

Ramón Bilbao, one of the 50 most admired brands in the world for the third consecutive year



- **The Haro winery achieves a milestone by being part of this exclusive list published by Drinks International magazine for three years in a row**
- **There are only eight Spanish brands in the ranking, and only three, including Ramón Bilbao, have remained among the most admired brands for three consecutive years.**

Haro, April 1, 2021.- Ramón Bilbao is approaching its 100-year history, adding a new milestone to its constant evolution. For the third consecutive year, our winery has been included in the list of the 50 most admired wine brands, by Drinks International, a milestone that only two other Spanish wineries can boast of to date.

Each year, a panel of experts including professionals from almost fifty countries choose the 50 most admired wine brands from among several thousand participants. On the list are internationally renowned wineries such as Château Pétrus (Bordeaux, France), Château d'Yquem (Sauternes, France), Antinori (Tuscany, Italy) or Mondavi (United States). **Ramón Bilbao** is one of the eight Spanish companies that this year is part of the exclusive ranking, as well as being one of the most recognized Rioja brands in the world.

“For us it is a reason to be happy to repeat it on the Drinks International list. Being part of this ranking, where the most recognized wineries in the world are found, is an honor and we are celebrating for having achieved it one more year, the third in a row. Our recognition is one more reason to continue advancing on our path of offering consumers great wines of the highest quality”, commented the general director of Ramón Bilbao, Rodolfo Bastida.



RAMÓN BILBAO

The list with the 50 names has been made public today by Drinks International, a British magazine specialized in global trends in the world of wine, spirits and beers, with a reading corpus very knowledgeable in these drinks and distributed in 84 countries . The magazine was founded in 1972 and is one of the reference publications for the world of wine.

In its assessment, **Drinks International** stresses the value of Ramon Bilbao's sustainable viticulture and the strong commitment to the environment and rural development. In addition, it recognises the role of Rodolfo Bastida, Technical Director of Ramón Bilbao, in "offering a contemporary vision of Spanish wine without losing its roots and identity". Furthermore, Drinks International endorses the Rioja cellar's journey in supporting a winemaking method based on innovation and the unceasing pursuit of wines with a personality of their own, backed by a system of distribution and communication with the customer at the centre of its strategy and decision making.

World's most admired wine brands.

The **World Most Admired Wine Brands** ranking is drawn up from the results of surveying international trade experts (journalists and wine writers, consultants, winemakers, buyers, educators, analysts, sommeliers and Masters of Wine.), who are asked to select the wine brands they most admire on the basis of aspects such as quality, authenticity and brand image.

Each of them submits a vote for the 6 most admired wine brands with which they have no personal connection, according to the following criteria:

- The wines must be of a consistent and increasing quality
- Reflecting their region or country of origin
- Responding to the needs and tastes of their target public
- Successful distribution and packaging
- The wine holds great appeal for a wide ranging demographic group

The official release of the list of the most admired brands has been with the publication of the April issue of the Drinks International journal which offers its readers a full and detailed report on the most influential and admired brands from the world of wine.