



15 May 08

Gallo Most Powerful Global Wine Brand

Gallo is the most popular global brand with Hardy's of Australia being the runner up, with USA owning the maximum Top 100 wine brands, though no brand has made it to the top 10 slots in the spirit and wine category, declares an annual independent survey.

Compiled by Intangible Business, the report titled 'The Power 100- The World's Most Powerful Spirits and Wine Brands 2008' has evaluated over 10,000 brands across the world.

The brand numbering is based on the assessment of both the financial contribution of each brand alongside their strength in the eyes of the consumer.

Smirnoff has been adjudged as the top brand overall followed by Johnny Walker.

Intangible Business is the world's leading independent brand valuation consultancy, specialising in the valuation and development of brands. It has valued and advised some of the world's biggest brands from a management, legal and financial point of view.

The study uses a robust methodology which takes into account the consumer's perception of brand strength and its financial performance. A panel of leading international drinks experts score each brand on a variety of measures and these scores are combined with hard volume data to create a league table of the most powerful international drinks brands in the world.

Here are the wine brands that find a spot in the Top 100 spirits and wine brands:

1. Gallo Gallo USA 18
2. Hardy's Constellation Australia 19
3. Concha Y Toro Concha Y Toro Chile 21
4. Robert Mondavi Constellation USA 36
5. Yellow Tail Casella Wines Australia 38
6. Beringer Fosters USA 44
7. Jacobs Creek Pernod Ricard Australia 47
8. Sutton Home Trinchero Family Est. USA 52
9. Lindemans Foster Australia 60
10. Blossom Hills Diageo USA 63
11. Wolf Blass Fosters Australia 75
12. Kendal Jackson Brown-Forman USA 82
13. Banrock Station Hardy Wine Co. USA 83
14. Penfolds Fosters Australia 84
15. Inglenook Robert Mondavi USA 86
16. Torres Torres Spain 88
17. Kumala Vincor Int. South Africa 98

Chile, Spain and South Africa seem to be the party spoilers for the USA and Australia who have virtual brand monotony.

France may not enjoy the brand popularity in the still wine section but has a near monopoly in the sparkling wine sector with only Freixenet (49) and Martini (100) give some competition to Champagne brands.

Moet Chandon is the obvious king (14). Other brands enjoying a spot in the Top 100 Spirits and Wine Brands are Veuve Clicquot (26) also owned by LVMH. Other brands at the fag end of the ceremonial parade are Laurent Perrier (73), Piper Heidsieck (74), Mumm (76), Dom Perignon (79), Taittinger (91) and Nicolas Feuillatte (99).