

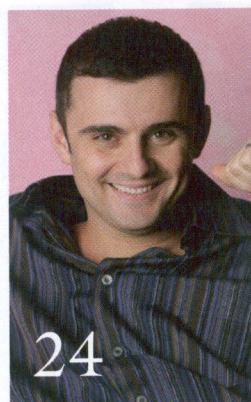


wine retailers use its scores to sell bottles. It's been this way for two decades. Yet Shanken's one-person-per-region tasting structure has been challenged of late. James Laube once reviewed all California wines, but has ceded some categories to other writers. Harvey Steiman continues to cover Washington, 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 Cazés (-)

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

Sylvie Cazés-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 Cazés. Cazés will juggle her new role with the UGC presidency (elections take place this month), a supervisory role at the Cazés family properties and a seat on Bordeaux' City Council, where she promotes wine tourism.

24 Gary Vaynerchuk (40)

Wine retailer, video blogger; 35

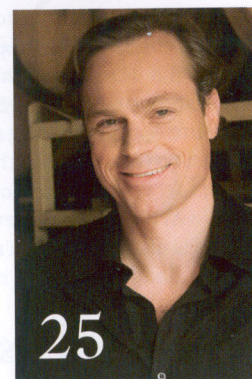
AFTER FIVE YEARS and 1,000 episodes, Vaynerchuk's *Wine Library TV* video blog ended in March – to be replaced by *The Daily Grape*, a similar blogging service more geared to mobile phones. The Russian-born retailer's trademark irreverent style remains, but the man described as the second most influential 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



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.

