



On Sunday 17 March 2019 Drinks International hosted the first awards ceremony for The World's Most Admired Wine Brands at Prowein, Dusseldorf where representatives from the 50 selected brands were invited to attend.

The World's Most Admired Wine Brands is considered a leading authority on the most influential and trending wine producers from around the world and the full list can be seen below:

NO.	COMPANY, COUNTRY	MOVERS	NO.	COMPANY, COUNTRY	MOVERS
1	PENFOLDS, AUSTRALIA	↑ 2 MOST ADMIRED WINE BRAND IN THE WORLD MOST ADMIRED WINE BRAND IN AUSTRALASIA	21	CLOUDY BAY, NEW ZEALAND	↓ 7
2	TORRES, SPAIN	↓ 2 MOST ADMIRED WINE BRAND IN EUROPE	22	CHATEAU MUSAR, LEBANON	↓ 5 MOST ADMIRED WINE BRAND IN MIDDLE EAST & AFRICA
3	VILLA MARIA, NEW ZEALAND	↑ 5	23	CAVIT, ITALY	↑ 16
4	CONCHA Y TORO, CHILE	↓ 2 MOST ADMIRED WINE BRAND IN SOUTH AMERICA	24	CHATEAU LAFITE, FRANCE	↓ 9
5	M CHAPOUTIER, FRANCE	↑ 1	25	LOUIS LATOUR, FRANCE	↑ 18
6	SASSICAIA, ITALY	↑ 23 HIGHEST CLIMBER	26	MCGUIGAN, AUSTRALIA	↑ 20
7	E.GUIGAL, FRANCE	↑ 3	27	GEORGES DUBOEUF, FRANCE	↓ 1
8	MARQUÉS DE RISCAL, SPAIN	↑ 8	28	CHATEAU HAUT-BRION, FRANCE	↓ 6
9	ERRAZURIZ, CHILE	↑ 4	29	CHATEAU CHEVAL BLANC, FRANCE	↓ 8
10	RIDGE, US	↓ 3 MOST ADMIRED WINE BRAND IN NORTH AMERICA	30	SANTA RITA, CHILE	↑ 19
11	CONO SUR, CHILE	↑ 7	31	JEAN-MARC BROCARD, FRANCE	HIGHEST NEW-ENTRY
12	FELTON ROAD, NEW ZEALAND	↓ 3	32	OYSTER BAY, NEW ZEALAND	↓ 5
13	CAMPO VIEJO, SPAIN	↓ 1	33	ROBERT MONDAVI, US	↑ 4
14	VEGA SICILIA, SPAIN	↓ 1	34	CHATEAU LATOUR, FRANCE	↓ 2
15	CHATEAU MARGAUX, FRANCE	↑ 5	35	ROYAL TOKAJI, HUNGARY	NON-MOVER
16	BAREFOOT, US	↑ 20	36	PETER LEHMANN, AUSTRALIA	↑ 8
17	TIGNANELLO, ITALY	↑ 8	37	WOLF BLASS, AUSTRALIA	RE-ENTRY
18	CHATEAU D'YQUEM, FRANCE	↓ 7	38	CHATEAU MOUTON ROTHSCHILD, FRANCE	↑ 12
19	YALUMBA, AUSTRALIA	↓ 15	39	YELLOWTAIL, AUSTRALIA	↓ 1
20	CHATEAU PETRUS, FRANCE	↓ 1	40	RAMON BILBAO, SPAIN	NEW-ENTRY
			41	UNDURRAGA, CHILE	RE-ENTRY
			42	TRAPICHE, ARGENTINA	↓ 18
			43	JACOB'S CREEK, AUSTRALIA	↓ 12
			44	BERINGER, US	RE-ENTRY
			45	KWV, SOUTH AFRICA	NON-MOVER
			46	CHATEAU LE PIN, FRANCE	RE-ENTRY
			47	NEDERBURG, SOUTH AFRICA	↓ 6
			48	INNISKILLIN, CANADA	↓ 14
			49	ROSEMOUNT ESTATE, AUSTRALIA	NEW-ENTRY
			50	BARTON & GUESTIER, FRANCE	↓ 22

12 FELTON ROAD



COUNTRY OF ORIGIN: NEW ZEALAND
OWNER: NIGEL GREENING

Felton Road is part of a growing band of top wine producers who put their environmental responsibilities high on the list of their priorities. The most tangible recent example of this is the installation of an array of solar panels on the winery roof in a bid to become self-sufficient in energy, and the addition of an electric car to its fleet.

The producer, best known for its Central Otago Pinot Noir, produces only in the region of 12,000 cases each year and pursues a zero growth policy. It intends to make no more in future vintages and doesn't have, or need, a marketing budget because all wines go on allocation.

"I have long believed any great brand is based on truth and integrity, not on puff and ephemeral fluff," says owner Nigel Greening. "It's one of the reasons we shun social media.

"Demand has firmed over the past two years. The wines sell out even quicker, and very little gets sold on to the secondary market, which we regard as a good thing. These aren't wines for collectors and trophy hunters."