



PRESS RELEASE

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## Castel Frères leads IWSR's top 100 wine list

**London.** Castel Frères has been named the largest still wine brand in the world by the IWSR, the leading provider of data and analysis on the global beverage alcohol market.

The list, published in the November issue of *the IWSR Magazine*, places Castel Frères in the top spot for the second year in a row despite strong volume gains from other brands in the top five. Barefoot and Concha y Toro posted the strongest gains in the top ten, both increasing by more than 1m nine-litre cases.

The biggest US-based winner was Gallo's brand Barefoot, which despite 6.2% growth globally remained steady in third place. In the US alone, it added over 1m cases. Since its inception in 1986, Barefoot's fresh approach to wine marketing has attracted new consumers to the category. Gallo acquired the brand in 2005 and has carried on that messaging, transforming it into a global superpower.

Chile's Concha y Toro range (which includes Casillero del Diablo, Frontera, Sunrise, etc.) was the most notable mover in the top five. Altogether, it increased by over 1m cases to reach the fourth spot, swapping places with Spain's Félix Solís. The Chilean company's biggest win came in its home market, with volume growth of almost 400,000 cases.

Premium brand line Casillero del Diablo continued to gain strongly in the UK, up 9% on 2015, to cap overall Concha y Toro range growth of over 300,000 cases in the country. It enjoyed further strong increases in the Netherlands, Mozambique and the US.

Further data on these brands and more can be found in the IWSR's Still Wine Profiler, a new interactive platform launched in July. The Still Wine Profiler gives a comprehensive and interactive snapshot of global developments in the still wine industry and is a collaboration between the IWSR and Wine Intelligence, drawing on over 40 years' industry expertise. The platform offers a global overview of market developments, but more specifically drills into leading brands in 20 of the world's most dynamic markets for imported still wine. The platform is the only online tool of its kind which combines brand sales, volumes, prices and consumer sentiment/demographics all in one place.

### The Top 100 Wine Brands, Rankings 1-10

Rank 2016	Rank 2015	Brand	Brand Owner	Volume 2016	Change 2015-'16	% Change 2015-'16	Lead Origin	Lead Market	Lead Export Market
1	1	<b>Castel Frères</b>	Castel	24,961.5	-800.8	-3.1	French	France	Netherlands
2	2	<b>Franzia</b>	The Wine Group	24,533.9	630.2	2.6	US	US	Japan
3	3	<b>Barefoot</b>	E & J Gallo	22,500.1	1,313.0	6.2	US	US	UK
4	5	<b>Concha y Toro</b>	Concha y Toro	16,315.2	1,123.7	7.4	Chilean	Chile	US
5	4	<b>Félix Solís</b>	Félix Solís	14,741.3	-488.3	-3.2	Spanish	Spain	UK
6	6	<b>Val D'Orbieu</b>	Vinadeis	13,906.0	269.0	2	French	France	Denmark
7	8	<b>Carlo Rossi</b>	E & J Gallo	12,712.1	-170.3	-1.3	US	US	Poland
8	9	<b>Robert Mondavi</b>	Constellation	12,635.7	527.8	4.4	US	US	Canada
9	7	<b>Gallo</b>	E & J Gallo	12,486.1	-525.2	-4	US	US	UK
10	10	<b>Yellowtail</b>	Casella	11,146.3	13.5	0.1	Australian	US	US

Source: The IWSR 2017

All volume figures in thousands of nine-litre cases

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**About the IWSR**

The IWSR is the leading source of data and analysis on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer and mixed drinks by volume and value, and provides insight into short- and long-term trends. Our data is used by the leading players in the beverage alcohol market. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. The IWSR conducts face-to-face interviews with over 1,500 companies in 118 countries each year, with further input from 350 companies. The IWSR tracks overall consumption and trends at brand, quality and category level.