



FELTON ROAD

COUNTRY OF ORIGIN: NEW ZEALAND OWNER: NIGEL GREENING

Among the New World producers featured in this year's list, Felton Road may be the one punching most above its weight. The New Zealand firm produces just 12,000 cases a year and its high ranking on its debut in the Most Admired list is perhaps the biggest surprise of this year's poll

It certainly was to owner Nigel Greening, who says: "Some might see us as more of an anti-brand. This is a winery that has a zero- growth policy and has held it for more than a decade. Its labels have never seen a design company, its bottles are the thinnest glass we can find. It has never had a marketing budget and it rarely puts its prices up."

Felton Road procures only Pinot Noir, Chardonnay and Riesling out of the Bannockburn region of Central Otago, with no plans for other varieties or to increase production. All its wines are released on allocation, with importers frequently requesting more



[Drinks International is a UK based publication with worldwide distribution. Each year their academy of judges are asked to vote in the annual survey for the brands they most admire based on: consistent and/or improving quality; it should reflect its region or country; it should be well marketed and packaged and have broad appeal among wine consumers. The judges are drawn from a broad spectrum of the global wine trade, including: commercial buyers, importers, wine professionals, masters of wine, journalists and wine educators.]