

# We are the second most powerful wine brand in the world

Every year, Wine Intelligence presents the Global Wine Brand Power Index. For the latest report, more than 25,000 consumers from the industry's 25 most relevant countries were interviewed, representing the world's 466 million regular wine consumers.

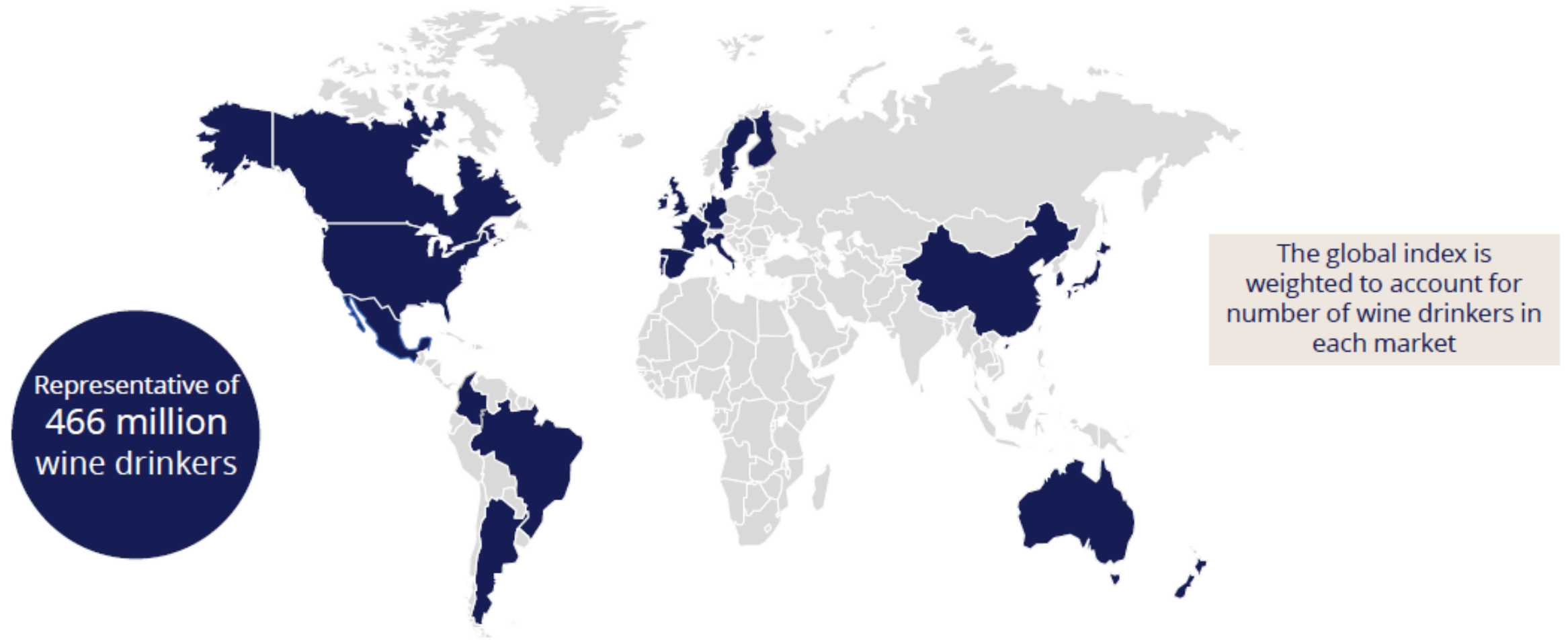
This ranking is based on the connection that brands have with consumers. Six measurement methods were used, including "brand awareness", "purchase remembered in the last three months", "brand connection measurement related to affinity and product recommendation", among other aspects.

**Casillero**  
del  
**Diablo**



CASILLERO DEL DIABLO

# Global Wine Brand Power Index markets



# The top 10 most powerful wine brands



1<sup>st</sup>

[yellow tail]



2<sup>nd</sup>

Casillero  
del  
Diablo

3<sup>rd</sup>



BAREFOOT

4<sup>th</sup>



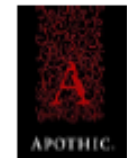
5<sup>th</sup>



6<sup>th</sup>

Gato Negro

7<sup>th</sup>



8<sup>th</sup>

FRONTERA

9<sup>th</sup>



10<sup>th</sup>

BERINGER



# Research methodology

## QUANTITATIVE

For aggregated data representing all markets, individual markets were weighted according to the total wine drinking population represented by the sample in the given market.

Unless otherwise specified, the base for each individual market is Regular Wine Drinkers, defined as those who drink wine at least once per month.

Formal definitions of wine drinker in each markets are as follows:

Regular wine drinkers
Argentina
Australia
Brazil
Canada
Finland
France
Germany
Ireland
Italy
Japan
Netherlands
New Zealand
Portugal
Spain
Sweden
UK
US

Semi-annual wine drinkers
Hong Kong
Singapore
Urban upper-middle class imported wine drinkers
China
Semi-annual wine drinkers in selected areas
Colombia
Semi-annual wine drinkers across selected cities
Mexico
Semi-annual imported grape-based wine drinkers
South Korea

