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The 2011 Power List

The fourth edition of our biennial Power List brings together the wine world's 50 most important movers and shakers – the people influencing what's in your glass today

POWER IS NOT something that can easily be measured. In compiling this list, we have purposely avoided merely trotting out the world's biggest wine companies. This is not a scientific list. Rather it is a subjective list of the figures we feel hold the most influence over the direction of the wine world today, and how that affects the wine in your glass.

Compiled every two years, the requisites for the Power List remain the same: each entrant must have a direct influence over the style of wine we are drinking. These could be winemakers influencing wine styles in a hands-on way, lawmakers and politicians who impact the way we drink wine or the way it is allowed to be made, corporate giants who influence what's on the shelves, or media figures who influence what we are drinking via their recommendations.

We aim to take in the broad church of the global wine world, but make no apology for reflecting the

'Each entrant must have a direct influence over the style of wine we are drinking'

realities of the market. The UK and US remain our focal reference points, and the world's broadest markets – particularly China – continues to grow.

Some entries are nominated as figureheads of particular movements as much as for their own personal influence. Equally, there are leading names in the wine world who are less active than in previous years but who continue to influence the winemakers of today through their pioneering efforts. To avoid any potential conflict of interest, our staff are, as ever, absent from the line-up – the exception is Steven Spurrier, our consultant editor, who merits inclusion in his own right, in addition to representing *Decanter*.

As ever, we value your input, so let us know your opinion as to who should have been in and who should be out. Vote in the Readers' Power List at Decanter.com or email editor@decanter.com

In compiling the Power List, *Decanter* consulted the following people: Jane Anson, Richard Bampfield MW, Gerard Basset MW MS, Richard Baudains, Simon Berry (Berry Bros & Rudd), Jon Bonné (*San Francisco Chronicle*), Gary Boom, Stephen Browett (Farr Vintners), Andrew Catchpole, Mathieu Chadronnier (Dourthe CVBG), Jeannie Cho Lee MW, David Cox (New Zealand Winegrowers), Ian D'Agata, Gregory De'Eb (Crown Cellars), Michael Fridjhon, Peter Gago (Penfolds), Martin Gold (Martin Smith Wines), Howard G Goldberg, Jeffrey Grosset, James Halliday, Michael Hill-Smith MW (Shaw + Smith), Paul Hobbs, Justin Howard-Sneyd MW (Laithwaites), James Lawther MW, Demei Li (Beijing Agriculture College), Debra Meiburg MW, Jasper Morris MW, Linda Murphy, Christine Parkinson (Hakkasan), Sebastian Payne MW, Nick Pegna (Berry Bros & Rudd, Hong Kong), Hugo Rose MW (Wine Market Consultancy), Ronan Sayburn MS (Hotel du Vin), Steven Spurrier, Simon Tam (Christie's), Phillip Tuck MW (Hatch Mansfield), Becky Wasserman Hone



wine retailers use its scores to sell bottles. It's been this way for two decades. Yet Shanken's one-person-per-region tasting structure has been challenged of late. James Laube once reviewed all California wines, but has ceded some categories to other writers. Harvey Steiman continues to cover Washington, Oregon, Australia and New Zealand, though rumours of his retirement run rampant. With the departure of James Suckling as *Spectator's* European bureau chief, Bruce Sanderson and James Molesworth have taken on additional tasting duties. This is a time of great change for Shanken's wine magazine business; and with suggestions that US consumers are slowly turning away from scores, his response will be instructive.

22 Miguel Torres (18)

President, Torres; 69

UNDER TORRES COMPANY rules, Miguel Torres is due to retire this year, meaning that one of his children will almost certainly succeed him at the top of one of the most respected wine businesses on the planet. Whoever it is, the affable, humble and quietly driven Torres (he presided over increased revenues, from €185m to €206m, last year) will be an extremely tough act to follow. His leadership has seen expansion into Chile and regions such as Rioja, Ribera del Duero and Priorat, a devotion to green issues that puts much of the rest of the wine industry to shame, and a recently announced expansion of its retail arm in China to 62 outlets.



23 Sylvie Cazes (-)

MD, Louis Roederer Bordeaux properties, and president, Union des Grands Crus de Bordeaux; 55

SYLVIE CAZES-REGIMBEAU WAS at the centre of one of the biggest news stories in Bordeaux earlier this year when Louis Roederer appointed her to direct the company's Médoc châteaux, including Pichon-Longueville Comtesse de Lalande. The appointment catapulted the president of the Union des Grands Crus de Bordeaux even further into the Bordeaux limelight, eclipsing her older and now semi-retired brother, Jean-Michel Cazes. Cazes will juggle her new role with the UGC presidency (elections take place this month), a supervisory role at the Cazes family properties and a seat on Bordeaux' City Council, where she promotes wine tourism.

24 Gary Vaynerchuk (40)

Wine retailer, video blogger; 35

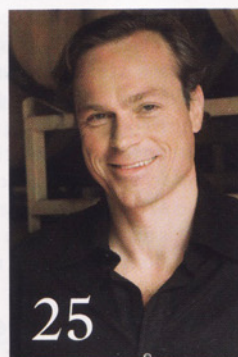
AFTER FIVE YEARS and 1,000 episodes, Vaynerchuk's *Wine Library TV* video blog ended in March – to be replaced by *The Daily Grape*, a similar blogging service more geared to mobile phones. The Russian-born retailer's trademark irreverent style remains, but the man described as the second most influential wine critic in the US is as much in demand these days for public speaking on social media, brand-building and e-commerce. Vaynerchuk is one book into a 10-book, US\$1m publishing deal with HarperStudio, and signed a deal last year to be a wine consultant for airline Virgin America.



25 Jean-Charles Boisset (32)

President, Boisset Famille des Grands Vins; 41

OVER THE PAST two years, Boisset's string of acquisitions has been rivalled in its headline-grabbing abilities only by his personal life, thanks to his wedding to Gina Gallo (no15) in September 2009. Not that that put a halt to Boisset's expansion, with the same month seeing its purchase of Antonin Rodet in Burgundy and Raymond Vineyard & Cellar in the Napa Valley. In late April Boisset acquired Buena Vista Carneros, one of California's oldest wineries. At the helm of the third biggest wine business in France, with turnover of around €300m, Boisset is noted for his un-French forward thinking, packaging Beaujolais Nouveau and California's Fog Mountain Merlot in PET, and French Rabbit in Tetra-Pak. He is now focusing on further modernising the company's California business.



26 Jeannie Cho Lee MW (-)

Author, journalist, blogger, consultant; 42

THE FIRST ASIAN to become an MW in 2008, Korean-born Cho Lee is a contributing editor for *Decanter* and founder of *AsianPalate.com*, a website linking Asian cuisine and wine. Promotion of the latter has seen her become one of the most active, influential commentators on Asia's burgeoning fine wine scene, where she exerts significant influence in directing consumer tastes. Based in Hong Kong, she is a regular judge at wine competitions and runs countless tasting events with multinationals, hospitality companies and wine merchants. Commercial interests include tie-ins with Estée Lauder, Singapore Airlines and the Galaxy Macau resort.



Photographs: Clay McLachlan/Claypix.com; Christian Peacock; Nigel Bradley