



THE LIST

1	TORRES	UP 1 ▲	26	ROYAL TOKAJI	DOWN 4 ▼
2	CONCHA Y TORO	UP 2 ▲	27	GEORGES DUBOEUF	UP 18 ▲
3	PENFOLDS	DOWN 2 ▼	28	FAUSTINO	RE-ENTRY ◆
4	VILLA MARIA	UP 4 ▲	29	TIGNANELLO	DOWN 4 ▼
5	VIÑA ERRAZURIZ	UP 2 ▲	30	MARQUÉS DE CÁCERES	UP 11 ▲
6	GUIGAL	NON MOVER ■	31	TAYLOR'S PORT	DOWN 8 ▼
7	RIDGE	DOWN 4 ▼	32	SANTA RITA	UP 18 ▲
8	MICHEL CHAPOUTIER	DOWN 3 ▼	33	CHÂTEAU LATOUR	DOWN 12 ▼
9	CHÂTEAU MARGAUX	UP 20 ▲	34	BERINGER	RE-ENTRY ◆
10	GRAHAM'S PORT	UP 4 ▲	35	CHÂTEAU CHEVAL BLANC	DOWN 5 ▼
11	TÍO PEPE	DOWN 1 ▼	36	NEDERBURG	UP 13 ▲
12	VEGA SICILIA	NON MOVER ■	37	MCGUIGAN	RE-ENTRY ◆
13	FELTON ROAD	NEW ENTRY ★	38	SANDEMAN	NEW ENTRY ★
14	CHÂTEAU PÉTRUS	UP 22 ▲	39	FREIXENET	NEW ENTRY ★
15	SASSICAIA	NEW ENTRY ★	40	CHÂTEAU LAFITE	DOWN 6 ▼
16	YALUMBA	UP 3 ▲	41	CHÂTEAU MOUTON ROTHSCHILD	DOWN 30 ▼
17	CAMPO VIEJO	UP 10 ▲	42	BRANCOTT ESTATE	RE-ENTRY ◆
18	CHÂTEAU MUSAR	UP 17 ▲	43	WOLF BLASS	DOWN 4 ▼
19	LOUIS LATOUR	UP 13 ▲	44	TRAPICHE	RE-ENTRY ◆
20	ROBERT MONDAVI	UP 17 ▲	45	YELLOWTAIL	RE-ENTRY ◆
21	CHÂTEAU HAUT-BRION	DOWN 1 ▼	46	OYSTER BAY	DOWN 33 ▼
22	CHÂTEAU D'YQUEM	DOWN 13 ▼	47	CAVIT	NEW ENTRY ★
23	CODORNÍU	UP 25 ▲	48	DOW'S PORT	DOWN 17 ▼
24	CLOUDY BAY	DOWN 8 ▼	49	HARDYS	DOWN 5 ▼
25	JACOB'S CREEK	UP 8 ▲	50	FONCALIEU	NEW ENTRY ★



Wine has come a long way from the days when people in wine-producing countries bought whatever was local or national. In non-producing countries it tended to be the classes who knew their wines and didn't need either branding or informative labels.

As a generalisation, it has been the combination of multiple retailers selling wine and New World producers, unhindered by stifling rules and regulations, who grasped how to sell their wines to mainstream consumers.

Simply, this led to clear labeling telling uninitiated drinkers what this wine is made from, where it has come from, what it should taste like and possibly what foods it goes with.

With this has come the assurance of branding. While brands have been around forever with the likes of scotch and beer, they are relatively new to wine – but here to stay. Most mainstream wine drinkers want the reassurance of a name – it can be Chablis or Bordeaux, Jacob's Creek or even Tesco Finest. In many consumers' minds, there is no difference.

So we asked our readers – both 'commercial', as in buyers, and 'intellectual', as in MWs – and wine writers to vote for the brands they most admire for whatever reason.

I commend the results to you.

CHRISTIAN DAVIS

EDITOR, DRINKS INTERNATIONAL



LOUIS LATOUR

COUNTRY OF ORIGIN: FRANCE
OWNER: LATOUR FAMILY

Innovation is a buzzword for modern wine marketing departments, but for the highest-ranking Burgundy producer on the Most Admired list innovation is, er, nothing new.

Louis Latour has been seeking new horizons since Jean Latour dug the holes for the roots of his first vines in Aloxe-Corton in 1768.

The company introduced Grand Pouilly – later known as Pouilly-Fuissé – into 1930s America soon after the end of Prohibition, and later put Mâcon-Lugny on the wine map.

Many landmark developments were the creation of the company's eponymous former boss, who died in 2016 at the age of 83, including the production of Chardonnay in Ardèche for the first time in the late 1970s and the introduction of Pinot Noir at Domaine de Valmoissine in the Var a decade later.

Last year it released its first Pinot Noir from Les Pierres Dorées in southern Beaujolais, from parcels of land bought just six years before.

The company is now run by Louis' son, Louis-Fabrice Latour, who is also the president of the Bourgogne Wine Board (BIVB), making him responsible for the industry's Plan Bourgogne 2020 to manage sustainable production in the region and reposition its wines in the face of tough global markets.