of vines across four vineyards, containing Chardonnay, Cabernet Sauvignon, Merlot and Pinot Noir, as well as the vines across four vineyards, containing Chardonnay, Cabernet Sauvignon, Merlot and Pinot Noir, as well as the

#5 Cloudy Bay
ESTIMATED GLOBAL SHIPMENTS: 150,000 cases
COUNTRY OF ORIGIN: New Zealand
OWNER: LYMH

It’s now almost 30 years since David Holman (founder of Cape Mentelle in Margaret River) created this iconic brand on the northern tip of New Zealand’s South Island. In Sauvignon Blanc, it parallels the Marlborough region internationally on the international wine map and created a fusty, pungent style that many have imitated, but few have bettered.
The company owns 2,950ha of vines across four vineyards, containing Chardonnay, Cabernet Sauvignon, Merlot and Pinot Noir, as well as the

#7 Brancott Estate
ESTIMATED GLOBAL SHIPMENTS: 1.2m cases
COUNTRY OF ORIGIN: New Zealand
OWNER: Pernod Ricard

Brancott Estate was created in the mid-1970s, when Marlborough was better known for its sheep farms than its vineyards. Since then, the brand has become New Zealand’s biggest-selling wine export, and helped pioneer a style of Marlborough wine.

#8 Guigal
ESTIMATED GLOBAL SHIPMENTS: 100,000 cases
COUNTRY OF ORIGIN: France
OWNER: Guigal family

Gigondas is celebrated for a wide range of red, white and rosé wine from the northern and southern apppellations of the Rhône valley. Established in 1946 by Étienne Guigal, it has been expanded and continues to grow in the vineyards that cover all the terroirs: Côte-Rôtie, Condrieu, Crozes-Hermitage and Tain-l’Hermitage.

#10 Domaine de la Romanée-Conti
ESTIMATED GLOBAL SHIPMENTS: 5.250 cases
COUNTRY OF ORIGIN: France
OWNER: De Villaine and Roch families

The first vintage of DRC was produced in 1853. Contemporary vintners are in short supply, but in more recent vintages, critics around the world have poured out fulsome praise for a wine that may not just be the best in Burgundy but, in some people’s view, the world. DRC’s 23 grands cru vineyards include Romanée-Conti, La Tâche, Richebourg, Romanée-St-Vivant, Grands Echézeaux, Echézeaux and Le Meixbrach. They form a claret around the village of Vosne-Romanée, on well-drained slopes above 300m above sea level. Vines have an average age of around 45 years and are farmed organically.

Duboeuf
ESTIMATED GLOBAL SHIPMENTS: 2.5m cases
COUNTRY OF ORIGIN: France
OWNER: Duboeuf family

Known as ‘the king of Beaujolais’ (or sometimes the pope), Georges Duboeuf grew up on the family vineyard in Mâcon and by the age of 18 was delivering Beaujolais by bicycle to local restaurant clients. Not long after that, Duboeuf established a syndicate of 45 growers to fund his growing enterprise.

#11 Château Mouton-Rothschild
ESTIMATED GLOBAL SHIPMENTS: 30,000 cases
COUNTRY OF ORIGIN: France
OWNER: Rothschild

Mouton was, infamously, excluded from the 1855 classification of first growths – an omission that caused anger and resentment until the authorities got around to correcting this sorry state of affairs in 1973, after decades of lobbying on the part of Baron Philippe de Rothschild.

Even without such status, Mouton always behaved like a first growth, and indeed sold its wines for higher prices than many which had been recognised as Bordeaux’s finest.

Owned by the Rothschilds since 1853, it is considered as the first to introduce estate bottling, and has a tradition of exaggerating its wine’s merits in an effort to design its labels. Picasso took the commission for the historic 1973 vintage.

The 75% Paulliac vineyard is dominated by Cabernet Sauvignon, with a little Cabernet Franc, Merlot and Petit Verdot also present.

Today Mouton is owned by Baroness Philippine de Rothschild and run by estate director Hervé Berlaud, who specialises in exotic and exuberant

N collider following among collectors worldwide.

A second wine, Le Petit Mouton, first introduced in 1996.

Scottish Pharmaceutical Co Ridge is the US’s most admired wine brand, a triumph in an environment where distributors are acquisitive to their commitment to ‘pre-industrial’ winemaking techniques. The company bases its philosophy on 19th-century principles, a world away from the chemical reliance and mass-production found in parts of California, and indeed across the world.

This involves natural pest and disease management techniques, native yeasts in the winery, and an absence of commercial yeasts. More than anything else, Ridge wants its wines to have a genuine sense of place, and
**Most Admired Wine Brands**

**#12 Vega Sicilia**
- **Estimated Global Shipments:** Not known
- **Country of Origin:** Spain
- **Owner:** Alvarez family

Vega Sicilia’s recognition as a world-class wine region has come comparatively late, but in most acclaimed producer, Vega Sicilia, can trace its history back as far back as 1844, in fact the Don Eloy Luciano y Chaves decided to plant the Cabernet Sauvignon and Merlot grapes that are now so crucial to the winery to this day.

Technical director Xavier Asso, who began working as an oenologist at Vega Sicilia in 1992, oversees the entire Vega Sicilia portfolio. We are supported by Jesús Jess Jackson in 1992, “I look at all of the wines we make,” he says, “and all of the individual lots of wines that we make, and the thousands of barrels we are sitting in our cellars and sometimes I think, you gotta be kidding me!”

After he sufficiently recovered from my daily panic attack, I take off my coat, dig in my heels and take it one barrel at a time.”

**#14 McGuigan**
- **Estimated Global Shipments:** Not known
- **Country of Origin:** Australia
- **Owner:** Australian Vintage

Tracing its roots to 1880, when Owen McGuigan settled in the Hunter Valley, the company has grown from an owner-familly owned business throughout its history and is now one of the largest wine companies in the world. It’s also one of the most awarded wineries in the world, by its own calculations.

Now run by brothers Brian and Neil McGuigan, the business exports to more than 20 countries and makes wine in the Barossa as well as the Hunter.

The company is best known for Black Label, the flagship brand, but its portfolio also includes the Bin Series, Estates, Cellar Select and Signature. Recent innovation has included Semillon Blanc, a light and zesty expression of the variety.

**#15 Wolf Blass**
- **Estimated Global Shipments:** 4m cases
- **Country of Origin:** Australia
- **Owner:** Treasury Wine Estates

Wolf Blass recently reported a sales increase of more than 20% in the Chinese market and is expecting to see Asia boom ever larger in its priorities in the near future. Indeed, Treasury Wine Estates competes economic and demographic trends in China to those that existed at the UK in the 1980s, before Australia wines poured on the opportunity and made Britain its top export destination.

More than 70% of Wolf Blass wine is exported, to around 50 countries. The brand has come a long way since 1969, when Wolfgang Blass bought a plot in South Australia, launching Black Label four years later, and winning the James Watson Trophy at the Melbourne Wine Show in 1974.

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**#16 Félix Solís**
- **Estimated Global Shipments:** 16m cases
- **Country of Origin:** Spain
- **Owner:** Félix Solís SA

Félix Solís’s Vinya Albita brand — named after a star in the constellation of Aquarius — sells around 1.8m cases a year and is available in China, Russia and Gran Rebeca series. In 1852, Félix Solís Fernández — who came from a long tradition of winemaking — settled in Valdepeñas. He purchased Casa del Huerto del Cura and began his winemaking enterprise. Today the estate is known as Vinya Albita and serves as the headquarters of Félix Solís SA.

Seven per cent of the wine sold outside Spain of the DO Valdepeñas label bears the Félix Solís name. In addition to Vinya Albita, the portfolio also includes Albita Auri, Los Molinos, Diego de Almagro, Soldaperas, Potaval, Convivio, Osprat and several more brands.

**#17 Yellow Tail**
- **Estimated Global Shipments:** 12m cases
- **Country of Origin:** Australia
- **Owner:** Cono Sur

Yellow Tail is such an epoch-making wine that it’s sometimes easy to forget it was launched in 2001, from a small site at Griffith in New South Wales. The company now calculates that 2.5 million glasses of its wines are consumed around the world every day of the year.

Yellow Tail can now be found in more than 100 countries, and is rapidly making progress in Asian markets. But its story will always be linked with its remarkable success in the US, where its growth rates were unparalleled in that market’s history, and where it remains the number one imported red wine.

The company remains family-owned and true to its roots and original philosophy, producing easy-drinking wines that are aimed family as consumers, rather than the critics.

Recent launches have included Sparkling Rose Beat and Cono Sur Noble Line Rosé.

**#18 Cono Sur**
- **Estimated Global Shipments:** 4.5m cases
- **Country of Origin:** Chile
- **Owner:** Cono Sur

“Nothing more, no dusty bottles, just quality wines” — so goes the marketing slogan, appropriately enough for a wine business established in 1993. Its name may sound like a play on words, but it literally means ‘southern cone’ — a reference to the shape of South America on the map.

The business has become one of the largest producers of Pinot Noir in South America, and indeed the world. Its wines are sold in 70 countries worldwide, taking advantage of the available distribution network created by parent company Cono Sur.

Under the stewardship of general manager Adrián Huidobro, the company has built a reputation not just for good value wines, but also for its commitment to sustainability and a humanistic approach to workers.

Recent launches have included Sparkling Rose Beat and Cono Sur Noble Line Rosé.

**#19 Château Lafite**
- **Estimated Global Shipments:** 45,000 cases
- **Country of Origin:** France
- **Owner:** Rothschild

Inimitability is supposedly the sincerest form of flattery but Lafite would prefer to be ignored by the competitors who continue to create problems for the marquis in China. Lafite is one of the most desirable luxury goods among nicotine smokers and upper classes, thanks partly to the efforts made by its owners to cultivate relations in that country, but also because Chinese smokers find it a relatively easy name to pronounce.

Classified as a first growth since 1855, Lafite’s Pauillac estate has been planted with vines since the 17th century and sport time under Dutch and English ownership before being bought by the Rothschilds in 1868. Its first wine is dominated by Cabernet Sauvignon while the second wine, Carrefou de Lafite, contains a higher percentage of Merlot in the blend.
Most Admired Wine Brands

#24 Marqués de Riscal

**Country of origin:** Spain

**Estimated global shipments:** 1,770 cases

**Owner:** Vinos de los Herederos del Marqués de Riscal

Marqués de Riscal is one of the oldest bodegas in La Rioja, founded in Elciego (Alava) in 1858 by Guzmán Hartasida. Sixty per cent of its production — described by the company as “original, fresh, elegant and easy to drink wine” — is exported, to nearly 100 countries. Always keen to innovate, the business now operates from City of Wine, Frank Gehry’s acclaimed construction which opened in 2006.

In Rioja, the company owns 500 hectares of vineyards, planted with Tempranillo, Graciano, Cabernet Sauvignon and Mazuelo. It also has control of a further 9560 hectares of vineyard. The company was the first to introduce Bordeaux winemaking techniques to the region and was also a pioneer of the modern winemaking scene in Rueda.

**Country of origin:** Spain

**Estimated global shipments:**

- #22 JP: 79,945 cases
- #23 Château Ste Michelle: 78,100 cases
- #24 Marqués de Riscal: 65,750 cases
- #25 Jacob’s Creek: 5,275 cases
- #26 Campo Viejo: 4,520 cases
- #27 Delicato: 3,075 cases
- #28 Leyda: 2,075 cases
- #29 Louis Latour: 2,075 cases
- #30 Petrus: 3,000 cases

**Owner:** JP Moueix

**Country of origin:** France

**Credit: Drinks International March 2013**
Most Admired Wine Brands

#31 Robert Mondavi
**ESTIMATED GLOBAL SHIPPED**: 10m cases
**COUNTRY OF ORIGIN**: US
**OWNED**: Constellation Brands

When Robert Mondavi built the winery which still bears his name, it was the Napa Valley’s first major new-build project since the end of Prohibition more than 30 years earlier. His Cabernet Sauvignon became a signature wine and laid the foundation for modern winemaking in California. A true pioneer, Mondavi was ahead of his time in promoting wine education, greener approaches to production and New & Old World collaboration in the form of Opus One with Baron Philippe de Rothschild. The family $11.4 billion sale to Constellation in 2004 took some of the gloss off the Mondavi legend but its reputation still combines continues most Californian rivals.

#32 Antinori
**ESTIMATED GLOBAL SHIPPED**: 2.2m cases
**COUNTRY OF ORIGIN**: Italy
**OWNED**: The Antinori family

Tuscan’s heart has built on its fine balance between tradition and modernity, durability and accessibility, and focus and diversity.

With six centuries and 26 generations of winemaking heritage it finally threw its reputation still outshines most of winemaking heritage it finally threw and focus and diversity.

#33 Faustino
**ESTIMATED GLOBAL SHIPPED**: 500,000 cases
**COUNTRY OF ORIGIN**: South Africa
**OWNED**: Nivello/HCI

South Africa’s largest wine producer’s recent past has been so closely linked to the country’s own political rules that it’s sometimes been easy to overlook the multiple successes that wines such as its Classic Collection, the Mentors and Cathedral Cellar achieves in domestic wine competitions. A renowned producer in the days of apartheid, it has retained itself in 21st century South Africa. The HCI Hack empowerment investment company secured its second deal as the subsidiary of a global drinks major, having swapped Brown-Forman for a place in Chile’s domestic wine competitions.

#34 Fetzer
**ESTIMATED GLOBAL SHIPPED**: 3m cases
**COUNTRY OF ORIGIN**: US
**OWNED**: Gallo

The estate – named after the Roman poet-viticulturist Decimis Magnus Vauthier – is one of the most famous names in Asia. It has spread its wings to explore lesser-known Spanish regions with the potential to produce top-quality wines.

#35 KWV
**ESTIMATED GLOBAL SHIPPED**: 500,000 cases
**COUNTRY OF ORIGIN**: South Africa
**OWNED**: KWV

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#36 First Cape
**ESTIMATED GLOBAL SHIPPED**: Not known
**COUNTRY OF ORIGIN**: South Africa
**OWNED**: Brand Phoenix

What started out just over a decade ago as a venture between three UK wine trade executives and a group of five South African winemakers has now grown into a global affair with more than 200 South African suppliers supplemented by others in Australia, Italy, eastern Europe and South America.

First Cape has fragmented into a number of sub-brands, all retaining the core philosophy of giving mainstream consumer what they want – honest, affordable wine. The brand has been at the forefront of the lower-alcohol wine movement, particularly in the UK, which continues to be its main market, though it is now making inroads into other European nations.

#37 Blossom Hill
**ESTIMATED GLOBAL SHIPPED**: 500,000 cases
**COUNTRY OF ORIGIN**: France
**OWNED**: Vauthier family

A sprinkling of fairy dust from consultant winemaker Michel Rolland helped bring the St Emilion property’s luscious fruit-driven wines back to form in the past decade and a half.

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#38 Faustino
**ESTIMATED GLOBAL SHIPPED**: 13,000 cases
**COUNTRY OF ORIGIN**: Spain
**OWNED**: Grupo Faustino

For over 150 years after it was founded, Faustino’s mix of tradition and innovation kept it firmly on the world wine map – and of international cycling. The main bodega has been the start point for a stage in the last two Tours of Spain.

#39 Château d’Haut-Brion
**ESTIMATED GLOBAL SHIPPED**: 10m cases
**COUNTRY OF ORIGIN**: France
**OWNED**: Domaine Clarence Dillon

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#40 Ausone
**ESTIMATED GLOBAL SHIPPED**: 2,000 cases
**COUNTRY OF ORIGIN**: France
**OWNED**: The Vauthier family

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First Cape has fragmented into a number of sub-brands, all retaining the core philosophy of giving mainstream consumer what they want – honest, affordable wine. The brand has been at the forefront of the lower-alcohol wine movement, particularly in the UK, which continues to be its main market, though it is now making inroads into other European nations.
When Enrique Forner returned to Portugal in 1980 to set up a winery in the region of Douro in the north of the country, he brought with him his experience running Bordeaux chateaux to found the winery. The vineyard is exclusively Merlot with a handful of Cabernet Sauvignon that maturation began. It was in 1828 that his name, so for 140 years the Hunter Valley Shiraz exports. Enrique died in 2011 but his vision lives on under daughter Cristina. #44 Mateus ESTIMATED GLOBAL SHIPMENTS: 2.2m cases COUNTRY OF ORIGIN: Portugal OWNERS: Sagrapre It’s to the credit of the gradual reversion process behind Mateus in recent decades that it’s now almost possible to get through a sentence when talking about it without mentioning table lumps. Almost. What was once an iconic pink wine brand is now a pan-category with a distinctive Marlborough style of Sauvignon Blanc, Chardonnay, Pinot Noir and sparkling wine all helped to avoid being typecast, as competition for NZ Sauvignon unmasked.

The brand’s principal export markets include Australia and the UK and it has achieved top 10 status in the US for imported wines over the $10 mark.

One of its most prestigious Francisco Undurraga personally brought over Cabernet Sauvignon, Sauvignon Blanc, Merlot, Pinot Noir, Bourgogne and Gewurztraminer vines from France and Germany in 1885 – and less than 20 years later the first wines were being exported to the UK. Fast-forward over a century, and 2012 saw Undurraga named Winery of the Year by Wine of Chile, principally in recognition of its work to develop the country’s fine footprint through its Sparkling People marketing campaign.

Barefoot ESTIMATED GLOBAL SHIPMENTS: 10m cases COUNTRY OF ORIGIN: US

Barefoot has publicly declared it wants Barefoot to become the biggest wine in the world in the next few years but, lest anyone think that’s here purely for its promotional skills, it’s worth nothing that Barefoot Moscato took three trophies and a clutch of other gongs in the blindly-judged What Wine Went Food tasting in 2012.

Gallo has recognised its place in aussie wine heritage by releasing an upmarket Founders Reserve label.
Once again there are eight North American brands in our top 50 countdown. This time, Ridge pips last year’s highest ranked brand, Kendall-Jackson, to the top spot in the table of US wines.

Château Ste Michelle holds on to the third place finish it achieved last time, and Mondavi is steady at number five (this year we’re including all the company’s brands in its vote, including Woodbridge). But Delicato is a new entry at number four, pushing Fetzer into sixth place.

Blossom Hill, absent altogether from last year’s chart, makes a return this time. But there is a notable absentee: Gallo did not pick up any votes this time around and has to be content with a sixth-place finish in the North American chart for its Barefoot sub-brand.

**Top North American Wine Brands**

1. Ridge Vineyards
2. Kendall Jackson
3. Château Ste Michelle
4. Delicato
5. Robert Mondavi
6. Fetzer
7. Blossom Hill
8. Barefoot
There is a trend emerging for South America in the Most Admired Wine Brands survey. In the first poll, three brands made the top 50. Last year, there were four. In 2013, five South Americans make the list – all of them from Chile.

Part of the explanation comes from our decision to count Concha y Toro and Cono Sur as separate entities, something which has happened as a result of feedback from judges, even though the two wines belong to the same parent company.

But Cono Sur is not the only newcomer to the South American chart. Leyda, which was absent last time, achieves a creditable fourth place, while Undurraga – itself a newcomer last year – continues to earn the faith of the judging panel.
**Most Admired Wine Brands**

### Top Bordeaux Wine Brands

1. Mouton Rothschild
2. Lafite
3. Margaux
4. Cheval Blanc
5. Petrus
6. Haut-Brion
7. Ausone
8. Le Pin

### European Wine Brands

1. Torres
2. Chapoutier
3. Guigal
4. Duboeuf
5. Vega Sicilia
6. Félix Solís
7. Lafite
8. Margaux

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In the overall top 10, there are 24 European wines. This year’s vote again puts Torres at the top of the pile, with Chapoutier and Guigal each moving up a place to claim second and third spots respectively.

Duboeuf and Vega Sicilia again make the top 10, but elsewhere there are some interesting movements. Antinori drops out of the top 10 altogether, despite securing second place last time. Mouton Rothschild is a new entry in the top 10, and it’s also hello to Félix Solís, which gives Spain its third representative in the European big league.

But the rest of the places all go to French brands. For France to claim seven of the top 10 spots in the European chart, compared to six last time, is a ringing endorsement – and a sure sign that, despite increased global competition, France’s reputation as the home of quality wine is still intact.

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**Bordeaux**

Like last year, Bordeaux again has eight representatives in the top 10, compared to 10 in the survey’s first year.

There’s a new name at the top of the Bordeaux league table, with Mouton Rothschild jumping six places at the expense of last year’s number one, Margaux – which settles for third place this time.

Lafite improves on last year’s third-place finish, and there’s a return for Ausone, which dipped out altogether in 2012. But Château d’Yquem has failed to make the cut.

Once again there’s no berth for Latour, which was the second highest ranked Bordeaux wine in the first Most Admired survey.

Perhaps tellingly, no Bordeaux company managed to do better than the top scoring wine from Burgundy, Domaine de la Romanée-Conti.

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*Left: Duboeuf vineyards
Top: Guigal
Below: Torres’s Rioja winery*

*Right: The cellars at Haut-Brion
Above: Cheval Blanc, Petrus, Le Pin
Below right: Château Margaux*
Australia & New Zealand

Australia regains its dominance of the regional league table, having been eclipsed six to four by New Zealand last time around. This year, only nine brands from the region make the top 30, so a top 10 is not possible. Australia claims six of those positions.

Again, Penfolds tops the poll, but Cloudy Bay has motored ahead of last year’s second placed wine, Jacob’s Creek, which slips five places. Brancott Estate holds on to third place, and Oyster Bay also makes the cut. Fellow New Zealanders Babich, Wither Hills and Villa Maria all miss out this time around.

Among the Australians, the newcomers to this year’s top 10 are Yellowtail, Wolf Blass and Wyndham Estate.

Top Australian and New Zealand Wine Brands

1 Penfolds
2 Cloudy Bay
3 Brancott Estate
4 McGuigan
5 Wolf Blass
6 Yellowtail
7 Jacob’s Creek
8 Oyster Bay
9 Wyndham Estate

Above: Wyndham Estate
Left: Cloudy Bay Red Shed vineyards