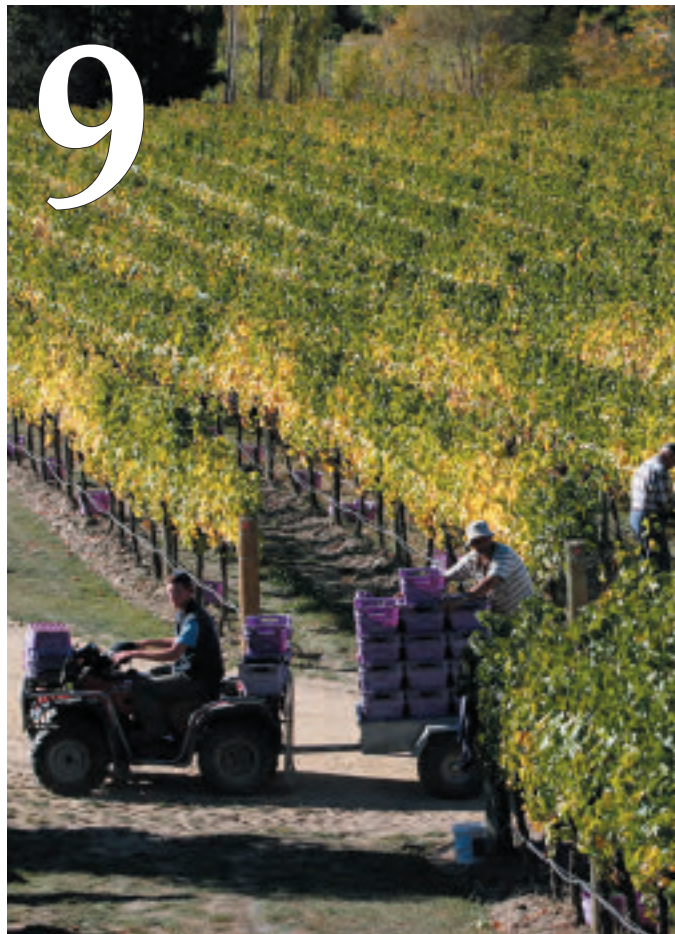




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FELTON ROAD

COUNTRY OF ORIGIN: NEW ZEALAND
OWNER: NIGEL GREENING

Eighteen years after being bought by Englishman Nigel Greening, Felton Road has gate-crashed the top 10 in the Most Admired list after debuting at number 13 last year, putting it hot on the heels of Villa Maria for the honour of highest-ranking Kiwi producer. Winemaker Blair Walter juggles his main role with those of general manager, chief of exports and global sales director, though pressure to force sales graphs in an upwards direction is non-existent. Felton Road has a zero-growth policy for environmental reasons and the prestigious Central Otago Pinot Noir for which it is best known – along with its Chardonnay and Riesling whites – is sold principally on allocation, with loyal trade customers first in line. “Markets don’t have the opportunity for growth unless it is because of a market that is in decline,” says Greening, who adds that his mission is “to master what we already do rather than explore new ideas”. He says: “While we have historically seen a steady migration of volume from the US – where restrictive market practices cause both pricing and placement issues – towards Asia, this has now largely stopped.” Greening’s business ethics mean he resists artificially ramping up prices as the Felton Road reputation grows, unless such moves are dictated by exchange rates and production costs. “Customer loyalty is a continued consideration,” he says, “and we reward our customers by not greedily putting the prices up.” Greening believes some of the love among our academy voters for the brand comes from his and Walter’s willingness to travel the world sharing the Felton Road philosophy and its wines.

THE LIST

1	TORRES	NON-MOVER	25	TIGNANELLO	UP 4 ▲
2	CONCHA Y TORO	NON-MOVER	26	GEORGES DUBOEUF	UP 1 ▲
3	PENFOLDS	NON-MOVER	27	OYSTER BAY	UP 19 ▲
4	YALUMBA	UP 12 ▲	28	BARTON & GUESTIER	RE-ENTRY
5	ERRAZURIZ	NON-MOVER	29	SASSICAIA	DOWN 14 ▼
6	M CHAPOUTIER	UP 2 ▲	30	CANTI	NEW ENTRY ★
7	RIDGE	NON-MOVER	31	JACOB'S CREEK	DOWN 6 ▼
8	VILLA MARIA	UP 4 ▲	32	CHÂTEAU LATOUR	UP 1 ▲
9	FELTON ROAD	UP 4 ▲	33	CODORNÍU	DOWN 10 ▼
10	E GUIGAL	DOWN 4 ▼	34	INNISKILLIN	RE-ENTRY
11	CHÂTEAU D'YQUEM	UP 11 ▲	35	ROYAL TOKAJI	DOWN 9 ▼
12	CAMPO VIEJO	UP 5 ▲	36	BAREFOOT	RE-ENTRY
13	VEGA SICILIA	DOWN 1 ▼	37	ROBERT MONDAVI	DOWN 17 ▼
14	CLOUDY BAY	UP 10 ▲	38	YELLOWTAIL	UP 7 ▲
15	CHÂTEAU LAFITE	UP 25 ▲	39	CAVIT	UP 8 ▲
16	MARQUÉS DE RISCAL	RE-ENTRY	40	ANTINORI	RE-ENTRY
17	CHÂTEAU MUSAR	UP 1 ▲	41	NEDERBURG	DOWN 5 ▼
18	CONO SUR	RE-ENTRY	42	EMILIANA	NEW ENTRY ★
19	CHÂTEAU PETRUS	DOWN 5 ▼	43	LOUIS LATOUR	DOWN 24 ▼
20	CHÂTEAU MARGAUX	DOWN 11 ▼	44	PETER LEHMANN	RE-ENTRY
21	CHÂTEAU CHEVAL BLANC	UP 14 ▲	45	KWV	RE-ENTRY
22	CHÂTEAU HAUT-BRION	UP 1 ▲	46	MCGUIGAN	DOWN 9 ▼
23	MARQUÉS DE CÁCERES	UP 7 ▲	47	OXFORD LANDING	RE-ENTRY
24	TRAPICHE	UP 20 ▲	48	TOKARA	NEW ENTRY ★
			49	SANTA RITA	RE-ENTRY
			50	CHÂTEAU MOUTON ROTHSCHILD	DOWN 9 ▼