



Ramón Bilbao, once again among the 50 most admired wine brands in the world



Ramón Bilbao appears for the fifth year in a row on the prestigious list of the World's Most Admired Wine Brands.

This year, six other Spanish wineries join us in this highly sought after classification.

Haro, March 31th 2023.- Heading into its 100 year anniversary , Ramón Bilbao is once again among the 50 names on the exclusive list of The World's Most Admired Wine Brands, recently published by Drinks International.

The prestigious selection includes our Haro winery for the fifth consecutive year. A milestone that few wineries have reached in the 13 years that this prestigious classification has been published. And that is explained by the high regard that the judges panel, a wide and plural group of journalists and professionals from all over the world, has towards Ramón Bilbao's commitment to excellence, sustainability and the faithful and honest expression of the wonderful virtues of Rioja and Rueda vineyards.

The 2023 list

The World's Most Admired Wine Brands recognizes internationally renowned wineries on the five continents, such as Domaine de la Romanée-Conti (Burgundy, France),

Penfold's (Australia), Ridge (California, USA), KWV (South Africa) and Catena Zapata (Argentina). This year, for the first time, the historic firm Antinori, from Tuscany (Italy), is the No. 1 of the list..

Ramón Bilbao is one of the eight Spanish wineries in the 2023 ranking, and one of the only two that have been at this world wine top list for five years in a row.

According to **Rodolfo Bastida**, Director of Ramón Bilbao and Chief Winemaker of the entire Zamora Company group, *"it is always very exciting to be among the 50 most admired wine brands. For those of us who make Ramón Bilbao, it is an honor and an absolute privilege to once again be a part of this ecosystem of brands with such relevance. As in the previous four years, receiving this news again has been an enormous satisfaction. It is one of the great reasons to keep fighting and try to improve ourselves every day."*

In its note, Drinks International once again underlines Ramón Bilbao's solid commitment to the environment and to sustainable viticulture. It also emphasizes the recognition of our brand at a global level, a contribution based on innovation, customer orientation and the ability to project Spanish wine into the future while maintaining the link with its deepest roots and most valuable identity.

Drinks International and The World's Most Admired Wine Brands

The list with the 50 brands has been made public by Drinks International, a British magazine specializing in global trends in the world of wine, spirits and beers, with an audience that is highly knowledgeable in beverages. The magazine was founded in 1972 and is one of the reference publications for the world wine market, with readers in more than 80 countries.

The ranking 'The World's Most Admired Wine Brands' is drawn up from surveys carried out by international professionals in the wine industry (wine journalists and writers, advisers, oenologists, buyers, educators, analysts, sommeliers and Masters of Wine),. The magazine asks them to choose the wine brands they most admire based on aspects such as quality, authenticity and brand image. Each of them casts their vote on the 6 most admired wine brands –and with which they have no association–, according to the following criteria:

- Wines must be of consistent and increasing quality
- Reflect your region or country of origin
- Respond to the needs and tastes of your target audience
- Successful distribution and packaging
- Wines with a broad appeal to a wide market

The official communication of The World's Most Admired Wine Brands has been made with the release of the April 2023 issue of Drinks International Magazine, which offers its readers a comprehensive and detailed report on the most influential and admired brands in the world of wine. .