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Now in its 11th year, The World's Most Admired Champagne Brands is fast becoming the most anticipated annual report for the category. Thanks to the knowledge and due diligence of our champagne expert Giles Fallowfield, this supplement has become an authority for the sector. Consistency indicates accuracy and strength when it comes to a voted poll, and this ranking is a showcase for this. Of course there are nuances and fluctuations but some brands are unwavering, most of all Louis Roederer. The independent house has now topped our list for the fifth year running, which is an unrivalled achievement within the champagne trade.

However, while it's interesting to scroll through the ranking each year, the in-depth harvest report and newsworthy brand updates provided by Giles are truly to be admired. His knowledge, brand relationships and years of networking have made him one of champagne's most authoritative reporters, which is reflected in the growing strength of this supplement.

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HOW WE DID IT

THE METHODOLOGY BEHIND THE VOTING SYSTEM

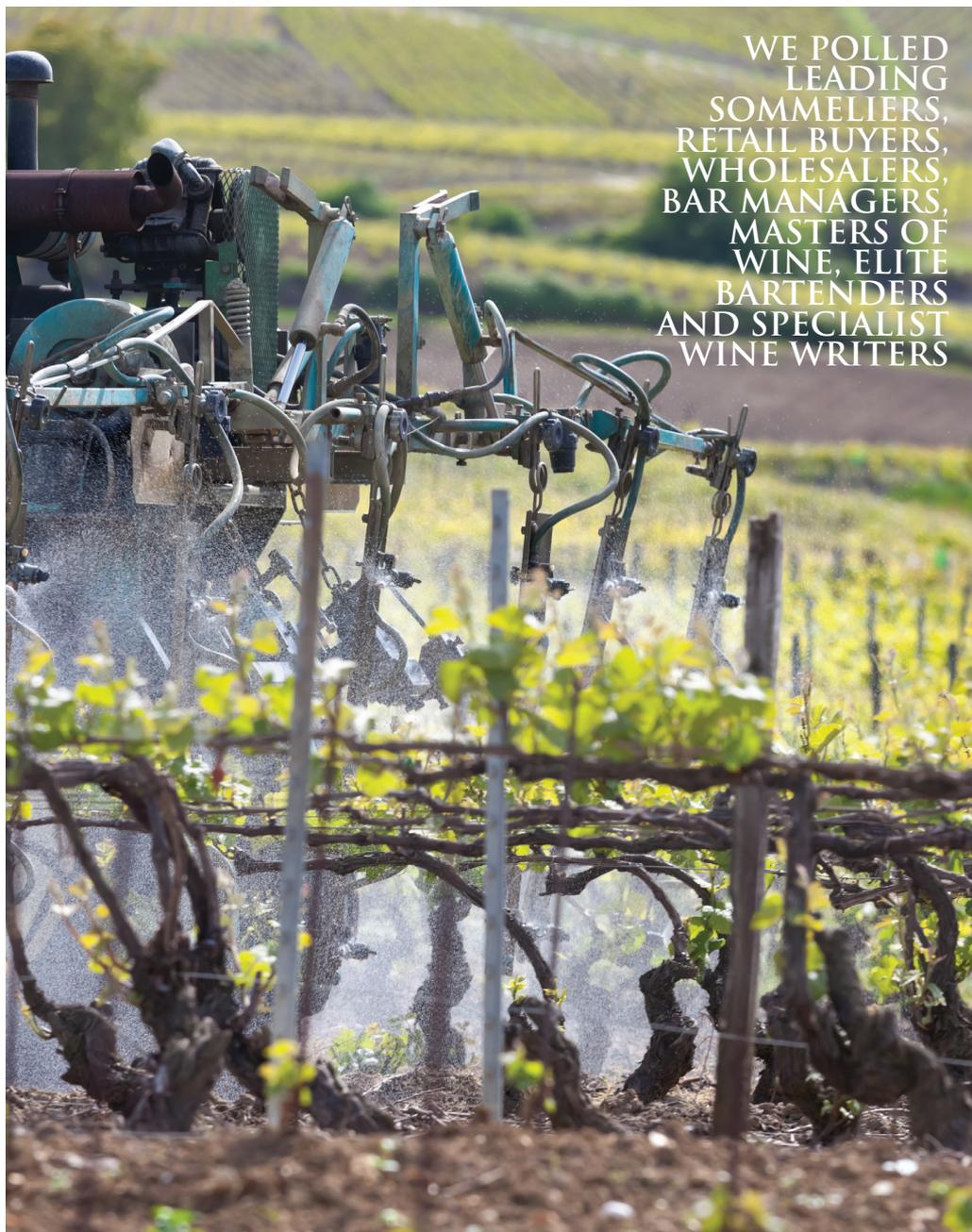
The voting for the 11th edition of *Drinks International's* annual Most Admired Champagne

Brands survey was conducted by a panel of industry experts. We polled leading sommeliers, retail buyers, wholesalers, bar managers, Masters of Wine, elite bartenders and specialist wine writers. Much like the other supplements in our Most Admired series, each academy member was asked to select the five brands they most admire in descending order.

The voters were advised to consider:

- The quality and consistency of the brand's champagne, paying particular attention to its flagship non-vintage expression, but also focusing on the entire range.
- The strength of the branding and marketing.
- The price-to-quality ratio across the range – does it justify its price point?
- How much they respect and admire the champagne house.
- How strong the brand is in relation to its peers within the champagne sector.

The brands featured on this list are all established, prestigious and widely available across the world. They have generally displayed high levels of consistent quality over a long period. However, our esteemed champagne expert Giles Fallowfield has identified the changes in the ranking, which is affected by the quality of vintages, marketing initiatives and other global affairs. Read on for his in-depth harvest report and profile of each house in our prestigious list. 



WE POLLED
LEADING
SOMMELIERS,
RETAIL BUYERS,
WHOLESALEERS,
BAR MANAGERS,
MASTERS OF
WINE, ELITE
BARTENDERS
AND SPECIALIST
WINE WRITERS