

## MEDIA RELEASE

**Announcing the 2023 Global Best Of Wine Tourism Award Winners, and the start of public voting for the People's Choice Awards.**

*Mendoza, November 4, 2022*

**Today, the Great Wine Capitals Network celebrates industry innovation with the announcement of the 11 Global Best Of Wine Tourism Awards.** The 11 winners of the Global Best Of Wine Tourism Awards were announced at Great Wine Capitals Annual Gala event in Mendoza (Argentina) on November 3<sup>rd</sup> 2022, representing the best of the best wine tourism businesses from the most prestigious wine regions across five continents.

Since 2003, the Great Wine Capitals' Best Of Wine Tourism Awards have shone a light on the quality craftsmanship of wine tourism businesses in Adelaide (South Australia), Bilbao | Rioja (Spain), Bordeaux (France), Cape Town | Cape Winelands (South Africa), Lausanne (Switzerland), Mainz | Rheinhessen (Germany), Mendoza (Argentina), Porto (Portugal), San Francisco | Napa Valley (USA), Valparaiso | Casablanca Valley (Chile) and Verona (Italy).

This year the Best Of Wine Tourism Awards received 545 applications globally with 75 regional awards distributed. An expert international jury awarded a Global Best Of Wine Tourism Award per member city to the 11 most exceptional businesses:

- **Adelaide, South Australia** | Grapes for Good – Zoos SA
- **Bilbao, Spain** | Marqués de Murrieta
- **Bordeaux, France** | Château Fleur de Lisse
- **Cape Town – Cape Winelands, South Africa** | Weltevrede
- **Lausanne, Switzerland** | La Vigne Swiss Wine Therapy
- **Mainz, Germany** | Rheingrün Hofgarten, Westhofen
- **Mendoza, Argentina** | Anaia Wines
- **Porto, Portugal** | Quanta Terra Douro
- **San Francisco – Napa Valley, United States** | PRESS Restaurant
- **Verona, Italy** | Pieropan
- **Valparaiso, Casablanca Valley – Chile** | Matetic Winery

Managing Director of the Great Wine Capitals Network, Catherine Leparmentier, emphasises the ongoing importance of the awards in creating a flourishing wine tourism industry and local communities into the future. Therefore, innovation and quality from wine tourism businesses have been the outstanding features of this year's awards.

“Given the difficult times the world went through in the last couple of years, we are very impressed by the resilience of the wine industry regarding their wine tourism activities. Innovative programs, new services, updated marketing strategies have enabled the wineries to recover quickly from the consequences of the global pandemic.”

“We received more than 540 applications to our Best Of Wine Tourism contest this year, from our 11 Wine Capitals, and their applications were just amazing, always improving in quality and also, more sustainable. The 11 Global winners that have been announced today have been selected from the prize list of 76 regional winners. They represent the crème de la crème of wine tourism.”

**Great Wine Capitals now invite the public to show their appreciation for the exceptional experiences provided by the wine tourism sector by voting in the People’s Choice Awards next week from the 7<sup>th</sup> of November.**

75 finalists have each been awarded worthy of a 2022 Regional Best Of Wine Tourism Award. Now, they require your support as they compete in the People’s Choice Awards across 7 categories – Accommodation, Restaurants, Architecture & Landscape, Art & Culture, Sustainable Wine Tourism Practices, Innovative Experiences, and Wine Tourism Services.

To learn more about the People’s Choice Awards and vote in one or more categories, visit <https://www.greatwinecapitals.com/best-of-wine-tourism/peoples-choice-award/> Voting closes on November 21<sup>st</sup>.

## **ENDS**

- Following pages – a brief overview of each global winner
- Available for download – a photograph for each global winner

**For more information and media interviews contact:**

Catherine Leparmentier / Manager of Great Wine Capitals / +33 556 79 51 64 / [cleparmentier@bordeauxgironde.cci.fr](mailto:cleparmentier@bordeauxgironde.cci.fr)

## **Profiles – Our 11 Global Best Of Wine Tourism Award Winners**

**The Great Wine Capital Network congratulates the 11 winners of the 2023 Global Best Of Wine Tourism Award. Each winner is also listed among 75 eligible finalists for the People’s Choice Awards, which will open for public voting from the 7<sup>th</sup> of November.**

### **Adelaide, South Australia | Grapes for Good – Zoos SA**

Launched in November 2021, Grapes for Good is a partnership between six leading Langhorne Creek wine producers and Zoos SA which supports the conservation efforts underway at nearby Monarto Safari Park. Each winery stop provides a unique experience for visitors to enjoy, including gin and wine flights at Bremerton, Meechi brewing at the Winehouse, the award-winning restaurant at Lake Breeze, the rooftop viewing deck at Kimbolton Wines, Fleurieu Chocolate and luxury skin products at Vineyard Road and visiting the 1892 red gum press at Bleasdale Wines. To date, the Grapes for Good wine trail has donated over \$30,000 to help endangered species at the Monarto Safari Park.

Grapes for Good also won the 2023 Best Of Wine Tourism Award for Innovative Wine Tourism Experiences in its region.

More information: <https://www.monartosafari.com.au/grapes-for-good/>

### **Bilbao – Rioja, Spain | Marqués de Murrieta**

Marqués de Murrieta has established itself as one of the world’s most idyllic wine tourism destinations. The Cebrián-Sagarriga family successfully transformed the oldest industrial buildings in Europe into a boasting example of balance, elegance and modernity. After six years of construction, the new winery was inaugurated in 2022, emphasising an admirable harmony with the historical-architectural complex of the Ygay Castle. The new winery consists of a group of buildings of more than 25,000 m<sup>2</sup> for the production and aging of its wines, surrounded by more than 50,000 m<sup>2</sup> of new parks and gardens. The winery contributes in an extraordinary way to the prestige of the Bilbao-Rioja wine tourism destination.

Marqués de Murrieta also won the 2023 Best Of Wine Tourism Award for Architecture & Landscape excellence in its region.

More information: <https://marquesdemurrieta.com/pages/marques-de-murrieta-reserva>

### **Bordeaux, France | Château Fleur de Lisse**

Nestled in the heart of landscapes listed as World Heritage by UNESCO, Château Fleur de Lisse cultivates its vines using organic and biodynamic farming practices. From vine to bottle, wine production testifies to virtuous and demanding commitment. Know-how and knowledge sharing are part of the Château’s DNA. The estate promotes soft mobility. Vegetation is planted between the vine rows. Birdhouses

increase biodiversity. Compost and infusions boost the vines. Visitors are taken through an educational journey with interactive maps to help them better understand the philosophy and methods behind the winery's sustainable viticulture. Further, workshops are conducted allowing visitors to taste locally inspired delights whilst taking part in a variety of sensory experiences to appreciate wine with a renewed pleasure.

Château Fleur de Lisse also won the 2023 Best Of Wine Tourism Award for Sustainable Wine Tourism Practices excellence in its region.

More information: <https://vins-saint-emilion.com/en/castle/chateau-fleur-de-lisse-2/>

### **Cape Town – Cape Winelands, South Africa | Weltevrede**

Since 1912, the Jonker family has called Weltevrede home. As the winery's grape production escalated, the Jonker family increased the size of the Weltevrede winery, all whilst maintaining the original vines from the estate's founder. Nearly just as much as the soil itself, Weltevrede loves the family experience and the close-knit sharing of the soil's feel. Each vine, each delectable grape berry, and each succeeding wine are built on this anchor of Weltevrede, which is rooted in time itself. The winery showcases 72 distinct vineyards, some of which are smaller than half a hectare. They can be broadly categorised into three separate soil types, or terroirs, including alluvial soil, rust-coloured limestone, and shattered shale rock.

Weltevrede also won the 2023 Best Of Wine Tourism Awards for Innovative Wine Tourism experiences and Architecture and Landscape excellence in its region.

More information: <https://weltevrede.com/>

### **Lausanne, Switzerland | La Vigne Swiss Wine Therapy**

La Vigne offers a unique, immersive and exclusive well-being treatment experience amongst the vineyards of Lauvoux, through its mobile pop-up spa Bubble tent. While allowing its visitors to enjoy one of the most amazing panoramas in the world (UNESCO World Heritage), the experience promotes the recycling of vine residues – which are usually thrown away or composted by the winemaker. Further to its well-being treatments and spectacular views, guests can indulge in wine tasting, local gastronomy and hospitality as they enjoy a unique and exclusive experience.

La Vigne Swiss Wine Therapy also won the 2023 Best Of Wine Tourism Award for Sustainable Wine and Tourism Practices excellence in its region.

More information: <https://www.la-vigne.ch/>

### **Mainz, Germany | Rheingrün Hofgarten, Westhofen**

Rheingrün Hofgarten is a place where you can connect with the past and discover contemporary art, readings and concerts. The historic, picturesque premises offer a stage for art, culture, people and emotions – a unique setting for art and cultural

pleasures. The winery aims to create a lasting connection to the Rheinhessen region, the locals, wine, broadening horizons and sharpening senses in the enchanting garden.

Rheingrün Hofgarten also won the 2023 Best Of Wine Tourism Award for Architecture and Landscape excellence in its region.

More information: <https://www.wonnegau.de/rheingruen-hofgarten-1>

### **Mendoza, Argentina | Anaia Wines**

The impeccable design of Anaia Wines is inspired by the land and landscape of Mendoza: mountains, flora, texture and colours of ancient rocks in earthy tones that responds to different strata that were sedimented through thousands of years. The winery showcases itself as a rectangular prism of 11 mts wide by 100 mts long where different sectors follow one another in a linear way, that is: Harvest Sector, Fermentation Warehouse and Expedition Gallery. On the upper floor is the Tourism Sector, where guests are exposed to a panoramic view of the Andes Mountains and a balcony overlooking the Tank and Barrel Room. The form, function, integration into the landscape, passive thermal control, economy of water and energy resources, translate into an austere elegance.

Anaia Wines also won the 2023 Best Of Wine Tourism Award for Architecture and Landscape excellence in its region.

More information: <https://anaiawines.com/en/>

### **Porto, Portugal | Quanta Terra Douro**

Quanta Terra Douro offers a unique experience where contemporary art, the rural world, gastronomy and wine culture coexist. Working as a winery, laboratory, wine tourism centre and cultural space Quanta Terra Douro offers visitors an array of activities to indulge in. Experience temporary exhibitions, lectures on art, cooking shows, training courses on high altitude wines, cycles of conversations approaching culture.

Quanta Terra Douro also won the 2023 Best Of Wine Tourism Award for Art and Culture excellence in its region.

More information: <https://quantaterradouro.com/>

### **San Francisco – Napa Valley, United States | PRESS Restaurant**

Designed by renowned architect Howard Backen, PRESS' comfortable vineyard setting, and contemporary farmhouse-style is the canvas for Chef Philip Tessier's modern American take on California cuisine. A large brick hearth anchors the dining room which the kitchen utilises for smoking and grilling over embers. The outdoor patio accommodates al fresco dining amidst stunning views of the Mayacamas Mountains. PRESS has three private event spaces that can accommodate larger

parties. Following through on a pledge made by late Founder Leslie Rudd, the restaurant is home to the largest collection of Napa Valley wines in the world. PRESS has become the ideal place to taste one's way through the rich history of the Napa Valley and deeply explore the United States most legendary wine growing region.

PRESS Restaurant also won the 2023 Best Of Wine Tourism Award for Wine Tourism Restaurant excellence in its region.

More information: <https://www.pressnapavalley.com/>

### **Verona, Italy | Pieropan**

The new “Leonildo Pieropan” wine cellar is perfectly nestled in Soave hills, so much so that it became its part and parcel. Visitors can experience a tour of the innovative and futuristic building, guided by a specialised staff, to discover the history of the Pieropan family, winemakers for four generations. The wide structure of the wine cellar is perfectly integrated into the environment and completely hidden under the hill with the exception of the front. The various workspaces inside are set up in harmony with the phases of winemaking and are characterized by elements that create engaging suggestions and emotions. The external space is surrounded by vineyards, including experimental ones.

Pieropan also won the 2023 Best Of Wine Tourism Award for Architecture and Landscape excellence in its region.

More information: <https://www.pieropan.it/>

### **Valparaíso – Casablanca Valley, Chile | Matetic Winery**

Located in the Rosario Valley, between the coastal valleys of Casablanca and San Antonia is the biodynamic boutique winery – Matetic Winery. Their first vines were planted in 1999 and are found on the slopes of this protected environment, making them pioneers in cold climate Syrah production in Chile. Since its inception, Viña Matetic has been characterised by its organic and biodynamic practice in producing wines. The recently incorporated tour allows visitors to engage in an educational journey where they can learn the entire process of the terroir, the cultivation of the grapes and the natural processes that surround the viticultural processes of its wines. An entire experience and philosophy that reflects the identity of Matetic and that today can be lived, understood and learned.

Matetic Winery also won the 2023 Best Of Wine Tourism Award for Sustainable Wine and Tourism Practices excellence in its region.

More information: <https://matetic.com/en/>

**ENDS**