

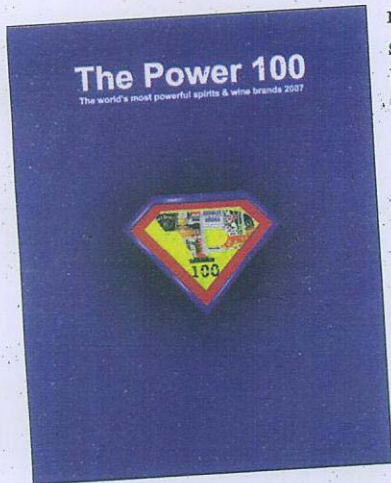
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DRINKS NEWS

The world's most powerful spirits & wine brands 2007

Intangible Business has today released its annual league table of the world's most powerful spirits and wine brands in 2007.

The world's largest independent brand valuation consultancy, which works extensively in the drinks industry, has researched nearly 10,000 spirit and wine brands across the globe to produce the Power 100, now in its second year.



The league table, which assesses both financial contribution of the brand alongside its strength in the

eyes of the consumer, has been compiled by combining scores from a panel of some of the world's leading drinks industry experts with hard data. This year's top 10 are:

- | | |
|-------------------|------------------|
| 1. Smirnoff | 6. Hennessy |
| 2. Bacardi | 7. Absolut |
| 3. Johnnie Walker | 8. Jack Daniel's |
| 4. Martini | 9. Chivas Regal |
| 5. Stolichnaya | 10. Bailey's |

The Power 100 also includes a ranking for countries of origin, in which Scotland

takes the top position, despite having just 13 brands in the top 100, against the USA (second) which has 19 and France (fourth) which has 17.

A number of new entrants have appeared in this year's Power 100. The highest new entry was Yellowtail wine, which appears at 43. Other new entries are: 70th - Larios (gin) 85th - Wolf Blass (wine) 89th - Torres (wine) 92nd - The Macallan (malt)

Says Stuart Whitwell, Joint MD of Intangible Business and panelist: "Creating the Power 100 has been a fascinating, valuable exercise which I believe will be eye-opening for the industry which has seen significant change, consolidation and integration in the last year. This trend, which is set to continue, has its positives and negatives. On the positive side, consolidation clearly provides a quick foot up the ladder, however it can also stifle flair and innovation which can have a detrimental impact on the industry. Integration may also be disruptive in the early stages, although it is likely that increased learning will inevitably lead to growth."



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