



Ramón Bilbao, Among the World's Most Admired Wine Brands for the Sixth Consecutive Year



In the context of celebrating its centenary, the prestigious Rioja winery, with a presence also in Rueda, has been selected among the 50 most admired wine brands in the world for its commitment to excellence, sustainability, and the most unique expression of the terroir and landscapes of Rioja and Rueda.

This recognition highlights the uniqueness of the winemaking project internationally for its quality and its commitment to building a brand that represents the highest standards in the world of wine.

Madrid, April 3rd, 2024. In celebrating its 100 years of history, Ramón Bilbao once again ranks among the 50 Most Admired Wine Brands in the World for the sixth consecutive year. A prestigious selection carried out by Drinks International magazine, recognizing the most relevant wine projects globally. A milestone that few wineries have achieved in the fourteen years that this prestigious classification has been published. And that is explained by the high esteem that the panel of judges, a broad and diverse group of journalists and professionals from around the world, has towards Ramón Bilbao's commitment to excellence, sustainability, and the faithful and honest expression of the terroirs and landscapes of Rioja and Rueda.

According to Rodolfo Bastida, Director of Ramón Bilbao and Director of Wines for the Zamora Company group, *"it is always very exciting to be among the 50 most admired wine brands in the world. Undoubtedly, it is a privilege and recognition of the work that the entire team at Ramón Bilbao does to try to go beyond with our winemaking project, motivated by a*



curiosity that drives us every day to be better, both in Rioja and Rueda. This year is even more special as it coincides with the celebration of our centenary".

This 2024, Ramón Bilbao experiences one of the most significant rises on the list, climbing 14 positions compared to the previous year. The prestigious publication underlines Ramón Bilbao's solid commitment to the environment and sustainable viticulture. It also emphasizes the brand's global recognition for its contribution based on innovation, a deeper understanding of the landscape primarily at altitude, and the ability to project Spanish wine into the future.

The World's Most Admired Wine Brands recognize internationally renowned wineries on the five continents, such as Catena Zapata (Argentina), Domaine de la Romanée-Conti (Burgundy, France), Penfold's (Australia), Jackson Family Wines (California, USA), or Kanonkop (South Africa).

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 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 2024 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.



ABOUT RAMÓN BILBAO

Since its foundation in Haro (La Rioja) in 1924, and currently present in the wine regions of Rioja and Rueda, Ramón Bilbao has traveled a century of landscapes and vineyards, contributing new ideas and key milestones in the history of Spanish wine. Driven by its insatiable curiosity and excellence, it values the vision of a bold and non-conformist project, where it will continue to explore, innovate, and open new paths after 100 years of history.

Recognized as one of the most relevant wineries in Spain and among the most admired in the world, Ramón Bilbao has managed to update tradition and highlight the value of origin and territory, looking to the future with wines of greater purity, always from sustainability and respect for the land. Drivers of a new style of wine in Rioja, more contemporary, fresh, and fruity; as well as pioneers in the conceptual reinterpretation of village wines in the region, in high-altitude cultivation, and in exploring the geographical extremes of Rioja through vines with exciting typicity.

A century of history in which the winery has also recovered the value of native grape varieties and has enhanced the uniqueness of the terroir through the exclusive Lalomba project. A driver of Spanish wine worldwide through initiatives such as the Spanish Wine Academy educational platform or the Spanish Wine Master competition, Ramón Bilbao looks to the future with an open, innovative, and above all curious spirit with the aim of surpassing itself in a unique journey of search for excellence and discovery through wine.