

ERRAZURIZ

COUNTRY OF ORIGIN: CHILE
OWNER: EDUARDO CHADWICK AND FAMILY

It was a busy year for Errazuriz in 2017. The Chilean producer had the first harvest from replantings in its top vineyards at the turn of the decade, and some of the fruits of the project will be seen in a new Don Maximiano blend to be launched in 2019.

Major markets received the Don Maximiano Founder's Reserve for the first time last year, one of a batch of Icon range releases that also included Kai, La Cumbre and Viñedo Chadwick.

Errazuriz also planted the new Rocafuerte vineyard, 2km from its existing property in Aconcagua Costa. The new site has been planted with 54ha of Chardonnay and 11ha of Pinot Noir to boost production in the Aconcagua Costa region where, Errazuriz says, demand has been outstripping supply for its wines.

This burst of activity comes after the opening of two new wineries in 2010, which have helped Errazuriz hone the quality of its wines to become one of the southern hemisphere's most consistent premium wine producers.

Last year also saw Errazuriz being named best Chilean winery in *The Wine Advocate's* Extraordinary Awards, an accolade based on consistent top scores from the publication's reviews team.

The good press rubbed off on sales, with the company reporting "excellent growth" in the US, China and South Korea. Volumes in China alone rose 42%, and revenue was up by 34%, driven by a strong brand-building strategy, efficient distribution and a Shanghai-based sales team.

US sales benefited from a sales and marketing push behind the Max Reserva tier of wines and growth from Don Maximiano at the top end.

The producer's motto is to be "dedicated to craft the best wines from our terroirs and to be recognised as a world class producer"

Another high ranking in this year's World's Most Admired Wine Brands list suggests it is achieving this in spades as far as many of its industry peers are concerned.



MICHEL CHAPOUTIER

COUNTRY OF ORIGIN: FRANCE
OWNER: CHAPOUTIER FAMILY

Chapoutier has pipped Guigal at the post in the battle of the Rhône giants and in doing so earned the accolade of the top French producer on this year's Most Admired list. Naturally, for a producer that's been around since the early years of the 19th century, tradition plays a big part in the Chapoutier story, but it's not afraid to embrace modern ways of doing things if it means being able to advance the quality of the stuff that it puts in its bottles. Research and development work around terroir that includes aerial drone imaging and nitrogen mapping to assess soil suitability is just one example.

The search for a great match of terrain and vines has taken it beyond its home region with recent developments including growth for its Domaine Dominio del Soto in Spain's Ribera del Duero. In all, it has 338ha under vine in France and another 89ha overseas.

The company achieved total global sales of €60m last year with strong growth in its domestic market thanks to the work of brand ambassadors on the ground and development of restaurant sales in addition to those in wine shops. Chapoutier wines have also raised both their profile and sales in the US and Canada with increased field sales activity and positive coverage from wine critics.

Other major markets are Norway, Japan, Germany, the United Arab Emirates, Switzerland and China.

Perhaps where Chapoutier scores over some of the other more illustrious names in the list is in its ability to provide quality and value for money at both the top end and everyday price levels, as evidenced by its two flagship wines, Belleruche Côtes du Rhône typically coming in at under \$10 in the US market, while Le Pavillon Ermitage breaks the three-figure mark.

