



MEDIA RELEASE

November 23, 2022

Great Wine Capitals Global Network is proud to announce the 2023 People's Choice Award winners:

Since 2003, the Great Wine Capitals' Best Of Wine Tourism Awards has shone a light on the quality craftsmanship of wine tourism businesses across Adelaide (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's contest attracted 531 entries.

From November 4th – 21st the public had the opportunity to show their support for the extraordinary wine tourism experiences provided by the sector by voting in the People's Choice Award winners for 2023 across 7 categories – accommodation, restaurants, architecture & landscape, art & culture, sustainable wine tourism practices, innovative experiences, and wine tourism services. This year's competition had 4,291 votes from across the globe.

And the winners are:

- Accommodation - Santa Maria Briones Hotel | Bilbao-Rioja, Spain
- Architecture & Landscape – Pieropan | Verona, Italy
- Art & Culture - Mayor de Migueloa Bodega Hotel & Restaurant | Bilbao-Rioja, Spain
- Innovative Wine Tourism Experiences - Monte del Frá | Verona, Italy
- Sustainable Wine Tourism Practices - Château Fleur de Lisse | Bordeaux, France
- Wine Tourism Restaurants - Château Réaut | Bordeaux, France
- Wine Tourism Services – Oliver's Taranga Vineyards | Adelaide, South Australia

Managing Director of the Great Wine Capitals Network, Catherine Leparmentier was thrilled about the results showcasing each winner's engagement with their local communities to vote for their establishment. She states "beside the choices of the expert panel, this offers additional recognition to these establishments as tourism icons. They all deserve to be at the top of the must-visit list of any wine lover across the globe"

The Great Wine Capitals Network would like to congratulate all the winners and thank all of the voters from around the world.

Following pages – a brief overview of each global winner

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Profiles – Our 7 Global Best Of Wine Tourism Award People's Choice Winners

The Great Wine Capital Network congratulates the 7 winners of the 2023 Global Best Of Wine Tourism People's Choice Award.

Accommodation - Santa Maria Briones Hotel | Bilbao-Rioja, Spain

Santa María Briones boutique-hotel is located in an old civil mansion from the 16th century. Cataloged for its high historical value, this cozy accommodation stands next to the tower and the walls of the medieval town of Briones in La Rioja.

The rehabilitation of the building is of great elegance and comfort, thanks to the work of the architect Ignacio Quemada and the interior designer Isabel López Vilalta & Asociados. The medieval wall and part of the natural rock foundation have been integrated into the interior design of the hotel, both in the interior patio and in some rooms, creating very natural and welcoming spaces.

The original cave for the production and conservation of wine has been recovered, as well as the old stone press where the grapes used to be crushed. The rooms have been conceived with an enormous amplitude and with all the comforts.

A true charming hotel that also represents a vital project, a family that returns to its origins in La Rioja after a long journey through Spain and the United States.

More information: <http://santamariabriones.com/>

Architecture & Landscape – Pieropan | Verona, Italy

The new “Leonildo Pieropan” wine cellar is perfectly nestled in Soave hills, so much so that it became its part and parcel. Visitors can have a tour of the innovative and futuristic building, guided by a specialized staff, so as to discover the history of Pieropan family, winemakers for four generations.

The project, unique for innovation and integration with the territory, persuades the family. The wide structure is perfectly integrated into the environment and completely hidden under the hill with the exception of the front.

The sinuous facade is made of Vicenza stone, a material that lives through the seasons and changes over time. While the various workspaces inside are set up in harmony with the phases of winemaking and they are characterized by elements that create engaging suggestions and emotions. The external space is surrounded by vineyards, including experimental ones.

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

Art & Culture - Mayor de Migueloa Bodega Hotel & Restaurant | Bilbao-Rioja, Spain

Mayor de Migueloa Bodega (winery), Hotel & Restaurant stands out for the work carried out by the owner family to develop its complete wine tourism offer. Particularly noteworthy are the recovery of the traditional entrance of grape harvests and the production of wines in the historic center of the medieval town of Laguardia, Rioja Alavesa.

Two parallel and meritorious stories are valued here. On one hand, the rehabilitation and maintenance of the old Viana Palace, dating from 1619, declared a heritage site of



historical and cultural interest by the Basque Government. On the other hand, the wine tradition of the Gutiérrez family since 1690, maintained uninterrupted until today.

The building was restored in 1989 by Jaime Gutiérrez and Mery González, pioneers in promoting wine tourism in Laguardia. Since then, the traditional wine caves of the 17th century has been in use.

The ancient olive press and lakes were also restored to be used as a bottle production area and cemetery. And now the traditional vintage entrance through the medieval streets of Laguardia has been recovered and the ground floor has been rehabilitated for the production of its wines in the same house, in full view of visitors, because the same cellar is used as the dining room of the restaurant.

More information: <http://mayordemigueloa.com/>

Innovative Wine Tourism Experiences - Monte del Frà | Verona, Italy

Monte del Frà is situated in Sommacampagna, among the Morainic hills of Lake Garda. Founded in 1958 by the Bonomo brothers, it boasts a historical path since 1492, when it belonged to the friars of Santa Maria della Scala. Today the winery is still family run and place hospitality first, offering tasting tours through the 4 main areas of Verona: Custoza, Valpolicella, Soave, Lugana. The stunning landscape, high-quality wines and warm, family-style hospitality are certainly good reasons to visit the company.

The itineraries in the cellar rooms are accompanied by classic and multisensory tastings, as well as the possibility to participate to events and exclusive blind tastings. The winery offers activities immerse in nature, such as Picnic in the Hills with panoramic view, wine yoga at sunset, bike tours and horseback riding. Today Monte del Frà exports in 64 countries and is known for its high-quality products which are focused on sustainable agriculture.

More information: <http://www.montedelfra.it/>

Sustainable Wine Tourism Practices - Château Fleur de Lisse | Bordeaux, France

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 the vineyard to the cellar to the bottling, wine production clearly 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. In the reception area, interactive maps will help you better understand the philosophy and methods behind this sustainable viticulture. During the workshops, you will be able to taste locally inspired delights. Take part in a variety of sensory experiences in order to appreciate wine with a renewed pleasure.

More information: <https://www.vignoblesjade.com/home>

Wine Tourism Restaurants - Château Réaut | Bordeaux, France

A visit to the château would not be complete without a modern and creative “bistronomic” break at the Table de Réaut. Push the doors of the restaurant and immerse yourself in the universe of the estate where from the bay windows, you can catch a glimpse of the cellar master developing a vintage. Perched at an altitude of 100 m, the splendid 250 m² terrace on stilts provides a scenic view over the hillsides and the Garonne. Perhaps will you get to see the wine growers tending to the vines with total



respect for the environment. On the menu: local recipes to be enjoyed with the vineyard as your backdrop. A delight for the taste buds as well as for the eyes.

More information: <https://www.chateau-reaut.com/>

Wine Tourism Services – Oliver’s Taranga Vineyards | Adelaide, South Australia

Oliver’s Taranga Vineyards is a sixth-generation family-owned business in the heart of McLaren Vale. The Oliver family produce a collection of small batch, handcrafted wines from their 100 ha property, hosting guests in their heritage cottage cellar door.

This newly renovated cellar door features a number of comfortable and beautiful spaces to welcome guests, from private tasting rooms within our original stone cottage, to our glorious all-weather deck that makes you feel like you are sitting right in our vineyard. If that’s not enough, guests can also take a tasting tour of the property on Ollie, the resident golf cart.

Family focused warmth and hospitality underpins the offering at Oliver’s Taranga, with month events such as the Porchetta Parties gaining a loyal following. This has seen the establishment of a successful membership wine club program built on personalised customer service and exclusive member only events.

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

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