

Ranking de Intangible Business:

Concha y Toro retains leadership as “World’s Most Powerful Wine Brand”

Santiago, July 2nd, 2015: With pride we inform you that for the second consecutive year our company has been chosen as the most powerful wine brand in the world by the independent consultancy, Intangible Business.

“This result is a recognition that fills us with pride and that gives meaning to the work we do every day. This once again recognizes the global reach of our company and the relevance it has for consumers in the different markets”, said Eduardo Guilisasti, CEO of Viña Concha y Toro.

“The Power 100” ranking also shows a side that measures “The World’s Most Powerful Spirits & Wine Brands”, and, as its name suggests, in just one measurement, it compares the importance of spirits and wine brands. In this edition Concha y Toro reached 18th position, classified among the Top 20 worldwide.

1	CONCHA Y TORO	CHILE
2	BAREFOOT WINE	USA
2	E&J. Gallo Winery	USA
4	ROBERT MONDAVI	USA
5	[yellow tail]	AUSTRALIA
5	SUTTER HOME	USA
7	HARDYS	USA
8	LINDEMAN'S	AUSTRALIA
9	BERINGER	USA
10	JACOB'S CREEK	AUSTRALIA