



VILLA MARIA

NEW ZEALAND

Villa Maria named fourth most admired wine brand in the world and first in New Zealand.

Today, Drinks International, one of the most trusted and respected global drink journals, named Villa Maria as the fourth most admired wine brand in the world, the only New Zealand winery to make the top 10 list. More than 200 of the world's top masters of wine, sommeliers, educators and journalists took part in the annual poll, which pits wine brands from all regions, styles and qualities against each other.

The Academy of Masters of Wine, sommeliers, educators and journalists were tasked with critiquing and recognising the 'Most Admired Wine Brands' in the world and measured against the following list:

- ❖ *The wine should be of consistent or improving quality*
- ❖ *It should reflect its region or country of origin*
- ❖ *It should respond to the needs and tastes of its target audience*
- ❖ *It should be well marketed and packaged*
- ❖ *It should have strong appeal to a wide demographic*



Holly Motion, editor of the World's Most Admired Wine Brands said: *"The Academy is no longer turning to new brands, but rather drawing from a pool of established names that have proven themselves to be consistent, respected global leaders."*

Sir George Fistonich, Founder and CEO of Villa Maria Estate, was elated with the accolade. *"To be number one in New Zealand and fourth in the world is truly phenomenal, especially considering there is estimated to be over 100,000 wineries globally. It's such amazing recognition for Villa Maria as well as New Zealand. New Zealand is a very young wine producing country so to achieve fourth place, in such a prestigious competition, with old world leaders such as Torres, Château d'Yquem and Château Margaux is a huge source of pride. I'm incredibly proud."*

Here at Villa Maria, our story is simple. It began with one man's love of wine and grew into a dream that culminated in becoming New Zealand's most awarded winery. It's a story of absolute passion, determination and vision.

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Read more here:

http://www.drinksint.com/news/fullstory.php/aid/5246/Torres_named_World_s_Most_Admired_Wine_Brand.html

The top 10 wine brands:

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|------------------------------|---------------------------------|
| 1) Torres (Spain) | 6) Casillero del Diablo (Chile) |
| 2) Vega Sicilia (Spain) | 7) Ridge (USA) |
| 3) Penfolds (Australia) | 8) Château Margaux (France) |
| 4) Villa Maria (New Zealand) | 9) Guigal (France) |
| 5) Château d'Yquem (France) | 10) Cono Sur (Chile) |