



CONCHA Y TORO
DESDE 1883

WORLD'S MOST POWERFUL WINE BRAND

Concha y Toro has enjoyed a consistent presence in the Power 100 ranking of the world's leading spirits and wine brands since 2006. In 2014, however, it has attained the No. 1 spot, unseating such well-known competitors such as Gallo and Robert Mondavi in the U.S. and Australians Hardy's and Jacob's Creek. Global brand awareness and market share have combined to boost Concha y Toro's overall ranking.

A panel of experts from the wine and spirits industry, with vast financial and commercial knowledge, analyzed over 10,000 brands from all over the world to produce a list of the top 100 most powerful brands. The study defines powerful as a brand that has the ability to generate value for its owners. This value is defined by parameters including:

- Share of market
- Brand growth
- Price positioning
- Market scope
- Brand Awareness and Relevancy
- Heritage and Perception

"Chile's Concha y Toro has leapt up the rankings to take the sector's leading spot thanks to consistent quality across a wide range of varieties and styles."



the
drinks business

– Stuart Whitwell,
Joint Managing Director,
Intangible Business

TOP 10 MOST POWERFUL WINE BRANDS 2014

10. Lindeman's
9. Jacob's Creek
8. Beringer
7. Sutter Home
6. Yellowtail
5. Barefoot
4. Hardys
3. Robert Mondavi
2. Gallo

1. Concha Y Toro

