

# Nederburg included in World's Most Admired Wine Brand top 50 list

For the fourth consecutive year, Nederburg has been included in the top 50 list of *The World's Most Admired Wine Brands* by UK-based publication, Drinks International. The results were announced during an awards evening at Steigenberger Park Hotel in Düsseldorf in Germany. The ceremony also served as the inaugural party for ProWein 2019 - the top international trade fair for wine and spirits, which concludes today, 19 March.



Amongst the luminaries on the list are Australia's Penfolds, Spain's Torres, New Zealand's Villa Maria, Chile's Concho Y Toro, and French icon M. Chapoutier.

According to Drinks International, to make it into the international line-up of the top 50 wine brands, demands consistent or improving quality; a reflection of region or country of origin; a responsiveness to the needs and tastes of target audiences; excellent marketing and packaging; and a strong appeal to a wide demographic.

Niël Groenewald, MD of Nederburg says: "We are delighted by this news and especially thankful to our viticulture and winemaking teams for their zealous focus on innovation, not merely for the sake of newness but to see how they can continually improve what they do."

"They continue to explore new wine growing areas, plant new vines, and trial new cultivars, blends and techniques to maintain Nederburg's name as the byword in South African wine excellence."

Jackie Olivier, Nederburg's global marketing manager remarks: "Such high-level affirmation for Nederburg is a major boost for us. Over the past few years, we've been hard at work in building Nederburg's global brand presence and appeal in key markets by introducing new innovative wines and securing new listings."

Currently, cellar-master Andrea Freeborough leads the team of highly-skilled winemakers.

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