



THE LIST

NO.	COMPANY, COUNTRY	MOVERS
1	FAMILIA TORRES, SPAIN MOST ADMIRED WINE BRAND IN EUROPE	↑ 2
2	CATENA, ARGENTINA MOST ADMIRED WINE BRAND IN SOUTH AMERICA	↓ 1
3	VEGA SICILIA, SPAIN	↑ 6
4	HENSCHKE, AUSTRALIA MOST ADMIRED WINE BRAND IN AUSTRALASIA	↑ 14
5	CONCHA Y TORO, CHILE	NON-MOVER
6	PENFOLDS, AUSTRALIA	↓ 4
7	DOMAINE DE LA ROMANÉE-CONTI, FRANCE	NEW ENTRY
8	CVNE, SPAIN	↑ 15
9	ANTINORI, ITALY	↓ 3
10	CHÂTEAU MUSAR, LEBANON MOST ADMIRED WINE BRAND IN MIDDLE EAST & AFRICA	RE-ENTRY
11	E GUIGAL, FRANCE	↑ 5
12	CHÂTEAU LAFITE, FRANCE	RE-ENTRY
13	ERRAZURIZ, CHILE	↓ 2
14	FELTON ROAD, NEW ZEALAND	↑ 10
15	VILLA MARIA, NEW ZEALAND	↓ 7
16	YALUMBA, AUSTRALIA	↑ 17
17	PLANETA, ITALY HIGHEST CLIMBER	↑ 22
18	CHÂTEAU CHEVAL BLANC, FRANCE	↑ 20
19	M CHAPOUTIER, FRANCE	↑ 7
20	CHÂTEAU D'YQUEM, FRANCE	↑ 5
21	RIDGE, US MOST ADMIRED WINE BRAND IN NORTH AMERICA	↓ 7
22	SYMINGTON, PORTUGAL	↓ 15
23	CHÂTEAU PETRUS, FRANCE	↑ 17

NO.	COMPANY, COUNTRY	MOVERS
24	FRESCOBALDI, ITALY	↓ 2
25	CHÂTEAU PALMER, FRANCE	NEW ENTRY
26	GAJA, ITALY	NEW ENTRY
27	MONTES, CHILE	↑ 10
28	CONO SUR, CHILE	↓ 9
29	JACKSON FAMILY WINES, US	NEW ENTRY
30	CRAGGY RANGE, NEW ZEALAND	↓ 2
31	CHÂTEAU MARGAUX, FRANCE	RE-ENTRY
32	CAMPO VIEJO, SPAIN	↓ 5
33	CHÂTEAU HAUT-BRION, FRANCE	RE-ENTRY
34	NEDERBURG, SOUTH AFRICA	RE-ENTRY
35	CHÂTEAU MOUTON ROTHSCHILD, FRANCE	RE-ENTRY
36	BRUCE JACK, SOUTH AFRICA	↑ 7
37	BODEGAS ABADAL, SPAIN	NEW ENTRY
38	ESPORÃO, PORTUGAL	↓ 25
39	GALLO FAMILY VINEYARDS, US	↑ 7
40	SASSICAIA, ITALY	↓ 25
41	LOUIS LATOUR, FRANCE	↑ 6
42	MCGUIGAN, AUSTRALIA	RE-ENTRY
43	RAMÓN BILBAO, SPAIN	↓ 26
44	OYSTER BAY, NEW ZEALAND	RE-ENTRY
45	ROYAL TOKAJI, HUNGARY	RE-ENTRY
46	BERINGER, US	RE-ENTRY
47	RAVENTÓS CODORNÍU, SPAIN	RE-ENTRY
48	SANTA RITA, CHILE	↓ 13
49	TIGNANELLO, ITALY	↓ 15
50	LA RIOJA ALTA, SPAIN	NEW ENTRY

41 LOUIS LATOUR

COUNTRY OF ORIGIN: FRANCE
OWNER: LATOUR FAMILY

The historic Burgundy house dates back to the 18th century but is still looking to build its international sales almost 250 years later. The company reports that “there has never been so much demand for Burgundy and the overall quality has never been so good”.

Asia Pacific is a growing region, though “the Chinese market is very limited compared to other regions like Bordeaux or countries like Australia”. But it adds “it will expand: it is not a question of if, it is a question of when”.

Maison Louis Latour regards its history and consistency of family ownership as major strengths. The current head, Louis-Fabrice Latour, is the seventh Louis Latour the from the 11th generation of the family that gives the wines their name.

It is a member of the Henokiens Club, a select group of companies from all over the world which have been in family ownership for over 200 years and still carry their founder’s name.

Louis Latour is the largest grand cru owner in Burgundy, with more than 25ha, and uses only barrels made in its own cooperage.



LIST OF THE
WORLD’S MOST
ADMIRED WINE
BRAND 2021

