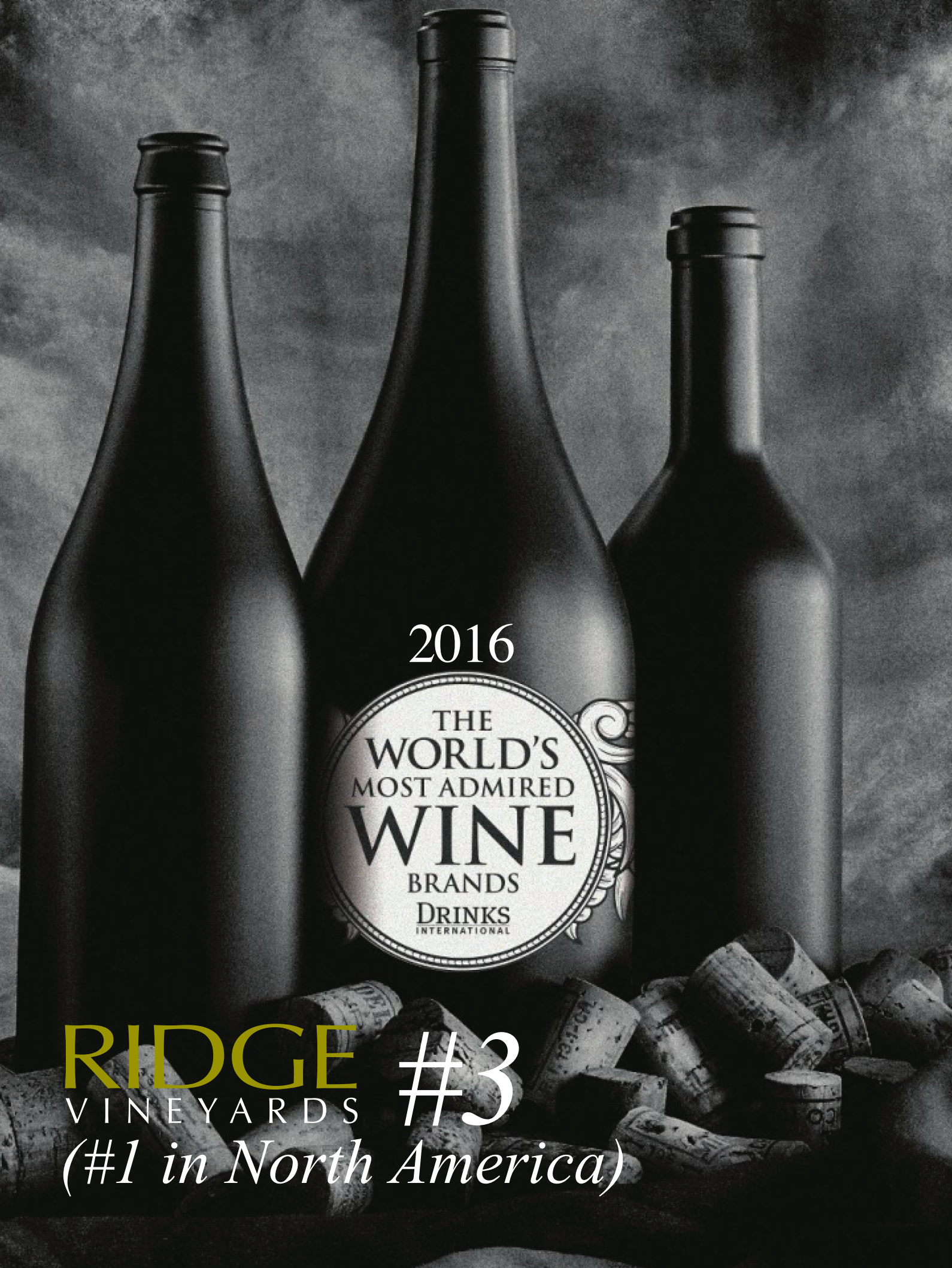




THE LIST

1	PENFOLDS	UP 2 ▲	26	GRAMONA	NEW ENTRY ★
2	TORRES	DOWN 1 ▼	27	CAMPO VIEJO	DOWN 8 ▼
3	RIDGE	UP 4 ▲	28	BROWN BROTHERS	RE ENTRY ◆
4	CASILLERO DEL DIABLO	UP 2 ▲	29	CHÂTEAU MARGAUX	DOWN 21 ▼
5	MICHEL CHAPOUTIER	UP 6 ▲	30	CHEVAL BLANC	UP 4 ▲
6	GUIGAL	UP 3 ▲	31	DOW'S PORT	NEW ENTRY ★
7	VIÑA ERRAZURIZ	NEW ENTRY ★	32	LOUIS LATOUR	NEW MOVER ■
8	VILLA MARIA	DOWN 4 ▼	33	JACOB'S CREEK	DOWN 8 ▼
9	CHÂTEAU D'YQUEM	DOWN 4 ▼	34	CHÂTEAU LAFITE	UP 8 ▲
10	TÍO PEPE	NEW ENTRY ★	35	CHÂTEAU MUSAR	DOWN 12 ▼
11	CHÂTEAU MOUTON RÖTHSCHILD	UP 6 ▲	36	PÉTRUS	UP 4 ▲
12	VEGA SICILIA	DOWN 10 ▼	37	ROBERT MONDAVI	DOWN 8 ▼
13	OYSTER BAY	UP 13 ▲	38	CHÂTEAU STE MICHELLE	DOWN 10 ▼
14	GRAHAM'S PORT	NEW ENTRY ★	39	WOLF BLASS	RE ENTRY ◆
15	CONO SUR	DOWN 5 ▼	40	KWV	DOWN 7 ▼
16	CLOUDY BAY	DOWN 2 ▼	41	MARQUÉS DE CÁCERES	RE ENTRY ◆
17	ZONIN	UP 1 ▲	42	LINDEMAN'S	DOWN 6 ▼
18	MARQUÉS DE RISCAL	UP 21 ▲	43	INNISKILLIN	DOWN 2 ▼
19	YALUMBA	UP 5 ▲	44	HARDYS	RE ENTRY ◆
20	CHÂTEAU HAUT-BRION	DOWN 5 ▼	45	DUBOEUF	DOWN 10 ▼
21	CHÂTEAU LATOUR	DOWN 8 ▼	46	UNDURRAGA	NEW MOVER ■
22	ROYAL TOKAJI	UP 9 ▲	47	VIÑA LEYDA	DOWN 2 ▼
23	TAYLOR'S PORT	NEW ENTRY ★	48	CODORNÍU	NEW ENTRY ★
24	LES DOMAINES PAUL MAS	DOWN 8 ▼	49	NEDERBURG	NEW ENTRY ★
25	TIGNANELLO	DOWN 13 ▼	50	SANTA RITA	DOWN 30 ▼



RIDGE #3
 VINEYARDS
 (#1 in North America)



3 RIDGE VINEYARDS

COUNTRY OF ORIGIN: US
OWNER: OTSUKA PHARMACEUTICAL CO

Now in its 56th year, Ridge Vineyard's mission has not changed. Craft and quality form the two-pronged attack that drives the Californian winery onwards. That craft and quality is there for all to see on the wine back label as the brand provides an ingredients list to demonstrate how little intervention is necessary to produce a fine, terroir-driven wine. This transparency is as essential for the wine's success as brand identity, says David Amadia, vice president sales & marketing, Ridge Vineyards.

"With more than 4,000 bonded wineries in the US alone, the wine business remains one of the most competitive sectors," Amadia says. "Brand awareness is paramount and that is amplified, of course, if your image is positive."

Ridge was a pioneer in the production of single-vineyard Zinfandels, starting in 1966 with the first vintage of Geyserville. This year marks the 50th anniversary of its involvement in this vineyard and its standards have not wavered.

Academy member Tan Ying Hsien MW says: "The dogged perseverance of Paul Draper has produced such results at Ridge, especially with the red Ridge Monte Bello – a quintessentially Californian style created about 30 years after Prohibition ended and which has unwaveringly maintained that style and high quality over the past 50-odd years."

Amadia says 2015 was a great year for the brand. "We achieved record results and the awareness

of and appreciation for Ridge wines has never been higher." The same is true with the Academy, as the brand jumps four places and enjoys its highest position in this chart to date.

In the next five years, Amadia says the company's hope is for wine lovers, collectors, sommeliers and journalists across the globe to recognise that the quality and ageability of Ridge Monte Bello is greater than or equal to any wine produced in Bordeaux or Napa. "We have made great inroads on this front in North America, the UK and western Europe and hope to make equal progress in Asia over the next five years".

Amadia says the brand will continue to target younger consumers.

"At the moment we are focused on Gen X as they have the disposable income to enjoy our wines. In the next five years we will begin to pivot toward millennials as their disposable income grows."

The typical profile of a Ridge consumer is a sophisticated wine drinker with an Old World palate, according to Amadia. "Our wines are elegant, moderate in alcohol, pair well with food and age gracefully. They are not high-alcohol fruit bombs, even our Zinfandels." With approximately 30 bottlings a year



WE WILL BEGIN TO PIVOT TOWARD MILLENNIALS AS THEIR DISPOSABLE INCOME GROWS

– including Cabernet, Merlot, Zinfandel, Syrah, Petite Sirah, Grenache, Mataro, Carignane and Chardonnay – there are plenty of wines to entice consumers to part with their disposable income. ☞



North America has struggled to get a foothold in this ever-changing list. With the exception of Ridge Vineyards – which continues to creep up the list and reign supreme in the regionals – North American brands weren't able to crack the top 35 and aren't able to scrape together five brands in the top 50.

Kendall-Jackson and Barefoot have both been bumped this year. Château Ste Michelle and Robert Mondavi retain places in the list but have switched in the order of merit. Inniskillin didn't make the top five last year, despite featuring in the top 50, but it makes the regional lists this year and continues to fly the maple leaf flag alone for Canada.

- 1 RIDGE
- 2 ROBERT MONDAVI
- 3 CHÂTEAU STE MICHELLE
- 4 INNISKILLIN

NORTH AMERICA