

# TORRES



## PRESS RELEASE

### **Bodegas Torres, named World's Most Admired Wine Brand by wine professionals**

The winery leads for the third time the *Drinks International's* annual chart

**Vilafranca del Penedès, 3rd April 2017.** Bodegas Torres reclaims again its place at the top of the "World's most admired Wine brands" annual list of 50 wine brands according to UK-based magazine *Drinks International*. This almost 150-year-old Spanish cellar returns to the number one spot, after coming first twice before, which makes it the only Spanish and European winery to lead the chart. Since the ranking first started seven years ago, Torres has always remained first European wine brand and either first or second at the World's list.

Bodegas Torres, the only Spanish winery amongst the top 10 brands, is followed by Chilean Concha y Toro and Australian Penfolds, which moved down from number one last year. The 50 brands listed come from 11 different countries, 30 of which are within Europe. The most represented countries are France (with 14 wine brands), Spain (8), Australia (7) and New Zealand (5).



To create the 'The World's Most Admired Wine Brands' list, Drinks International polled wine professionals from around the world, who were asked to vote following criteria such as whether the wine is of consistent or improving quality, if it reflects the region it comes from, if it is well marketed and packaged, etc.

Miguel Torres Maczassek, General Manager of Bodegas Torres, said: *"This award makes us very proud as it is a recognition to the good work and effort of the whole team and distributors. The winery has been in the hands of my family for almost 150 years and we are still very involved in the day-to-day decisions from the vineyard to the table, and this gives us direction in the long term"*.

#### **About Bodegas Torres**

The Torres surname has been related to viticulture for more than three centuries, when the family planted the first vines in the Penedès, near Barcelona. Since it was founded in 1870, Bodegas Torres has managed to combine tradition and innovation with the aim of leading the premium quality wine and brandy sector, always producing with the utmost respect for the environment.

This family tradition has been scrupulously respected down through the centuries and the company has been passed down from father to son. Today the 4th generation of the family – represented by the company's President, Miguel A. Torres, and its Vice Presidents, Juan M. Torres and Marimar Torres – heads the company alongside the 5th generation, made up of Miguel Torres Maczassek (General Manager of the Torres Group since September 2012), Mireia Torres Maczassek (General Manager of Torres Priorat and Jean Leon and responsible for R&D and Innovation), Arnau Torres Rosselló and Cristina Torres. Furthermore two other 5th generation family members - Anna Torres Maczassek and Marta Torres Rosselló - are members of the Board of Directors.

Torres owns 2432 hectares of vineyards – 2000 of which are in Spain, 400 in Chile, 32 in California. Torres employs more than 1300 people and Torres wines can be found in more than 150 countries. In Spain, Bodegas Torres is present in the following Appellations of Origin: Catalunya, Conca de Barberà, Costers del Segre, Penedès, Priorat, Terra Alta, Rías Baixas, Ribera del Duero, Rioja and Rueda. The “Single Vineyard” wines age in the Waltraud Cellar, named after the wife of Miguel A. Torres – Waltraud Maczassek – who initiated and directed exports to Germany 25 years ago and who today presides the Miguel Torres Foundation. Internationally, Torres has vineyards and a winery in Chile (producing wines from vineyards located in the following valleys: Curicó, Empedrado, Elqui, Colchagua, Maule, Maipo, Itata and Secano Interior and Valle Central) and in California (Russian River Valley, Sonoma County). The California winery, Marimar Estate, is managed by Marimar Torres and is owned by Marimar and Cristina Torres.

Torres is a member of PFV (Primum Familiae Vini), an association of 11 wine families who are among the most prestigious wine producers of their region. Torres has been a member since the association's founding in 1991, along with Vega Sicilia, Egon Müller, Symington, Pol Roger, Perrin, Joseph Drouhin, Tenuta San Guido, Hugel, Antinori and Mouton Rothschild.

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