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Safety of big brands leads the way in 2009

The global drinks consumer is heading for "safety" when it comes to drinks brands, according to a recent report.

The annual league of the world's 100 most powerful brands, collated by valuation consultancy Intangible Business, has claimed that the ten most powerful wine and spirits brands last year all grew in value, accounting for 44% of the full chart's value in 2009.

The table was topped yet again by Diageo's Smirnoff vodka brand, with the drinks giant also holding the number two spot with Johnnie Walker Scotch whisky. Bacardi accounted for third position, ahead of Martini. LVMH's Hennessy Cognac brand rounded out the top five.

"The past year has seen huge changes in the world economy, but the drinks industry has proved resilient," said Stuart Whitwell, joint managing director of Intangible Business. "Big brands have benefited the most. The top ten increased in value by 8%; every brand in it increased in value, and its rank order remains unchanged.

"This consumer drive to safety is set to continue as the industry continues to consolidate. The impact of the recession may also become more apparent creating opportunities for second tier and cash-rich companies to bolster their portfolios."

The Power 100, as the chart has been termed, is collated by defining "a brand's ability to generate value for its owner", Intangible Business said. Among measures considered are share of market, market scope and brand growth, as well as 'softer' measures, such as brand awareness, heritage and perception.

The full report is available free of charge to subscribers of just-drinks, by clicking [here](#).