

MARCH 2013

World's most admired

WINE BRANDS



Drinks
INTERNATIONAL

www.drinksint.com

BAROMETER OF CHANGE

How we did it: the
methodology **p4**

FROM THE TOP

The countdown of
the world's 50 most
admired brands **p7**

BEST REGIONS

The world's most
admired brands by
country **p25**

The time for wine

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.

Contents

How we did it

The methodology behind the research explained

4-5

Top 50 Listing

The definitive guide to the world's 50 Most Admired Wine Brands

7-23

Regionals

Top wines by region: North America, South America, Bordeaux & Europe, and Australia & New Zealand

25-30

Wine Tourism Awards

The results of *Drinks International's* second annual Wine Tourism Awards

33-34

Managing Editor

Christian Davis

+44 (0)1293 590047

christian.davis@drinksint.com

Production Editor

Jaq Bayles

+44 (0)1293 590048

jaq.bayles@drinksint.com

Commercial Manager

Roger Betriu

+44 (0)1293 590043

roger.betriu@drinksint.com

Senior Account Manager

Carmen Poel Francesch

+44 (0)1293 590042

carmen.poel@drinksint.com

Publisher

Justin Smith

+44 (0)1293 590041

justin.smith@drinksint.com

Managing Director

Russell Dodd

+44 (0)1293 590052

russell.dodd@drinksint.com

**Drinks
INTERNATIONAL**

Drinks International, Zurich House,
East Park, Crawley, West Sussex
RH10 6AS United Kingdom
Tel: +44 (0)1293 590040
Fax: +44 (0) 1293 474010

Agile
Media Ltd

Barometer of change

Now in its third year, the *Drinks International* Most Admired Wine Brands has become a reliable barometer of the way the industry regards its leading players.

As any wine professional knows, sales success is not the only indicator of a healthy brand.

And achieving mega volumes does not necessarily mean that a wine can be regarded as great.

Winning the admiration of your peers, and wine professionals across the world, is not something that can be achieved merely by installing 1-million litre tanks at your winery, shifting 10 million cases a year, or buying the sponsorship of a major sporting event.

So how can it be done? In many ways, it's an intangible thing. We can't always put our finger on exactly why we admire something. But we gave our judging panel a few pointers.

When casting their votes, we asked judges to use the following criteria:

- l wines should be of consistent or improving quality
- l they should reflect their region or country of origin
- l they should respond to the needs and tastes of their target audience
- l they should be well marketed and packaged
- l they should have strong appeal to a wide demographic.

The judging panel, as usual, included Masters of Wine, consultants, winemakers, wine writers, retailers, educators, buyers and analysts.

This year we recruited extra judges from emerging markets in Asia, to give the panel more of a 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.



As always, our judges cast their votes in a secret ballot and we allowed them to remain anonymous if they chose. Those who gave permission for their names to be published are listed below. As always, judges were not allowed to vote for brands with which they have a professional association.

Sárka Dusková (Czech Republic), educator and researcher
Godfrey Spence (UK), educator

Dan Jago (UK), group wine director at Tesco

Su Birch (South Africa), chief executive of Wines of South Africa

Cees van Casteren MW (Netherlands), educator, consultant and writer

Joan Torrents (Spain), director of buying at Enotria

Christian Neethling (South Africa), sales and marketing manager at Raats Family Wines

Gavin Quinney (UK), owner, Château Bauduc

João Victorino (Portugal), educator

Michael Cox (UK), Europe director at Wines of Chile

Charles Metcalfe (UK), educator, consultant and writer

Stephen Rannekleiv (US), executive director and analyst at Rabobank

Simon Doyle (UK), commercial director at Concha y Toro UK

Xavier Rousset (France), sommelier and restaurateur

Per Karlsson (Sweden), educator and writer

Steffen Schindler (Germany), marketing director at the German Wine Institute

Miguel Chan (South Africa), group sommelier at Tsogo Sun

Peter Scudamore-Smith MW (Australia), tour organiser and blogger

Neil Barker (UK), former UK & Ireland commercial director of Foster's Group

Wendy Narby (UK), educator, writer and tour organiser

Richard Bampffield MW (UK), educator and consultant

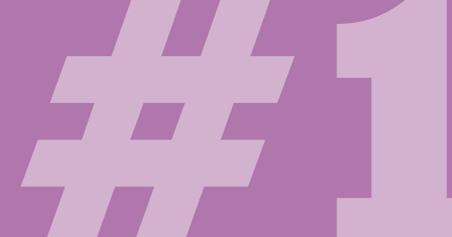
Michael Hill Smith MW (Australia), wine producer

Tuomas Meriluoto MW (Finland), importer, educator and blogger

Jose Manuel Ortega Fournier (Spain), director, O Fournier

Juel Mahoney (UK), writer

Peter McCombie (New Zealand), consultant and writer



Concha y Toro

ESTIMATED GLOBAL SHIPMENTS: 20m cases
COUNTRY OF ORIGIN: Chile and Argentina
OWNER: Concha y Toro

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.

Most Admired Wine Brands

Torres

ESTIMATED GLOBAL SHIPMENTS: 4-5m cases
COUNTRY OF ORIGIN: Spain
OWNER: Torres SA

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 €15m, with 95% of the company's profits reinvested into the business "to ensure growth and viability in the long term".

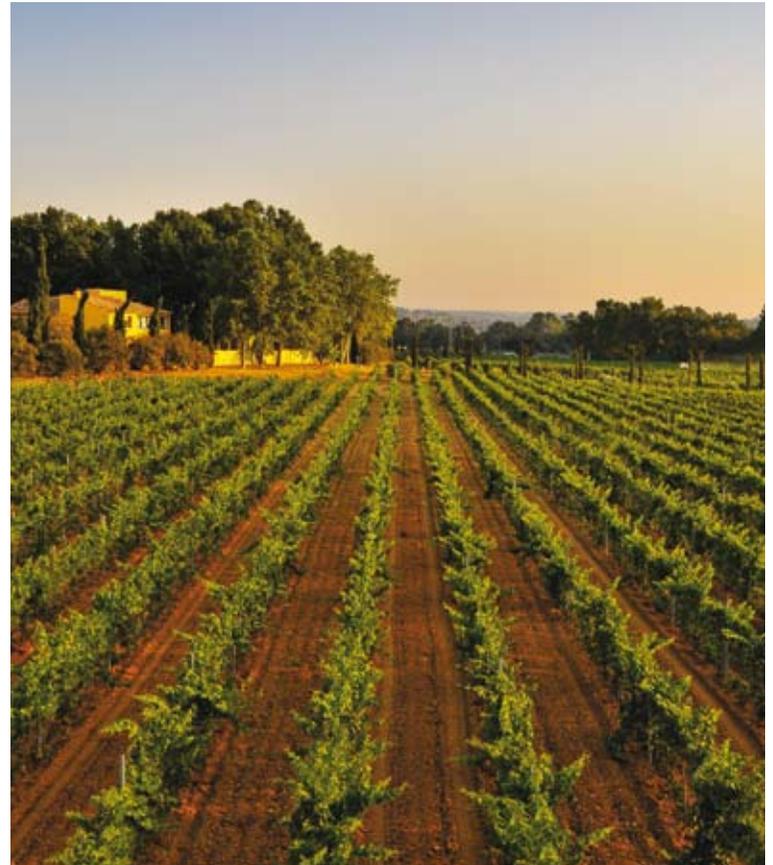
Outside of its native Spain, Mexico, the UK, the Netherlands, Germany and Finland are Torres' most important

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 Penedès, 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 Penedès.

Since 1991 the company has been led by Miguel A 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.



Most Admired Wine Brands

Penfolds

ESTIMATED GLOBAL SHIPMENTS: 2.6m cases
COUNTRY OF ORIGIN: Australia
OWNER: Treasury Wine Estates

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.





#5 Cloudy Bay

ESTIMATED GLOBAL SHIPMENTS: 150,000 cases

COUNTRY OF ORIGIN: New Zealand
OWNER: LVMH

It's now almost 30 years since David Hohnen (founder of Cape Mentelle in Margaret River) created this iconic brand on the northern tip of New Zealand's South Island. Its Sauvignon Blanc put the Marlborough region firmly on the international wine map and created a fruity, pungent style that many have imitated, but few have bettered.

The company now owns 250ha of vines across four vineyards, containing Chardonnay, Cabernet Sauvignon, Merlot and Pinot Noir, as well as the trademark Sauvignon. It also buys grapes from elsewhere in Marlborough to help it meet demand.

Cloudy Bay has been part of the LVMH group since 2003 and is now sold in 30 markets, with Australia, the UK, the US and Japan among the most important export destinations.



#6 Ridge

ESTIMATED GLOBAL SHIPMENTS: 75,000 cases

COUNTRY OF ORIGIN: US
OWNER: Otsuka Pharmaceutical Co
Ridge is the US's most admired wine

brand, a triumph its owners will doubtless ascribe 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 enzymes. More than anything else, Ridge wants its wines to have a genuine sense of place, and

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 Rhône winemaker and négociant has been in the same family ownership since 1808, producing Hermitage, Côte Rôtie, Chateauneuf du Pape, Saint-Joseph, Crozes Hermitage and Luberon to international acclaim. It also operates in Australia, though hints of an English operation have not come to fruition, at least not yet.

The company's own vineyards and the single vineyards it selects are cultivated either organically or biodynamically to respect the terroir. But Michel Chapoutier remains scathing about the 'natural wine' movement.

"It's rubbish," he declares. "It's like making vinegar, bad vinegar. How can anyone allow toxic yeasts to develop so that these inhabit the wine? It is extraordinary that people defend products with defects on the grounds that in the past growers were making wines with defects, so that is good, or natural. Those old wines had defects because people lacked the tools and means not to make fault-free wines."

Chapoutier remains as passionate as ever about his winemaking philosophy and his legacy. "Twenty years from now, I don't see it being different from today. M Chapoutier will be making wine. There is one thing I want to defend: making rare, terroir wines. It's a culture that must be defended."



#4

bases grape-growing in each vineyard on long experience with each site.

Ridge produces wines from two northern Californian wineries: Monte Bello Ridge in Santa Clara County (home of the signature Monte Bello Cabernet Sauvignon), and Dry Creek Valley in Sonoma County. Since 1969 its production has been supervised by winemaker Paul Draper (pictured).

#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 Sauvignon Blanc which is rightly acknowledged as a world classic.

According to the current owner, Pernod Ricard, sales of the company's New Zealand portfolio (which includes Stoneleigh as well as Brancott Estate) continue to build on the momentum generated by "significant advertising and promotion investment", growing global sales by 2% in the most recent financial year.

It adds: "The Americas stood out for Brancott Estate, with the portfolio posting notable sales in the region led by the US (+18%) and in Canada (+35%). Brancott Estate also continued to expand its portfolio footprint and capitalise on strong consumer demand for New Zealand wine, with sales in the Netherlands (+89%), Sweden (8%), China (+22%) and Japan (+67%) showing a strong opportunity for continued expansion, and demonstrating the future potential for Marlborough wine."



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 fuel his growing enterprise.

This in turn gave way to Les Vins Georges Duboeuf, a négociant business started in 1964. Inevitably, no discussion of Duboeuf (the man and the business) is possible without reference to Beaujolais Nouveau, a marketing stunt which arguably put the region on the map internationally and continues to capture the imagination of wine lovers in many countries.

These days, Nouveau is regarded as something of a poisoned chalice by those who feel such young wines have achieved success at the detriment of more complex and aged alternatives. Duboeuf itself is putting more emphasis on its crus and a range of Domaine wines, made from single estates.



#8 Guigal

ESTIMATED GLOBAL SHIPMENTS: 500,000 cases

COUNTRY OF ORIGIN: France
OWNER: Guigal family

Guigal is celebrated for a wide range of red, white and rosé wine from the northern and southern appellations of the Rhône valley. Established in 1946 by Étienne Guigal, it has been managed by his son Marcel since 1961.

Around half of the company's vineyard holdings are in Côte-Rôtie, where it makes the famous Brune et Blonde as well as the so-called La La wines: La Mouline, La Landonne and La Turque.

Rapturous endorsement by Robert Parker has certainly helped Guigal's cause (as well as that of Côte-Rôtie

generally) but the real secret of the company's success is its attention to detail and minimal intervention – both in the vineyard and in the cellar.

#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 1232. Contemporary reviews are in short supply but, in more recent times,



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 eyes, the world.

DRC's 25 grand cru vineyards include Romanée-Conti, La Tâche, Richebourg, Romanée-St-Vivant, Grands Échezeaux, Échezeaux and Le Montrachet. They form a cluster around the village of Vosne-Romanée, on well-drained slopes around 240m above sea level.

Vines have an average age of around 45 years and are farmed organically. Winemaker Bernard Noblet, who followed his father André into the business, works with tiny yields, producing wines of sublime finesse and complexity.

#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 credited as the first to introduce estate bottling, and has a tradition of engaging leading artists to design its labels. Picasso took the commission for the historic 1973 vintage.

The 75ha Pauillac 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 wines with a loyal following among collectors worldwide.

A second wine, Le Petit Mouton, first appeared in 1993.

Most Admired Wine Brands



#12 Vega Sicilia

ESTIMATED GLOBAL SHIPMENTS: Not known

COUNTRY OF ORIGIN: Spain

OWNER: Álvarez family

Ribera del Duero's recognition as a world-class wine region has come comparatively late, but its most acclaimed producer, Vega Sicilia, can trace its history as far back as 1864. It was then that Don Eloy Lecanda y Chaves decided to plant the Cabernet Sauvignon and Merlot grapes that are still so crucial to the winery to this day.

Technical director Xavier Ausás, who began working as an oenologist at Vega Sicilia in 1992, oversees a winemaking style that has an intensity of flavour and aroma that has captivated wine drinkers everywhere and helped spark a tidal wave of investment in the region from rivals who would like to emulate some of Vega Sicilia's success.

The flagship wine is Único, made with Tempranillo as well as Cabernet and Merlot.

Kendall-Jackson

ESTIMATED GLOBAL SHIPMENTS: 4m cases

COUNTRY OF ORIGIN: US

OWNER: Jackson Family Wine Estates

Jess Jackson, who died aged 81 in 2011, would be proud to see that the business he created continues to be held in such high regard. Founded in 1974 on a former peach and walnut estate, the vineyard originally supplied grapes for other wineries before Jackson created his own brand in 1982.

"We simply wanted to create extraordinary wine from California's best vineyards," he explained.

The Sonoma-based business is associated with the full gamut of Californian varieties, at a range of price points. A recent addition is K-J Avant, described as "a new benchmark of California Chardonnay", and made with minimal oak contact.

Winemaker Randy Ullom, who oversees the entire Kendall-Jackson portfolio, was appointed by Jess Jackson in 1992. "I look at all of the vineyards we own," he says, "and all of the individual lots of wines that we make, and the thousands of barrels we have sitting in our cellar and sometimes I think, you gotta be kidding me!"

"After I've 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, McGuigan has remained family-owned throughout its history and is now one of the giants of the Australian wine industry. 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, Estate, 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 loom ever larger in its priorities in the near future. Indeed, Treasury Wine Estates compares economic and demographic trends in China to those that existed in the UK in the 1980s, before Australian wineries pounced on the opportunity and made Britain their 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 1ha plot in South Australia, launching Black Label four years later, and winning the Jimmy Watson Trophy at the Melbourne Wine Show in 1974.



#16 Félix Solís

ESTIMATED GLOBAL SHIPMENTS: 16m cases

COUNTRY OF ORIGIN: Spain

OWNER: Félix Solís SA

Félix Solís's Viña Albali brand – named after a star in the constellation of Aquarius – sells around 1.8m cases a year and is available in Crianza, Reserva and Gran Reserva styles.

In 1952, 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 Viña Albali and serves as the headquarters of Félix Solís SA.

Seventy per cent of the wine sold outside Spain under the DO Valdepeñas label bears the Félix Solís name. In addition to Viña Albali, the portfolio includes Albali Arium, Los Molinos, Diego de Almagro, Soldepeñas, Peñasol, Consigna, Orquestra and several more brands.



#17 Yellowtail

ESTIMATED GLOBAL SHIPMENTS: 12m cases

COUNTRY OF ORIGIN: Australia

OWNER: Casella family

Yellowtail is such an epoch-making wine brand that it's sometimes easy to forget it was launched as recently as 2001, from a small site in Griffith, New South Wales. The company now



Château Margaux

ESTIMATED GLOBAL SHIPMENTS: 30,000 cases

COUNTRY OF ORIGIN: France

OWNER: Corinne Mentzelopoulos

Taking its name from the commune of Margaux, the estate has been associated with wine since the 16th century. It was reportedly the first claret to be sold at Christie's (in 1771) and was one of four estates singled out for particular praise by Thomas Jefferson when he visited Bordeaux in 1787. A bottle of Château Margaux 1787 holds the record as the most expensive bottle of wine ever broken, being insured for \$225,000.

Around 150,000 bottles of the grand vin are produced each year, compared to 200,000 bottles of the second wine, Pavillon Rouge. The white version of Pavillon, which sells around 35,000 bottles a year, must be labelled as generic Bordeaux as the Margaux authorities do not recognise Sauvignon Blanc.

calculates that 2.5 million glasses of its wines are consumed around the world every day of the year.

Yellowtail can now be found in more than 50 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 firmly at consumers, rather than the critics.

#18 Cono Sur

ESTIMATED GLOBAL SHIPMENTS: 4.5m cases

COUNTRY OF ORIGIN: Chile

OWNER: Concha y Toro

"No family trees, no dusty bottles, just quality wine" – 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 enviable distribution network created by parent company Concha y Toro.

Under the stewardship of general manager Adolfo Hurtado, the company has built a reputation not just for good value wines of consistent quality, but a dedication to sustainable agriculture and a benevolent approach to workers and their families.

Recent launches have included Sparkling Rosé Brut and Cosecha Noble Late Riesling.



#20



#19 Château Lafite

ESTIMATED GLOBAL SHIPMENTS: 45,000 cases

COUNTRY OF ORIGIN: France

OWNER: Rothschild

Imitation is supposedly the sincerest form of flattery but Lafite would prefer to be ignored by the counterfeiters who continue to create problems for the marque in China. Lafite is one of the most desirable luxury goods among the Chinese business and upper classes, thanks partly to the efforts made by its owners to cultivate sales in that country, but also because Chinese speakers 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 spent 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, Carruades de Lafite, contains a higher percentage of Merlot in the blend.

#24 Marqués de Riscal

ESTIMATED GLOBAL SHIPMENTS: 1m cases

COUNTRY OF ORIGIN: Spain

OWNER: Vinos de los Herederos del Marqués de Riscal

Marqués de Riscal is one of the oldest wineries in La Rioja, founded in Elciego (Álava) in 1858 by Guillermo Hurtado de Amézaga.

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 500ha of vineyards, planted with Tempranillo, Graciano, Cabernet Sauvignon and Mazuelo. It also has control of a further 985ha 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.



#21 Cheval Blanc

ESTIMATED GLOBAL SHIPMENTS: 8,500 cases

COUNTRY OF ORIGIN: France

OWNER: Bernard Arnault and Baron Frère

Cheval Blanc was first conceived as an estate in 1832 and took on its current configuration in 1871. Export success arrived at the end of the 19th century, when the estate was spared by the disastrous phylloxera plague, and the wine found a loyal following across Europe.

In 1955 it became (along with Ausone) one of only two Pomerol properties given premier grand cru class status. The 1947 vintage has become legendary, regarded by some as the best wine ever made.

Pierre Lurton has headed the winemaking at Cheval Blanc for two decades, reporting to Arnault and Frère since they took on the ownership in 1998.

Cabernet Franc accounts for 58% of the vines planted, with the remaining 42% being Merlot.

#22 JP Chenet

ESTIMATED GLOBAL SHIPMENTS: 8m cases

COUNTRY OF ORIGIN: France

OWNER: Les Grands Chais de France

JP Chenet is now the best-selling French wine brand in the world, and exported to 160 countries. Its distinctive bottle shape has helped on the marketing front (it was designed by Joseph Helfrich and christened Josephine). But the brand was among the first in France to recognise that consumers were more familiar with grape varieties than regions, and so JP Chenet made its name with wines such as Pays d’Oc Cabernet Sauvignon.

The wines are sourced from a network of cooperatives, with the best-sellers either offered as single varieties or as blends of two grapes (Colombard/Chardonnay or Grenache/Cinsault, for example) and labelled either as IGP Pays d’Oc or simply Vin de France.



#23 Château Ste Michelle

ESTIMATED GLOBAL SHIPMENTS: 2.5m cases

COUNTRY OF ORIGIN: US

OWNER: UST

Washington State’s oldest winery was built on the 1912 estate owned by Seattle lumber baron Frederick Stimson. The winery’s roots date back to the Repeal of Prohibition, when the Pommerelle Wine Company and the National Wine Company were created.

All of Château Ste Michelle’s vineyards are located on the sunny and dry east side of the Cascade Mountains. Winemaker Bob Bertheau (below) makes the white wines in Woodinville, near Seattle, and the reds at Canoe Ridge Estate winery in eastern Washington.

The company describes its recent performance as “very solid”, adding: “We continued to grow our distribution globally, in addition to our solid US business, which is strong nationwide.”



#25 Jacob’s Creek

ESTIMATED GLOBAL SHIPMENTS: 7m cases

COUNTRY OF ORIGIN: Australia

OWNER: Pernod Ricard

Johann Gramp first planted his vineyard in 1847, starting a chain of events that led, ultimately, to one of the world’s most successful wine brands. Jacob’s Creek is one of a small number of mega-selling wines that continues to earn plaudits from critics as well as consumers.

The range was extended last year with

the launch of Cool Harvest, which has a lower alcohol content than regular wines; and also 1837 The Solway, a premium blend of Cabernet Sauvignon and Merlot developed exclusively for the Chinese market.

China is a major focus for the brand. Recent figures quoted by Pernod Ricard describe a 32% increase in net sales, driven by a dedicated marketing and portfolio strategy which last year saw the brand’s advertising and promotional activity expand from five to 24 cities.

Other emerging markets for the brand include India (net sales growth of 34%), Thailand (+32%), Russia (+16%) and Poland (+20%).



#26 Campo Viejo

ESTIMATED GLOBAL SHIPMENTS: 1.7m cases

COUNTRY OF ORIGIN: Spain

OWNER: Pernod Ricard

Arguably Rioja’s most recognised brand, Campo Viejo has long been ahead of the curve in the region’s modern thinking, launching less oak-driven wines back in the 1990s and in at the start of the trend for architecturally iconic wineries as long ago as 2001.

Little over half a century after being founded by the merger of two winemakers’ businesses, Campo Viejo’s multinational ownership has thrown it into the world of sponsorships and on-pack offers, but it remains true to its original principles of making accessible, consumer-friendly wines with a true expression of the Tempranillo grape.



#27 Delicato

ESTIMATED GLOBAL SHIPMENTS: 8.4m cases

COUNTRY OF ORIGIN: US

OWNER: The Indelicato family

The Napa-based producer may be closing in on its 90th anniversary in 2014, and under the stewardship of the third generation of the family from which it takes its name, but it has never been shy of changing wine style and

image to move forward.

Recent history has seen the winery relaunch its Delicato Family Vineyards range as Domino, with retro-chic packaging and a modern, easy-drinking style.

The core philosophy remains true to founder Gasparé Indelicato’s vision of making affordable wines with big character that punch above their price point.

Nielsen recently rated it as the fastest-growing of the top 15 producers in the US.

#28 Leyda

ESTIMATED GLOBAL SHIPMENTS: not known

COUNTRY OF ORIGIN: Chile

OWNER: San Pedro Group

It’s little over a decade since the family-owned vineyard harvested its first grapes in the cool-climate Chilean valley from which Viña Leyda borrows its name.

An area that had previously been the



setting for wheat and barley crops now has thriving vineyards of Pinot Noir, Sauvignon Blanc and Chardonnay, with Merlot, Syrah, Riesling and others coming through, and leading commentators have remarked on its potential to match more famous regions such as Marlborough and McLaren Vale in the future.

Fittingly, as the pioneer of the appellation, Viña Leyda’s quality and diversity have made it the region’s most

#29 Louis Latour

ESTIMATED GLOBAL SHIPMENTS: 700,000 cases

COUNTRY OF ORIGIN: France

OWNER: The Latour family

The Louis Latour name has global resonance in the modern wine world but you’d be hard-pushed to find another producer more steeped in tradition.

The Burgundy producer is into its third century under family ownership and claims to have the world’s oldest functioning winery and the first ever to be built for the purpose. It uses a gravity-fed winemaking process of lifts and railways, resisting modern innovations such as pumps.

Latour has the largest grand cru property in the Cote d’Or, part of an overall holding of 51ha dedicated to Chardonnay and Pinot Noir.



#29

celebrated producer, with exports to 27 countries accounting for 90% of its sales.

#30 Petrus

ESTIMATED GLOBAL SHIPMENTS: 3,000 cases

COUNTRY OF ORIGIN: France

OWNER: JP Moueix

Boss Christian Moueix thinks the relative modesty of the house that sits on the top Pomerol estate makes it barely worthy of the epithet ‘chateau’, but there’s considerably less doubt about the standing of the Petrus wines on world markets.

With production limited to 11ha of almost exclusively Merlot, its scarcity is reflected in some of the silliest of Bordeaux’s silly prices.

A case of 1982 fetched the top side of US\$83,000 at a Christie’s Hong Kong sale in March 2011, while a box of 1961 went for \$144,000 later the same year.

Fact, film fans: Moueix declined the involvement of Petrus in the wine-nerd movie *Sideways* because he found the script “unexciting”.





#31 Robert Mondavi

ESTIMATED GLOBAL SHIPMENTS: 10m cases

COUNTRY OF ORIGIN: US

OWNER: 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 out the blueprint 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's \$1.4 billion sale to Constellation in 2004 took some of the gloss off the Mondavi legend but its reputation still outshines most Californian rivals.



#32 Antinori

ESTIMATED GLOBAL SHIPMENTS: 2.2m cases

COUNTRY OF ORIGIN: Italy

OWNER: The Antinori family

Tuscany's finest has built its on a fine balance between tradition and modernity, desirability and accessibility, and focus and diversity.

With six centuries and 26 generations of winemaking heritage it finally threw

Santa Rita

ESTIMATED GLOBAL SHIPMENTS: Not known

COUNTRY OF ORIGIN: Chile

OWNER: Claro Group

Legend has it that the independence leader Bernardo O'Higgins and 120 of his patriots took residence in the Santa Rita cellars in the fight against the Spanish in 1814.

Under the ownership of the Claro Group since 1980, the company has enjoyed a more peaceful existence, with the main battle fought on world wine markets, in 75 of which Santa Rita is now sold with regional offices representing the firm in London, Miami and Shanghai. Sub-brands such as 120, Reserva, Medalla Real, Triple C and Casa Real, have made the Santa Rita name one of South America's most reliable and innovative winemakers.



#33

open its doors for public tours and tastings in 2012 with the inauguration of its new Chianti Classico Cellars facility.

Four decades earlier it had blown the lid off the region's winemaking conventions, creating the style that world become known as Super-Tuscan, of which its Tignanello is still regarded as the ultimate example today.

And, while it remained ahead of the game at home, it's continued to spread its influence with winemaking interests round the world – a 20ha experimental project in Romania the latest to benefit from a touch of Antinori magic.

#34 Faustino

ESTIMATED GLOBAL SHIPMENTS: 1m cases

COUNTRY OF ORIGIN: Spain

OWNER: Gruppo Faustino

Under the direction of Julio Faustino Martinez, one of the most famous names in Rioja has spread its wings to explore lesser-known Spanish regions with the potential to produce top-quality wines.

It's already proved itself happy to tinker with convention in its own region, blending Tempranillo and Mazuela for its V Reserva wine and adding Chardonnay to the blend



for one of its flagship whites. More than 150 years after it was founded, Faustino's mix of tradition and innovation keeps it firmly on the world wine map – and that of international cycling. The main bodega has been the start point for a stage in the last two Tours of Spain.



#35 KVV

ESTIMATED GLOBAL SHIPMENTS: 500,000 cases

COUNTRY OF ORIGIN: South Africa

OWNER: Niveus/HCI

South Africa's largest wine producer's recent past has been so closely linked to the country's own political tides that it's sometimes been easy to overlook the multiple successes that wines such as its Classic Collection, the Mentors and Cathedral Cellar achieve in domestic wine competitions. A virtual monopoly producer in the days of Apartheid, it has reinvented itself in 21st-century South Africa.

The HCI black empowerment investment company secured a controlling stake in KVV at the end of 2012 and this year has already seen the release of African Passion in the US, a brand aimed at raising funds for social justice projects in its home continent.

Haut-Brion

ESTIMATED GLOBAL SHIPMENTS: 13,000 cases

COUNTRY OF ORIGIN: France

OWNER: Domaine Clarence Dillon

No leading Bordeaux producer resonates with Americans quite like Haut-Brion. The main property was one of the four original first growth classifications in 1855, though it had already won a ringing endorsement from Thomas Jefferson when he stayed there 68 years before.

Francophile American financier Clarence Dillon went one better when he bought Haut-Brion in 1935 and it remains in his family today, with his great grandson Prince Robert of Luxembourg the current custodian. Another famous American – in wine circles at any rate – Robert Parker has more bottles of La Mission-Haut Brion in his private collection than any other wine.

La Mission is one of five properties in the Haut-Brion empire. The most recently acquired, Château Terte Daugay, was given the new name Chateau Quintus in 2012.



#36 Fetzer

ESTIMATED GLOBAL SHIPMENTS: 3m cases

COUNTRY OF ORIGIN: US

OWNER: Concha y Toro

Sustainability, natural and environmentally-friendly have become buzzwords throughout the industry, but California's Fetzer has been living the green dream for close on three decades now.

That said, the days when Fetzer might have been cast in boutique terms are long gone, with the company now into its second spell as the subsidiary of a global drinks major, having swapped Brown-Forman for a place in Chile's biggest wine empire in 2011 for a far-from-niche US\$238 million.

Labelling has already been freshened up and CyT has promised brand investment and a move to a more



#39

premium position. We could yet see Fetzer turn consumers' enduring affection for the brand back into the hip wine credentials it enjoyed in the 1980s and 1990s.



#37 First Cape

ESTIMATED GLOBAL SHIPMENTS: Not known

COUNTRY OF ORIGIN: South Africa

OWNER: 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 wineries 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 consumers 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.

#38 Blossom Hill

ESTIMATED GLOBAL SHIPMENTS: N/A

COUNTRY OF ORIGIN: US

OWNER: Diageo

Ever since Blossom Hill first came on the scene 20 years ago, it's been largely reviled by wine writers who see its no-nonsense accessibility as an affront to their well-honed senses. But its philosophy from the start was to make wines for consumers, not the critics.

The Californian brand's leading markets are the UK, Ireland and Scandinavia, and the quest to satisfy every mass market consumer need has seen brand extensions from Italy, South Africa and Chile, premium Limited Release and Winemaker's Selection wines and, most recently, a plunge into the fashionable 5.5% abv segment with Blossom Hill Vie.



#40 Ausone

ESTIMATED GLOBAL SHIPMENTS: 2,000 cases

COUNTRY OF ORIGIN: France

OWNER: The Vauthier family

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

The estate – named after the Roman poet-viticulturist Decimus Magnus Ausonius, who is said to have had a villa on the site – had fallen into decline until the arrival of winemaker Pascal Delbeck in 1976, after which Ausone began a steady climb which saw its reputation, and prices, restored to a par with its illustrious neighbours.

The vineyard area amounts to a mere 7ha with a 50-50 split of Merlot and Cabernet Franc.

Most Admired Wine Brands



#42 Le Pin

ESTIMATED GLOBAL SHIPMENTS: 600 cases

COUNTRY OF ORIGIN: France

OWNER: The Thienpont family

With a measly 2.7ha under vine, and a low-yielding gravel-clay soil, the scarcity of Le Pin wines means that even in the crazy world of Bordeaux trading, few wines are as coveted.

Named after a solitary pine tree that stands near the Pomerol winery, the property was bought in 1979 by Belgian Jacques Thienpont of the neighbouring Vieux Château Certan.

A tiny farmhouse basement winery that he inherited gave way to a new, gravity-fed facility in 2011, designed by Belgian architect Paul Robbrecht.

The vineyard is exclusively Merlot with vines averaging not far short of 40 years in age.



#43 Marqués de Cáceres

ESTIMATED GLOBAL SHIPMENTS: 28m cases

COUNTRY OF ORIGIN: Spain

OWNER: Forner family

When Enrique Forner returned to

Kumala

ESTIMATED GLOBAL SHIPMENTS: 1.1m case

COUNTRY OF ORIGIN: South Africa

OWNER: Accolade Wines

A brand that originated in the marketing department of a Telford-based wine distributor, with the finer points sketched out over a meal at an Italian restaurant, became the major UK market success for South Africa in the post-Apartheid era.

A couple of quick changes in ownership allowed rival brands to chip away at a market position that once gave it 50% of the South African wine market in the UK, but a more settled period under Constellation and, later, Accolade has steered it to calmer waters.

The brand may not be the ubiquitous presence on supermarket shelves it once was but is still a force to be reckoned with.



#41

Spain in 1968 to set up a winery in Rioja a slow revolution in the region's winemaking began.

The Forner family had taken exile in France in the 1930s after Franco's victory in the Spanish Civil War, and Enrique took back its experience running Bordeaux chateaux to found Marqués de Cáceres in Rioja Alta.

His new approach to Rioja winemaking involved working closely with growers and using younger oak for shorter ageing periods to produce a fresher, less oak-driven style. It's one that is commonplace today, but being ahead of the game helped Forner and Cáceres forge markets in 120 countries, accounting for a 10th of all the region's

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

OWNER: Sogrape

It's to the credit of the gradual reinvention process behind Mateus in recent decades that it's now almost possible to get through a sentence when talking about it without mentioning table lamps. Almost.

What was once an iconic pink wine brand is now a pan-category with Tempranillo and Shiraz varieties and



a pair of sparkling wines attempting to reach out to a new generation. It may never again scale the 3m-plus case heights of the late 1980s, when it was sold in 120 countries, but its presence here suggests Mateus has a future – not just a past – in an era when fresh, light wines and rosé are on-trend.



#45 Black Tower

ESTIMATED GLOBAL SHIPMENTS: 1m cases

COUNTRY OF ORIGIN: Germany

OWNER: Reh Kendermann

Though global trends may have shifted away from Black Tower's favour, the world's biggest selling wine has moved with the times to maintain its place as one of the most recognisable names – and bottles – on the world stage.

The packaging has been dragged into the 21st century by an overhaul, a move which has successfully kept it on supermarket shelves and dinner tables in more than 50 countries around the world.

The introduction of the 5.5% abv B from Black Tower is further proof that this is one German wine that won't allow itself to fall victim to changing fashion.



#46 Oyster Bay

ESTIMATED GLOBAL SHIPMENTS: 1.8m cases

COUNTRY OF ORIGIN: New Zealand

OWNER: Delegat's Wine Estates

Delegat's was one of the first to capture the distinctive Marlborough style of Sauvignon Blanc and encapsulated it in Oyster Bay, a brand whose image has been mimicked by a host of pretenders since it started winning awards more than 20 years ago.

The brand is now also picking up gongs for its Hawke's Bay wines, while moves into Chardonnay, Merlot, Pinot Noir and sparkling wine all helped it avoid being typecast, as competition for NZ Sauvignon intensified.

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.

#47 Undurraga

ESTIMATED GLOBAL SHIPMENTS: 1.5m cases

COUNTRY OF ORIGIN: Chile

OWNER: Grupos Viños del Pacifico

Undurraga was one of the pioneering wine producers in Chile and remains

one of its most prestigious. Francisco Undurraga personally brought over Cabernet Sauvignon, Sauvignon Blanc, Merlot, Pinot Noir, Riesling and Gewürztraminer vines from France and Germany in 1885 – and less than 20 years later the first wines were being exported to the US.

Fast-forward over a century, and 2012 saw Undurraga named Winery of the Year by Wines of Chile, principally in recognition of its work to develop the country's fizz footprint through its Sparkling People marketing campaign.



#49 Barefoot

ESTIMATED GLOBAL SHIPMENTS: 10m cases

COUNTRY OF ORIGIN: US

OWNER: E&J Gallo

Gallo has publicly declared it wants Barefoot to become the biggest wine in the world in the next few years but, lest anyone think that it's here purely for its promotional skills, it's worth noting that Barefoot Moscato took three trophies and a clutch of other gongs in the blindly-judged What Wine What Food tasting in 2012.



The judging line-up included British wine writers and MWs. It was a ringing endorsement for the wine quality of Barefoot, which has had little trouble convincing consumers about its down-to-earth image – the footprint of former owner Bonnie Harvey still appears on the label – and good-times marketing.

#50 Changyu

ESTIMATED GLOBAL SHIPMENTS: 9m tonnes

COUNTRY OF ORIGIN: China

OWNER: State/public

China's biggest producer – and one of the top 10 in the world – is the first from the country to make an impression in the annual Most Admired chart, though it's hardly a new kid on the block.

The company celebrated its 120th anniversary last year by announcing plans to build a wine tourism centre twice the size of Monaco in its home city of Yantai in Shandong Province.

Changyu's wines have been sold in 28 countries over the past decade, and it further developed its export sales last



year when its Jiebaina wine went on sale in upmarket British supermarket chain Waitrose.

The producer's international ambitions are also evident from teaming up with Castel of France to build a winery in China and establishing its own production unit in New Zealand.

Wyndham Estate

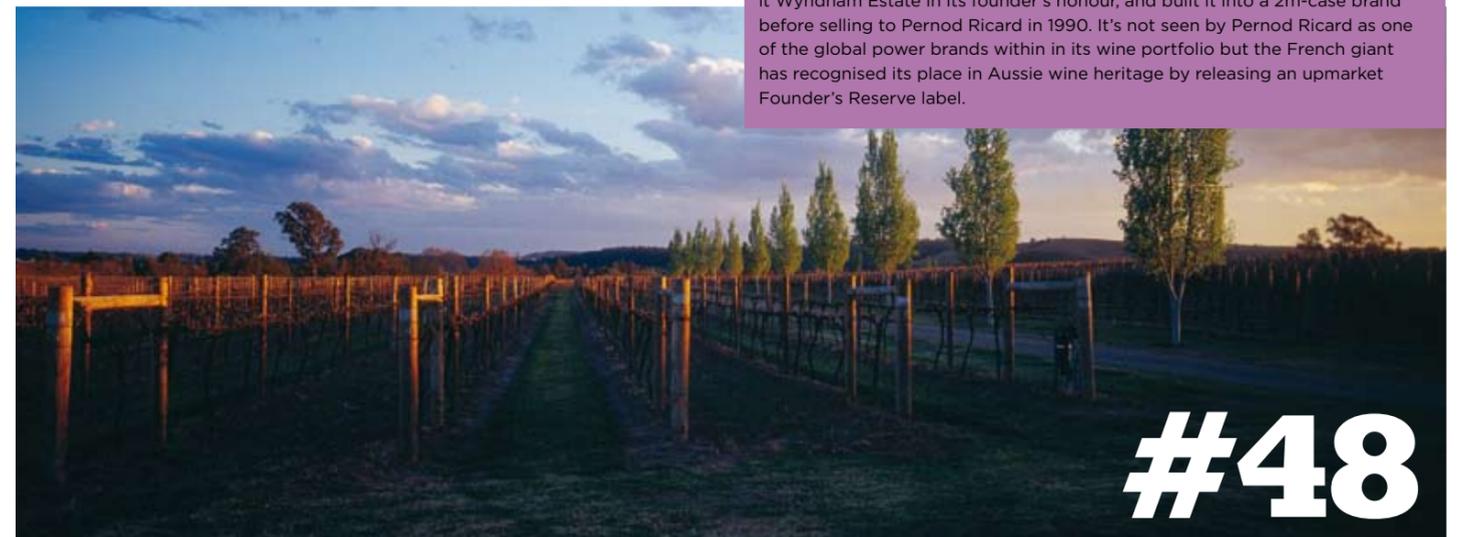
ESTIMATED GLOBAL SHIPMENTS: 1m cases

COUNTRY OF ORIGIN: Australia

OWNER: Pernod Ricard

Exiled Brit farmer George Wyndham was too modest to give the wine estate he founded in 1828 his own name, so for 140 years the Hunter Valley Shiraz specialist went under the name Dalwood.

When it was bought by Brian McGuigan from Penfolds in 1970 he renamed it Wyndham Estate in its founder's honour, and built it into a 2m-case brand before selling to Pernod Ricard in 1990. It's not seen by Pernod Ricard as one of the global power brands within its wine portfolio but the French giant has recognised its place in Aussie wine heritage by releasing an upmarket Founder's Reserve label.



#48

regionals

Most Admired Wine Brands

Top North American Wine Brands

- | | |
|------------------------|------------------|
| 1 Ridge Vineyards | 5 Robert Mondavi |
| 2 Kendall Jackson | 6 Fetzer |
| 3 Château Ste Michelle | 7 Blossom Hill |
| 4 Delicato | 8 Barefoot |



North America

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.



Above: Fetzer
Left: Delicato
Below left to right: Kendall-Jackson, Robert Mondavi, Barefoot

Most Admired Wine Brands



Above: Santa Rita
Left: Leyda

South America

Top South American Wine Brands

- 1 Concha y Toro
- 2 Cono Sur
- 3 Leyda
- 4 Santa Rita
- 5 Undurraga



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 Haute-Brion
- 7 Ausone
- 8 Le Pin



Right: The cellars at Haute-Brion
Above: Cheval Blanc, Petrus, Le Pin
Below right: Château Margaux



Bordeaux

Like last year, Bordeaux again has eight representatives in the top 50, 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.



European

In the overall top 50, 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.



Left: Duboeuf vineyards
Top: Guigal
Below: Torres's Rioja winery

Top European Wine Brands

- 1 Torres
- 2 Chapoutier
- 3 Guigal
- 4 Duboeuf
- 5 Domaine de la Romanée-Conti
- 6 Mouton Rothschild
- 7 Vega Sicilia
- 8 Félix Solís
- 9 Lafite
- 10 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 50, 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