Great Wine Capitals
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Great Wine Capitals – Media Release

For Immediate Release

Global honours in the 2027 Best Of Wine Tourism Awards

HAWKE'S BAY, NEW ZEALAND, 22 October 2026. Eleven wine tourism businesses were named Global Winners of the 2027 Best Of Wine Tourism Awards at a gala dinner held at Toitoi.

The gala closed the 26th Annual Conference of the Great Wine Capitals Global Network, hosted this year in Hawke's Bay under the theme *A World of New*.

This year's Awards drew 597 entries. From those, 77 regional winners were announced across the Network's eleven member wine capitals, with one business from each capital going on to take a global title.

The Best Of Wine Tourism Awards are a flagship programme of the Network, judged across eleven wine regions on four continents against one shared set of criteria. Entries are assessed first in each capital, and the regional winners then go before an international jury that selects the global titles. For a winery, a restaurant or a tour operator, the result is a mark that travels: an operator in the Clare Valley is held to the same standard as one in Saint-Émilion or the Douro.

That comparability is the point. For a great many travellers a cellar door is the first real encounter with a region, and the Awards exist to raise what visitors can expect of it. Winners are carried through the Network's international promotion across all eleven capitals, which for many is the first time their work reaches travel trade and media outside their own market.

Jo Collins, President of the Great Wine Capitals Global Network, said the volume of entries reflects how far the sector has moved. "Five hundred and ninety-seven entries tells you how seriously our capitals now take wine tourism. The Awards started as a way of recognising good practice. They have become a benchmark operators measure their own work against, and a badge travellers can trust when they are deciding where to spend a day. Every business recognised tonight has given a visitor a reason to stay longer and come back. By sharing what we learn across eleven regions, we make each other stronger."

The 2027 Global Winners
One business from each of the eleven capitals took a global title:

- **Adelaide, South Australia** I Australia: Paulett Wines, Clare Valley
- **Bilbao-Rioja** I Spain: Maga Foundation by Muriel Wines
- **Bordeaux** I France: Chateau Larrivet Haut-Brion, Pessac-Léognan
- **Hawke's Bay** I New Zealand: Black Barn Vineyards

- **Lausanne** I Switzerland: Le Chemin des Capites by Autour du Vin, Vaud
- **Mainz-Rheinhessen** I Germany: Wein vom Roten Hang e.V., Nierstein
- **Mendoza** I Argentina: Casa Drummond by Bodega Trivento
- **Porto** I Portugal: Quinta da Vacaria, Douro
- **San Francisco-Napa Valley** I United States: Beaulieu Vineyard
- **Valparaíso-Casablanca Valley** I Chile: Palacio Astoreca
- **Verona** I Italy: Monteleone21, Valpolicella

Hawke's Bay is the most recent region to join the Great Wine Capitals Global Network, and this was its first turn as host. The Conference ran as a five-day programme built around the theme *A World of New*, taking delegates, travel trade and media through the region's wineries, growers and kitchens before closing with the Awards gala at Toitoi. It was staged with Hawke's Bay Tourism, Hawke's Bay Wine, Hastings District Council, Napier City Council and Hawke's Bay Airport.

Tania Burt, Executive Committee member of Hawke's Bay, said hosting had done what no marketing spend could. "When Hawke's Bay joined the Network we were the newcomer in a room that included Bordeaux, Napa Valley and Porto. Hosting the Annual General Meeting was how we always intended to answer that. For five days the people who shape wine tourism worldwide have been standing in our cellar doors and eating at our tables, and that does more for this region than any campaign we could buy. Te Matau-a-Māui is small and it is a long way from most places. What this week has shown is that it is worth the trip."

The Awards do not close with the gala. From 1 to 15 December the eleven Global Winners go before the public in the Best Of Wine Tourism People's Choice Award, under a format new this year: one vote, one overall winner. Voting opens on 1 December at greatwinecapitals.com.

About Great Wine Capitals

The Great Wine Capitals Global Network is an international alliance of renowned wine regions and their cities, founded in Bordeaux in 1999. It brings together leading destinations where wine and wine tourism shape culture, economy, and community life, offering a unique platform for cooperation, innovation, and global promotion. Through joint projects and shared values, the Network showcases the excellence of its members and strengthens the visibility and competitiveness of great wine regions worldwide.

The Network currently consists of 11 world renowned wine regions from the northern and southern hemispheres, spanning the old and new worlds of wine including: Adelaide, South Australia; Bilbao-Rioja, Spain; Bordeaux, France; Hawke's Bay, New Zealand, Lausanne, Switzerland; Mainz-Rheinhessen, Germany; Mendoza, Argentina; Porto, Portugal; San Francisco-Napa Valley, USA; Valparaiso-Casablanca Valley, Chile and Verona, Italy.

For more information about the GWC Global Network's involvement in upcoming events, visit www.greatwinecapitals.com. Also follow them on Facebook, Instagram, LinkedIn and subscribe to their YouTube channel.

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