

THE POWER LIST

The third version of our bi-annual Power List brings together the wine world's most important movers and shakers – the people influencing what's in your glass today

Compiled every two years, the requisites for Power List entry remain the same: each entrant must have a direct influence over the style of wine we are drinking today, and are likely to be drinking tomorrow. These could be winemakers who are influencing wine styles in a hands-on way; lawmakers and politicians who impact the way we drink wine or the way it is allowed to be made; corporate giants who influence what's on the shelves when you buy a bottle on the way home from work; or media figures, who influence what we are drinking via their recommendations.

We aim to take in the broad church of the global wine world, but make no apology for reflecting the realities of the market. The UK and US remain our focal reference points, and the world's broadest markets, though the

importance of emerging markets – particularly in the Far East – continues to grow. The way wine is sold is also changing, and the rise of brokers and wine funds has also made its mark this year.

Some entries are nominated as figureheads of particular movements as much as for their own personal influence. Equally, there are leading names in the wine world who are less active than in previous years but who continue to influence the winemakers of today through their pioneering efforts.

To avoid any potential conflict of interest, our staff are, as ever, absent from the line-up – the exception is Steven Spurrier, our consultant editor, who merits inclusion in his own right, in addition to representing *Decanter*.

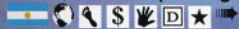
As ever, we value your input, so do let us know your opinion – vote in the Readers' Power List at decanter.com or email your feedback to editor@decanter.com

KEY

- 🌐 Global reach
- 🏛️ Pioneer
- 💰 Financial clout
- ★ Celebrity status
- 👨‍🍷 Hands-on winemaker
- 🏆 Former Decanter Man of the Year
- ▲ Up from 2007
- ▼ Down from 2007
- ➡ New entry

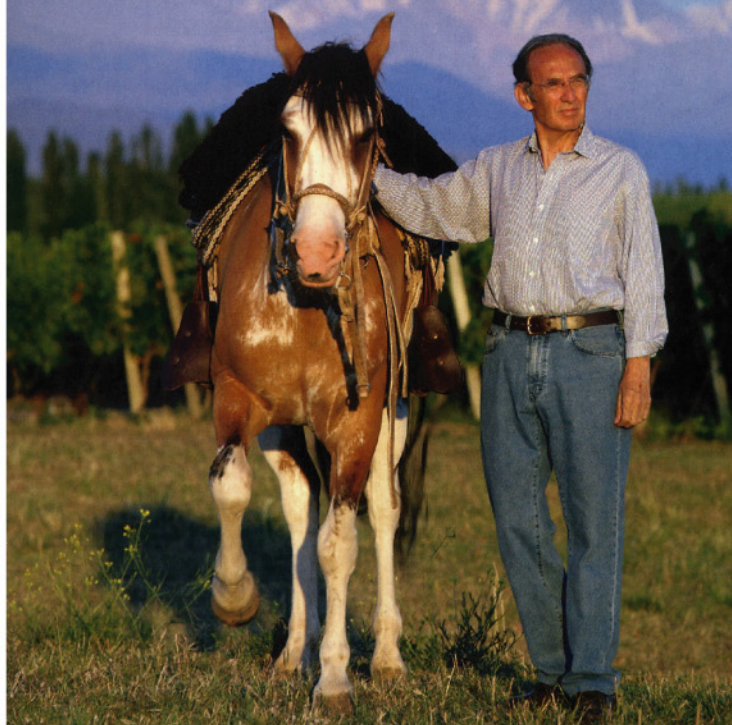
39 Nicolás Catena

Owner, Catena Zapata. Age: 68



Decanter's Man of the Year for 2009 has transformed the perception of Argentina as a bulk-wine producer to a country capable of world-class wines. Catena's time in California in the 1980s inspired him, and he returned to his homeland to plant vineyards higher than anyone

had before, at 1,400m. His risk paid off, and by 2001 his Nicolás Catena Zapata Cabernet-Malbec blend was beating the best of Bordeaux and Napa in blind tastings. Catena also has a joint venture with Eric de Rothschild, resulting in Caro, another Cabernet-Malbec blend; it won the International Red Blend Over £10 Trophy at the 2008 *Decanter* World Wine Awards.



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