

Bodegas Torres is the most admired Spanish/European winery for the second time

By **Ryan White** on June, 20 2012 | Spirits & Tobacco



For the second year running, Bodegas Torres has come second in the ranking of the World's Most Admired Wine Brand, regularly produced by the British magazine *Drinks International*. Torres also takes the spot of the highest ranking Spanish and European winery in the list. At a world level, Bodegas Torres is the second most highly rated wine brand according to the ranking.

This distinction is in addition to the outstanding recognition obtained previously by the Group, such as the Lifetime Achievement Award 2011 from the British magazine *Drinks Business* in recognition of its contribution towards ecological practices in the world of winemaking. Torres was also rated as the most widely recognized European wine brand and the 11th wine brand in the world in *The Power 100*, produced in 2011 by the British company *Intangible Business* on the wine and spirits market.

This recognition coincides with the mentions made by leading international media in the sector regarding Mas La Plana, the Torres family's iconic wine from the single vineyard of the same name, produced with the Cabernet Sauvignon variety and considered to be one of the most highly appreciated Spanish wines in the world. In fact, Martin Moran recently published in his column for *The Sunday Times* that Mas La Plana “is the best Cabernet I've tried in ages”, while Jane MacQuitty, from *The Times* referred to Mas La Plana as a glorious wine, “the best value Primum Familiae Vini star by far.” Additionally, Jamie Goode has published an interesting critique on his *WineAnorak* website, where he gives it a score of 94/100.

The *Drinks International* ranking was published in the April-May edition and is the result of a survey carried out with 60 figures from the international world of wine, such as Masters of Wine, critics, buyers and analysts. The ranking considers many different criteria, such as whether a wine is of a consistent or improving quality, how it reflects its region or country of origin; how it responds to the needs and tastes of its target audience; how well it's marketed and packaged; and whether it has a strong appeal to a wide demographic.