

REVEALED: THE WORLD'S MOST BEAUTIFUL VINEYARDS

Entire report:

<https://www.money.co.uk/investing/world-wine-report>

- **New Zealand's Craggy Range is the most beautiful vineyard in the world**
- **American growers take second and third place with the Robert Mondavi Winery and the Stag's Leap Wine Cellars**
- **Napa Valley, California's wine County, is home to three of the most picturesque vineyards and wineries in the world**

The world's most beautiful vineyards and wineries in the world have been revealed in a new study by the consumer spending experts at money.co.uk.

The study analysed over 450,000 Instagram hashtags associated with the World's 50 Best Vineyards to crown the most picturesque on Earth.

The most instagrammable vineyards in the world

	Vineyard	Hashtag	Number of hashtags
1	Craggy Range Havelock North, New Zealand	#craggyrange	13,319
2	Robert Mondavi Winery Oakville, CA, USA	#robertmondaviwinery	12,189
3	Stag's Leap Wine Cellars Napa, CA, USA	#stagsleapwinecellars	11,852
4	Viu Manent Valle de Colchagua, Chile	#viumanent	10,912
5	Quinta do Crasto Sabrosa, Portugal	#quintadocrasto	10,773
6	Bodega Bouza Montevideo/Canelones, Uruguay	#bodegabouza	9,397
7	Opus One Oakville, CA, USA	#opusonewinery	9204
8	Bodega Garzón Maldonado, Uruguay	#bodegagarzón	8146
9	d'Arenberg McLaren Vale, Australia	#darenbergcube	7329
10	Quinta do Noval Duoro Valley, Portugal	#quintadonoval	5,822

Methodology

Money.co.uk compiled a list of the 50 best vineyards in the world from www.worldsbestvineyards.com. The list of vineyards was ran through instagram and the number of hashtags for that name, i.e #craggyrange, was collected. We also checked hashtags including [name]+vineyard. For the locations where the results were majority wine bottles as opposed to the vineyard location were removed.

- Instagram data collected on 20/07/21.
- Tripadvisor data collected on 30/07/21.
- Number of wines produced data collected from Vivino.
- Wine tasting costs refers to the cheapest available according to the individual winery/vineyard website.
- Currency conversions from local currency to AUD on 11/08/21.

Details on each of the vineyards:

1. Craggy Range (Havelock North, New Zealand)

Craggy Range, located in the heart of New Zealand's Hawke's Bay, is the most picturesque winery in the world. A previous winner of the Visitor Experience Award at Hawke's Bay Tourism awards, Craggy Range offers wine tasting, alongside a restaurant and luxury accommodation.

- Number of wines: 48
- Tripadvisor score: 4.5
- Cost of wine tasting: \$35 NZD per person
- Example image: https://www.instagram.com/p/COynmI_MW44/

2. Robert Mondavi Winery (Oakville, CA, USA)

The second most Instagrammable vineyard in the world is the Robert Mondavi Winery in Oakville, California, USA. Rated the number one vineyard in North America, and fifth best in the world, it's easy to see why over 12,000 photos have been shared at the Robert Mondavi Winery.

- Number of wines: 128
- Tripadvisor score: 4.5
- Cost of wine tasting: \$65 USD per person
- Example image: https://www.instagram.com/p/CREg_63Lu3x/

3. Stag's Leap Wine Cellars (Yountville, CA, USA)

The third most picturesque vineyard in the world is Stag's Leap Wine Cellar, located in Napa, California, USA. Considered a Napa Valley first-growth estate, the winery was founded in 1970 and famously went on to win the Cabernet Sauvignon competition in the famous 1976 Judgment of Paris. Today, guests can enjoy tours and tastings at the prestigious winery.

- Number of wines: 64
- Tripadvisor score: 4.5
- Cost of wine tasting: \$75 USD per person
- Example image: <https://www.instagram.com/p/COS3XatDkWb/>

4. Viu Manent (Valle de Colchagua, Chile)

Viu Manent is crowned the 4th most beautiful vineyard in the world. Known for its reputation of producing the best Malbec in Chile, having produced the first 100% Chilean Malbec in the early 90s, Viu Manent is one of the most-visited wineries in the Colchagua Valley.

- Number of wines: 80
- Tripadvisor score: 4.5
- Cost of wine tasting: \$14,000 Chilean pesos per person
- Example image: https://www.instagram.com/p/CJwsPxdstL_/