

Most Admired Wine Brands

Torres

COUNTRY OF ORIGIN: Spain
OWNER: Torres SA

After narrowly missing out on the Most Admired crown for three years, Torres finally takes the top spot. And what might be the secret to this long-awaited success? Family, a loyal team and consumers says Torres Group CEO Miguel Torres Maczassek – but not necessarily all consumers.

“For us the Torres brand is a statement of quality. We do not change our wines because of short-term trends – we focus on a long-term relationship with our consumers based on quality and consistency,” Torres says. “Every wine we produce is an individual wine. Our main goal is to produce elegant wines but also to reflect the region and ultimately the characteristics of a particular vineyard itself.”

The Torres family has been producing wine in Spain since 1870. This year, the brand also beats 14 rival European brands to claim the title of Most Admired European Brand.

Among the first Spanish wineries to introduce stainless steel tanks and French oak barrels back in the 1980s, Torres is admired by many for transforming the vinification processes.

“We give as much importance to innovation as we do to tradition,” Torres says, and the company annually experiments and incorporates new techniques. As well as its own vineyards, Torres has long-term relationships with more than 600 suppliers and their families.

“From those who work in the vineyards to the sales force, all make an effort to meet the expectations of our wine lovers,” Torres says.

This is something one academy member reaffirmed, saying: “To me, Torres is making a real attempt to move consumers out of the entry-level sector.”

In the past year the Torres & Earth project has committed to reduce CO₂ emissions by 30% per bottle by 2020. As part of this commitment, solar and



photovoltaic panels have been installed in the company’s Priorat winery and the Torres salesforce can now be seen whizzing around in hybrid cars.

“We have also been adapting our viticulture to the new conditions and buying more land in higher altitudes,” Torres added.

And where does tradition come in? A fifth-generation family member, Torres appreciates the importance of honouring the past.

He says his father has been crucial during the past few decades in guiding the winery towards higher levels of quality, as well as promoting its single-vineyard (Finca) wines.

“My family remains very involved in the business, from new wines to the final blends of each wine and even to the names and labels of the wine. This is important because it keeps our focus on the consumers and the quality at all levels rather than becoming just corporate.”

This is something with which academy member David Longfield

agrees. He says: “Torres displays its traditional heart on its sleeve, in both its presentation and the character of its core wines, yet at the same time dares to pioneer exciting new wine styles.”

Originally exported to Cuba, Torres wines are now enjoyed in more than 160 countries worldwide.

While its main markets remain in Europe, “we have good growth in Asia, Russia and South America,” says Torres. “Today more and more we see a split between the on and the off-trade, and fewer brands can be found in both channels.”

Tradition to Torres also means maintaining quality, even if this doesn’t make the brand available to everyone. “One of the key points in Torres is that we are a vertically integrated winery. We incentivise quality with higher prices for the grapes and promote viticultural techniques that respect the environment.”

So, is it tradition that has secured the Most Admired crown? “I believe that

today there are more and more wines that live and die quickly,” says Torres. “Many do not have a clear message of their origin or a focus on quality.”

The consumer is integral to this, he adds. “Being close to our consumers is very important.

“Torres is a safe bet for consumers. I believe they know that inside each bottle, whether it is a classic Sangre de Toro or a single vineyard like Mas la Plana, there is a wine that has a soul and cares for quality; the wine will be worth every cent.”

Consumers can now find original Torres wines from Peñedes, Conca de Barbera and Catalunya, but also wines from Rioja, Ribera del Duero, Rueda, Rias Baixas and Priorato – the last two led by Torres’s sister, Mireia. Torres also operates in Chile and California.

Torres concludes: “The world of wine can be very complicated and intimidating, but with Torres wines the consumer can better understand and enjoy Spanish wines.”

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THE TOP 50

Full list of placings from this year's poll

- 1 **Torres** up 1
- 2 **Casillero del Diablo** down 1
- 3 **Château Latour** re-entry
- 4 **Tignanello** up 28
- 5 **Penfolds** down 2
- 6 **Château d'Yquem** re-entry
- 7 **Château Margaux** up 13
- 8 **Cloudy Bay** down 3
- 9 **Guigal** down 1
- 10 **Vega Sicilia** re-entry
- 11 **Ridge** down 5
- 12 **Louis Latour** up 17
- 13 **Château Haut-Brion** up 26
- 14 **Michel Chapoutier** down 10
- 15 **Yalumba** new entry
- 16 **Cono Sur** up 2
- 17 **Robert Mondavi** up 14
- 18 **Marques de Riscal** up 6
- 19 **Petrus** up 11
- 20 **Jacob's Creek** up 5



- 21 **Mouton Rothschild** down 12
- 22 **Inniskillin** re-entry
- 23 **McGuigan** down 9
- 24 **Abadal** new entry
- 25 **Royal Tokaji** new entry
- 26 **Wolf Blass** down 11
- 27 **Château Musar** re-entry
- 28 **Oyster Bay** up 18
- 29 **Cheval Blanc** down 8
- 30 **Paul Mas** new entry
- 31 **Trapiche** new entry
- 32 **KWV** up 3
- 33 **Yellow Tail** down 16
- 34 **Lafite** down 15
- 35 **Leyda** down 7
- 36 **Kendall-Jackson** down 23
- 37 **Mateus** up 7
- 38 **Château Ste Michelle** down 15
- 39 **Campo Viejo** down 13
- 40 **Zonin** new entry
- 41 **Le Pin** up 1
- 42 **Marques de Caceres** up 1
- 43 **Undurraga** up 4
- 44 **Hardys** new entry
- 45 **Banrock Station** new entry
- 46 **Barefoot** up 3
- 47 **Santa Rita** down 14
- 48 **Berberana** re-entry
- 49 **JP Chenet** down 27
- 50 **Barton & Guestier** new entry