The Power 100

The world's most powerful spirits & wine brands 2007

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1. Introduction

Intangible Business is the world's leading independent brand valuation consultancy. Valuing and developing brands has been the focus of its activities for the past seven years, during which time it has valued and advised some of the world's biggest brands for management, financial and legal purposes.

The Power 100 2007 is the second of Intangible Business' annual reports into the most powerful spirits and wine brands in the world. It is a unique study which involves an appreciation of a brand's strength in the eyes of the consumer as well as its financial contribution. A panel of leading international drinks experts, covering the majority of the drinks industry, was established to score each brand on a variety of measures. The methodology combines these perceptions of some of the world's leading drinks industry experts with hard volume based data. The result is a league table of the most powerful international drinks brands in the world.

This study is the only one of its kind to provide access to the mechanics of the calculations and demonstrate how each brand generates its value. Workings have been deliberately left unlocked to allow for an open discussion of the brand rankings.

In this, its second year, The Power 100 provides details of changes in rank and brand score for every brand, identifying which brands have been performing well and why, and which brands could do better. Intangible Business has worked with many of the worlds leading spirits and wine brands and looks forward to monitoring the industry for many more years to come.

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2. Methodology

Nearly 10,000 brands in the spirits and wine sectors were researched to derive a list of the 100 most powerful spirits and wine brands in the world. Power is defined by a brand's ability to generate value for its owner. Value is classified by a series of measures as identified below. The population for the research is all current and potential users of alcoholic drinks.

Scoring

Hard measures

- Share of market: volume based measure of market share
- Brand growth: projected growth based on 10 years historical data and future trends
- Price positioning: a measure of a brand's ability to command a premium
- Market scope: number of markets in which the brand has a significant presence

Soft measures

- Brand awareness: a combination of prompted and spontaneous awareness
- Brand relevancy: capacity to relate to the brand and a propensity to purchase
- Brand heritage: a brand's longevity and a measure of how it is embedded in local culture
- Brand perception: loyalty and how close a strong brand image is to a desire for ownership

A panel of ten leading experts in the drinks industry independently ranked each selected brand out of 10 on the above measures (10 = high, 0 = low). The scores given by the individual panel members were aggregated and averaged to reach a total score for each brand. A total score was achieved by multiplying a brand's weighted volume by its brand score, within a defined range. The weighting is designed to adjust the volumes to a comparable level. Brand score is a derivative of the eight measures of brand strength. This results in a ranking of the world's most powerful alcohol drinks brands.

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The Panelists

The panel of drinks experts has over 200 year's combined experience in the global drinks industry. They have been involved with all of the major drinks companies and held positions of responsibility in virtually every market. Between them they hold detailed financial and marketing knowledge of every brand covered in this report, and many more besides. Nearly 10,000 brands were looked at in the compilation of this research, across all markets, in every territory.

Stuart Whitwell, joint managing director of Intangible Business

Stuart spent ten years with Hiram Walker in Europe and Asia Pacific, specialising in brand and market business development projects, holding various senior positions in finance, business development and general management, latterly as regional director of finance and business development for Asia Pacific. Since leaving Hong Kong, where he set up a consultancy undertaking projects for Brown-Forman, Pernod Ricard and Jose Estevez in China and the Philippines, Stuart has carried out many projects for drinks companies such as Allied Domecq, Pernod Ricard, Fortune Brands and Angostura. Stuart is co-founder and joint managing director of Intangible Business.

Alan Craig, director of brand valuation at Intangible Business

Alan has dedicated his business life to the drinks industry, working for companies including Whitbread and Allied Domecq. He has held numerous senior positions, such as head of customer services for Long John Whisky Distillers, financial controller for brands such as Ballantines and Teachers and was finance director for a number of spirits brands including Beefeater Gin and Lambs Rum. He has also been further involved in the drinks industry through his work with Intangible Business.

Allan Caldwell, director at Intangible Business

Allan has considerable international drinks experience working throughout Europe, North and South America and the Far East. For ten years he held a variety of senior, commercial and finance roles and was responsible for numerous business restructurings, acquisitions and sustained profit growth, latterly as finance & commercial services director for Allied Domecq's Duty Free division. He has since been heavily involved in the drinks industry through his work as a director of Intangible Business.

Donard Gaynor, President of International, Beam Global

An industry veteran with more than two decades of global business experience, Gaynor oversees all international business interests for the company, from commercial and marketing operations to strategic partnership development. Gaynor is a member of the Beam Global's executive committee, and leads the organizations international senior leadership team. He also sits on the board of Maxxium Holdings, the global sales and distribution arm for Beam Global. Gaynor's team plays a key role collaborating with many global trade partners, including Maxxium.

John (Jack) Keenan, ex-CEO of Diageo

Jack Keenan is the former CEO of Guinness United Distillers & Vintners and Board Director of Diageo plc Jack joined the board in March 1996 after 35 years in the international food business, his food career ending as Chairman of Kraft International. Jack has been at the centre of company consolidation in the international drinks business via the two largest mergers in the industry and their subsequent successful integration. Today he manages a consulting company that specializes in wine and spirits acquisitions.

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James Cockeram, MD, Moët Hennessy Europe

Moët Hennessy belongs to LVMH (Louis Vuitton Moët Hennessy) which is the world's leading luxury brands company. Before taking up his current position in May 2000, James was Managing Director of Moët Hennessy UK Ltd., which he joined in June 1997. Previously, he worked in 9 different companies at Allied Domecq over a 17 year period and his last position there was Managing Director of Allied Domecq Wines & Spirits for the whole of the UK. Today, James is Chairman of Moët Hennessy UK and as Managing Director of Moët Hennessy Europe, is responsible for the complete Moët Hennessy portfolio in over 50 countries across Europe.

Jamie Odell, Managing Director – Foster's Australia, Asia & Pacific

Jamie Odell is Managing Director of Foster's in the Australian and Asia Pacific region with responsibility for the sales and marketing of Foster's extensive portfolio of beer, wine, spirits and other alcoholic and non-alcoholic beverages. Jamie has more than 25 years' experience in the beverage sector in Australia, Asia and Europe. Jamie joined Foster's in April 2000. He was promoted from Managing Director of the Asia Pacific region of Beringer Blass Wine Estates (BBWE) to the position of Chief Operating Officer in early 2004. After leading Foster's Wine Trade Operational Review, he became Managing Director of BBWE at the beginning of 2005. Following Foster's acquisition of Southcorp Wines in mid 2005, Jamie Odell became Managing Director of the combined international wine business, Foster's Wine Estates.

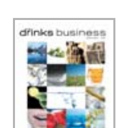
Malcolm Davis, director of brand strategy and development, Intangible Business

Malcolm has held many senior positions in international drinks management, notably in Asia Pacific markets. He has worked at Hiram Walker and Allied Domecq and was a senior director at Harveys of Bristol Ltd, Suntory and Baskin Robbins. Malcolm is currently a director of Duval-Leroy Champagne and a director of Intangible Business.

Patrick Gillon, director of brand strategy and development, Intangible Business

Continental Europe and Latin America are Patrick's specialist markets. His career spans senior marketing and management positions in UDV, Hiram Walker and Allied Domecq, with whom he was president of Latin America for four years. Patrick is currently involved in several Continental Europe initiatives and has recently been involved in valuing Allied Domecq's brands and business as part of its acquisition by Pernod Ricard and Fortune Brands.

The Drinks Business



The Drinks Business is a leading UK drinks trade publication and is at the forefront of what is happening in the industry. Published monthly, The Drinks Business is often the first to hear about new development. It launched a new research arm, Drinks Insight with more research and data analysis than in any other trade title. This, combined with its many reports and continued attendance at all the international fairs, give the Drinks Business team a privileged insight into the latest industry trends.

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3. Key Issues

Consolidation

And then there were three. Diageo and Pernod Ricard have secured the number one and two slots but the battle for third position is still being played out between Beam Global and Bacardi Martini. Beam Global's acquisition of Allied Domecq with Pernod Ricard propelled it into the major league and once this integration has been completed, further growth will surely follow. Bacardi Martini's acquisition of Grey Goose improved its portfolio and with Vin & Sprit for sale, both Beam Global and Bacardi Martini could be looking at a transformational acquisition leaving the loser in a relatively vulnerable position. But no doubt Pernod Ricard will play a part in proceedings and this will impact directly on SPI. Who's got the vision and determination to win? 2007 may be the year we find out.

Further consolidation is imminent, in addition to the future sale of Absolut owner Vin & Sprit. Remy Martin and Stolichnaya are two potential targets along with the Patron Group. Organic growth is difficult for the major players so acquisition is often an easier way to accelerate growth with the motivation of synergies, access to new markets and a stronger portfolio of brands. While this is good news for the smaller brands and operations, consolidation strangles flair and innovation in an industry which can have a negative impact on the industry as a whole.

Integration

The absorption of Allied Domecq into both Beam Global and Pernod Ricard's existing stable of brands has been disruptive for both companies and the brands in question. Beam Global, without a previous significant presence outside the US appears to have fared rather worse. But with a year's learning under its belt, growth is likely to ensue.

Brown Forman's integration of recently acquired tequila brands Herradura and El Jimador appears to be successful with the later making its debut appearance in The Power 100 2007, ranked number 63,

Bacardi Martini's acquisition of Grey Goose also seems to be going according to plan as this brand is one of the top performers in this years rankings, up an impressive 19 places. Such a successful integration could be good practice for potential future acquisitions from Bacardi Martini on a larger scale. Campari, too, seems to be have been successful with Skyy vodka which moves up six places in 2007 to be ranked at number 46.

Future acquisitions could come in the form of local and regional brands, giving the large groups a strong local presence from which to leverage international brands. Potential targets could include Tanduay, wuliangye, Moutai, Aarlborg and Cachaca 51..

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Innovation

Consolidation comes at the cost of innovation. Big organisations stifle creativity and remove entrepreneurial flair. As they are geared up for maintaining their brand portfolios, not developing new brand innovations, they concentrate on scale, synergy and market muscle through strong brand portfolios. For innovation, they look outside.

Innovation now only comes from independents. Recent successes have included Yellowtail wine, in at number 28, which has been one of the phenomenons of the last decade. Grey Goose is another example of innovation from an independent, which has since been acquired by Bacardi Martini. Constellation Brands acquired Svedka vodka and the innovative vodka from New Zealand, 42 Below, was snapped up by Bacardi. Patron tequila is another innovative premium brand which no doubt one of the big groups have their eyes on.

Branding

Brands are playing an increasing role in a number of categories. In wine, the importance of country or origin and grape variety is diminishing in favour of brand. Laroche, for example, is a classic old world French Chablis which is building a brand round its heritage. Yellowtail is another good example. Yellowtail is a relatively basic wine but at a good price point and with a good brand image. Content is now not as important as the image. If the brand expectations are not managed, however, then this could have a negative impact as Mateus Rose experienced in the 1970s and Jacob's Creek is at risk of experiencing as it is being forced to indulge in heavy discounting to try and maintain market share. A loosing battle given the strength of competition.

The Spanish are recognising the power of their own brands and their increased importance over product. Spanish Sherries, for example, are better known by their brands than region, like Harveys for example. Spanish wines are also cottoning on to branding with Campo Viejo, Faustino and Marquis de Riscal being as important purchase influences as the Rioja region. Freixenet, the sparkling wine at number 44, is also an increasingly strong brand in its own right.

Authenticity should not be sacrificed for brands though. Brands still need substance behind them, be it a region, product or a nice story like 42° Below.

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4. New Entrants

1. Yellowtail

The biggest new entrant this year at 43, Yellowtail has been the wine brand phenomenon of the last decade. Named after the yellow-footed rock wallaby, a small, colourful breed of kangaroo from its native Australia, Yellowtail's growth has been astronomical. But like Mateus Rose in the 1970s, whether this growth is sustainable will be the challenge for the Casella family. Maintaining its relevancy as people's wine tastes develop will be instrumental in ensuring Yellowtail's longevity.

2. Larios

Larios, in at number 70, is a big gin power brand in its native Spain. Following over a decade of decline the brand was rather neglected. Now under the stewardship of Beam Global, it will be given a new lease of life and has the capacity to return to growth albeit from a lower base. The brand requires franchise building image investment moving away from the low price points and discounts.

3. Wolf Blass

Wine brands have had a good year. Wolf Blass, a super premium Australian wine in at number 85 has been growing its international distribution under Fosters, particularly in the UK. Its strong brand and confident price points support its position and have driven its success off premise. It has managed to avoid discounting, unlike most other brands, and has consequently retained its credibility. Its future growth prospects have been highlighted as being particularly strong and if this proves correct, next year should be even more interesting for the brand.

4. Torres

Another success for another wine. Torres, in at number 89, has had a successful year. The Spanish wine has grown domestically and in the key markets of the UK and US. Further still, it has a greater opportunity for growth now its presence in these markets has been established. Torres has innovated with new brand variants, invested in its brand and now fuelled by its recent success is well equipped to challenge the more established global wine brands.

5. The Macallan

The Macallan is the Krug of malt; the ultimate example of branding in the highly valuable malt whisky category. Owned by the Edrington Group, The Macallan is new in this year at number 92. Limited volume will naturally impede its growth prospects but it is capable of maintaining a superior price point and commanding a high level of loyalty among distinguished whisky drinkers.

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5. The Biggest Movers – Going UP

1. Johnnie Walker, total score up 14%

Johnnie Walker is the 3rd most powerful spirits brand in the world, the most powerful whisky brand in the world and the biggest mover this year. Over the past year, further growth in the Asian market through prestige variants of black, blue and premier labels have fuelled its total score increase of 14%. On top of an impressive volume increase, its brand also performed well, up 4% on 2006. With its dominant global position and the marketing and distribution muscle of Diageo behind it, its position at the top of the charts seems unshakable.

2. Absolut, total score up 10%

Absolut's upward trajectory is unrelenting. A potential challenger for Smirnoff perhaps? It was the second highest mover in 2007 with its total score up 10%. It maintained its premium image and is successfully developing its markets outside the US with a particularly well supported presence in duty free. Its innovative new flavour launches such as Peach drive consumer interest and increase it versatility in the valuable cocktail market.

3. Martini, total score up 8%

The Martini brand was deemed to increase by a total of 6% in 2007 with its total score up 8%. This follows a resurgence in brand interest on premise in the key US market, buoyed by the increasing popular and valuable cocktail. With its portfolio bolstered through the acquisition of Grey Goose, Bacardi Martini has been able to provide increased support for the brand. And with further acquisitions on the cards, Martini is set for a positive future.

4. Jaegermeister, total score up 6%

Jaegermeister moved up 3 places in 2007 to be ranked just inside the top 20, at 19. That a German digestif could be so successful is a real rarity. It is a unique brand and even more impressive given its private ownership. Its volume increases in the US continues to get better and better, driving its total score up 6%. Its brand equity is also being enhanced, and one of the biggest risers according to the expert panel, up an impressive 10%.

5. Grey Goose, total score up 5%

Grey Goose is the vodka phenomenon of the decade, from nowhere to a comfortable position in the top 5 most powerful global vodka brands. Grey Goose was the biggest mover in 2007, up 19 places to number 28. Growth is slowing under the Bacardi banner but is still continuing. Its total score was up 5% and brand a notable 11%. As its brand equity extends beyond the US into Asia, growth is set to be maintained.

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6. The Biggest Movers – Going DOWN

1. Jim Beam, -3 positions

Jim Beam faces stiff competition in the US from the likes of Jack Daniels in the bourbon category and several Scotch whiskies including the irrepressible Johnnie Walker. It is largely stagnant in the key US market but dominates in Australia where it is supported by a variety of CSD. Jim Beam may also be victim to a management distracted by the absorption of Allied Domecq's brands. With this integration underway, Beam Global will no doubt be preparing to develop Jim Beam further internationally although much needs to be done in terms of positioning, image and investment.

2. Courvoisier, -10 positions

Sliding 10 places in 2007 to be ranked at number 61, Courvoisier is another example of a brand suffering because of management change and integration issues. With transition largely completed, Beam Global now has the opportunity to resurrect Courvoisier's performance. Growth has been visible in the VS markets of US and UK but the challenge will be to enhance its image and positioning in the developing Asian markets. A tough task on which the brand has failed on numerous past occasions.

3. Ballantines, -2 positions

Ballantines is starting to stutter in core EU markets, in particular Spain. Fortunately, this is offset by the continued strength of the 17 year old variant in the valuable markets of Japan and Korea. Its brand score fell 5% last year but still has sufficient equity to bounce back. This decrease is expected to be temporary due to transitional problems to Pernod and should get a real boost through cohesive integration with Chivas Regal. This dream combination of Ballantine's working in tandem with Chivas has finally become a reality and Pernod Ricard should benefit significantly as a result.

4. Beefeater, -8 positions

Beefeater fell 8 places in 2007 to be ranked at number 41. It's the third most powerful gin brand in the world but has suffered in recent times through a lack of interest in the category as a whole. It also suffered from a lack of focus by previous Allied Domecq management and its recent decline can be attributed to transitional problems to Pernod Ricard. Now under Pernod Ricard's management and newly designed packaging, the brand should reverse its decline and start to grow.

5. Taittinger, -14 positions

Multiple owners seems to be a common theme among poor performers. Taittinger has been backwards and forward from family ownership and private equity ownership numerous times. This lack of direction and consistency of management has caused the brand to fall 14 places in the 2007 study. The Champagne category is firing on all cylinders which should be able to sustain Taittinger's position and support its future growth.

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7. The Top 10

1. Smirnoff

Smirnoff is still the most powerful sprits brand in the world by a significant margin. Its brand equity increased by 5% this year, according to the panel of experts, to become the 3rd strongest brand. There are a number of challengers for the top spot both within the vodka category and outside. Stolichnaya, Absolut and Grey Goose are all experiencing growth and with potential new owners for the first two, Smirnoff's dominant position may be unsupportable in the long term.

2. Bacardi

Bacardi continues its growth with its total score up an impressive 9%. This was supported by its brand equity which also increased, by 3%. Bacardi continues to innovate, launching Bacardi Mixers to fuel the valuable US cocktail market. It also introduced new flavour variants including Bacardi Berry and Bacardi Apple. Bacardi has a very dominant position in the rum market and the spirits market in general. With Bacardi Martini on the look out for further acquisitions, investment may be measured and attention distant. Maintaining its growth will be the challenge for Bacardi Group.

3. Johnnie Walker

Johnnie Walker strides ahead of other whiskys. It was the biggest mover in this year's report, with its total score up 14%. Its brand equity also increased by 4%, following impressive growth in the valuable Asian markets. With Diageo owning two of the top three most powerful spirits brands in the world, it is well positioned to continue its growth given reasonably favourable market conditions.

4. Martini

Martini has had a good year with its total score up 8% and its number 4 position maintained. Its brand equity too, has performed well with the panel of experts deeming it 6% more valuable than the previous year with a particular increase in its market scope, market share and relevancy. With Bacardi also in its owners brand portfolio, Martini is well supported, aiding its distribution and price positioning.

5. Stolichnaya

Stolichnaya is the only original Russian vodka with international brand prestige. Smirnoff may have larger premium volume sales but Stolichnaya has a stronger heritage and price positioning, as the panel of experts supports. Stolichnaya's total score increased by 7% in 2006 and under the continued stewardship of Pernod Ricard, this is likely to increase yet further.

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6. Hennessy

Hennessy defines the cognac category. Its nearest competitor, Martell, languishes 26 places behind at number 32 and shows no signs of competing in a threatening way. Hennessy’s total score increased by 7% and its performance shows no signs of abating. Hennessy is experiencing impressive growth in all its major markets: duty free US and Asia. Its brand equity continues to grow and its position in the top ten seems pretty secure.

7. Absolut

Absolut replaces Jack Daniels as the 7th most powerful spirits brand in the world this year. This follows a total score growth of an impressive 10%. Although the US remains Absolut’s dominant market it is growing is positions internationally. Duty free has been a market of particular success for Absolut which gives it a strong launch pad from which to enter and extend its presence international markets such as in Asia. Absolut’s premium price position has increased and its brand score is up 8% on last year.

8. Jack Daniels

Jack Daniels’ distinctive bottle helps support its significant brand equity which this year rose 3% according to the panel of experts. Its volumes also increased moving its total score up 8%. Although it performed well, its 7th place was usurped by a surging Absolut, benefiting from a faster growing category. Jack Daniels is the second most powerful whisky brand in the world, behind Johnnie Walker but hot on its heels is Pernod Ricard’s Chivas Regal which is growing even faster.

9. Chivas Regal

Chivas Regal is the biggest mover in the top 10, entering it for the first time this year as it moves up 2 places. Chivas Regal is the second most powerful blended Scotch brands behind Johnnie Walker. It seems to be coming out of a period where it suffered due to the long-winded transition from Seagram to Pernod Ricard and is now finding its legs again, especially in US and Asia. Its brand score moves up 6% buoying its total score, up an impressive 9%.

10. Baileys

The iconic Bailey’s from the Diageo portfolio maintains its number 10 position in the total spirits and wine market. Within its own category of liqueurs it hits the top spot by a substantial margin. Both its brand score and total score increased on last year, by 4% and 5% respectively. It continues to dominate its market and with little competition in sight, will no doubt continue to do so.

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8. Top Sectors

Rank	Sector	Total score	Total brand score	Brands in Top 100
1	Whisky	310%	1317%	24
2	Vodka	216%	477%	8
3	Rum	122%	282%	5
4	Flavoured Spirits	121%	804%	16
5	Still Light Wine	100%	793%	16
6	Brandy	79%	432%	9
7	Light Aperitifs	62%	114%	2
8	Sparkling	58%	628%	11
9	Gin	48%	317%	6
10	Tequila	36%	174%	3

1. The Most Powerful Whisky Brands

Rank	Brand	Sub sector	Owner	Country of Origin	Overall rank	Total score	Brand score
1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	3	67.9%	81%
2	JACK DANIELS	US Whiskey	Brown-Forman	USA	8	36.2%	77%
3	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	9	30.3%	70%
4	BALLANTINE'S	Blended Scotch	Pernod Ricard	Scotland	11	24.0%	60%
5	DEWARS	Blended Scotch	Bacardi Martini	Scotland	14	19.3%	51%
6	J & B	Blended Scotch	Diageo	Scotland	16	17.6%	58%
7	JIM BEAM	US Whiskey	Beam Global	USA	20	15.7%	57%
8	CROWN ROYAL	Canadian Whisky	Diageo	Canada	22	14.4%	57%
9	GRANTS	Blended Scotch	William Grant & Sons	Scotland	27	10.8%	51%
10	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	30	9.3%	68%
11	100 PIPERS	Blended Scotch	Pernod Ricard	Scotland	37	8.2%	44%
12	FAMOUS GROUSE	Blended Scotch	Edrington Group	Scotland	38	8.2%	54%
13	CANADIAN CLUB	Canadian Whisky	Beam Global	Canada	49	6.1%	51%
14	SEAGRAM'S 7 CROWN	US Whiskey	Pernod Ricard	Canada	54	5.8%	41%
15	BELLS	Blended Scotch	Diageo	Scotland	55	5.6%	47%
16	BLACK VELVET	Canadian Whisky	Brown-Forman	USA	62	4.4%	38%
17	TEACHER'S	Blended Scotch	Beam Global	USA	64	4.1%	45%
18	CANADIAN MIST	Canadian Whisky	Brown-Forman	Canada	67	4.0%	34%
19	CUTTY SARK	Blended Scotch	Berry Brothers and Rudd	Scotland	68	3.9%	44%
20	GLENFIDDICH	Malt Scotch	William Grant & Sons	Scotland	69	3.4%	65%

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2. The Most Powerful Vodka Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	SMIRNOFF	Diageo	Russia	1	88.3%	77%
2	STOLICHNAYA	SPI	Russia	5	53.6%	67%
3	ABSOLUT	Vin & Sprit	Sweden	7	37.0%	73%
4	GREY GOOSE	Bacardi Martini	France	28	9.9%	63%
5	MOSKOWSKAYA	SPI	Russia	34	9.1%	40%
6	SKYY	Campari	USA	46	6.5%	51%
7	FINLANDIA	Brown-Forman	Finland	51	5.9%	54%
8	KETEL ONE	Carol Nolet	Holland	53	5.8%	52%

3. The Most Powerful Rum Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	BACARDI	Bacardi Martini	Cuba	2	81.9%	75%
2	CAPTAIN MORGAN	Diageo	Dominican Republic	12	23.1%	64%
3	HAVANA CLUB	Pernod Ricard	Cuba	29	9.4%	65%
4	CACIQUE	Diageo	Mexico	59	4.7%	44%
5	CASTILLO	Bacardi Martini	Cuba	79	3.0%	35%

4. The Most Powerful Flavoured Spirits Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	BAILEYS	Diageo	Ireland	10	27.4%	75%
2	JAEGERMEISTER	Mast-Jagermeister	Germany	19	16.4%	58%
3	RICARD	Pernod Ricard	France	23	14.1%	45%
4	MALIBU	Pernod Ricard	USA	26	11.3%	65%
5	DE KUYPER	De Kuyper	Belgium	31	9.3%	52%
6	SOUTHERN COMFORT	Brown-Forman	USA	40	7.4%	59%
7	KAHLUA	Pernod Ricard	Mexico	48	6.3%	53%
8	CAMPARI	Campari	Italy	60	4.6%	54%
9	FERNET BRANCA	Fratelli Branca	Italy	66	4.1%	44%
10	GRAND MARNIER	Marnier-Lapostolle	France	71	3.3%	56%

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5. The Most Powerful Wine Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	GALLO	Gallo	USA	17	17.1%	54%
2	HARDY'S	Constellation	USA	21	14.5%	52%
3	CONCHA Y TORO	Concha y Toro	Chile	24	13.2%	56%
4	ROBERT MONDAVI	Constellation	USA	36	8.5%	55%
5	YELLOWTAIL	Casella Wines	Australia	43	6.7%	49%
6	JACOB'S CREEK	Pernod Ricard	Australia	47	6.3%	56%
7	LINDEMANS	Fosters	Australia	50	5.9%	54%
8	SUTTER HOME	Trinchero Family Estates	USA	56	5.5%	41%
9	BLOSSOM HILL	Diageo	USA	65	4.1%	43%
10	ROSEMOUNT	Fosters	Australia	80	2.8%	47%
11	KENDALL JACKSON	Brown-Forman	USA	82	2.8%	46%
12	PENFOLDS	Fosters	Australia	83	2.6%	56%
13	WOLF BLASS	Fosters	Australia	85	2.6%	56%
14	BANROCK STATION	Hardy Wine Company	Australia	88	2.6%	42%
15	TORRES	Torres	Spain	89	2.5%	52%

6. The Most Powerful Brandy Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	HENNESSY	LVMH	France	6	38.3%	80%
2	MARTELL	Pernod Ricard	France	32	9.3%	63%
3	REMY MARTIN	Remy Cointreau	France	35	9.0%	66%
4	DREHER	Diageo	Germany	45	6.5%	33%
5	E & J	Gallo	USA	58	4.7%	34%
6	COURVOISIER	Beam Global	USA	61	4.5%	59%
7	PRESIDENTE	Pernod Ricard	Mexico	87	2.6%	30%
8	METAXA	Diageo	Greece	98	2.1%	37%
9	PAUL MASSON	Constellation	USA	100	2.0%	29%

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7. The Most Powerful Light Aperitif Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	MARTINI	Bacardi Martini	Italy	4	56.2%	66%
2	CINZANO	Campari	Italy	57	5.4%	48%

8. The Most PowerfulSparkling Wine & Champagne Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	MOET ET CHANDON	LVMH	France	15	18.5%	77%
2	VEUVE CLICQUOT	LVMH	France	25	12.8%	75%
3	FREIXENET	Freixenet	Spain	44	6.6%	51%
4	MUMM	Pernod Ricard	France	74	3.2%	58%
5	LAURENT PERRIER	Bernard de Nonancourt	France	76	3.1%	52%
6	PIPER HEIDSIECK	Remy Cointreau	France	81	2.8%	50%
7	DOM PERIGNON	LVMH	France	84	2.6%	73%
8	TAITTINGER	Taittinger	France	91	2.4%	58%
9	MARTINI	Bacardi Martini	Italy	96	2.2%	43%
10	NICOLAS FEUILLATTE	Nicolas Feuillatte	France	97	2.1%	45%

9. The Most Powerful Gin Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	GORDON'S	Diageo	England	18	17.0%	63%
2	TANQUERAY	Diageo	England	39	8.1%	58%
3	BEEFEATER	Pernod Ricard	England	41	7.1%	56%
4	SEAGRAM'S GIN	Pernod Ricard	Canada	42	7.0%	40%
5	BOMBAY SAPPHIRE	Bacardi Martini	England	52	5.9%	61%

10. The Most Powerful Tequila Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	CUERVO TEQUILA	Diageo	Mexico	13	22.0%	70%
2	SAUZA	Beam Global	Mexico	33	9.2%	59%
3	EL JIMADOR	Brown-Forman	Mexico	63	4.4%	45%

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9. The Strongest Brands by Brand Score

Rank	Brand	Sector	Owner	Country of origin	Brand score	Total score	Rank
1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	81%	67.9%	3
2	HENNESSY	Cognac	LVMH	France	80%	38.3%	6
3	SMIRNOFF	Vodka	Diageo	Russia	77%	88.3%	1
4	MOET ET CHANDON	Champagne	LVMH	France	77%	18.5%	15
5	JACK DANIEL'S	US Whisky	Brown-Forman	USA	77%	36.2%	8
6	BACARDI	Rum / Cane	Bacardi Martini	Cuba	75%	81.9%	2
7	BAILEYS	Liqueurs	Diageo	Ireland	75%	27.4%	10
8	VEUVE CLICQUOT	Champagne	LVMH	France	75%	12.8%	25
9	ABSOLUT	Vodka	Vin & Sprit	Sweden	73%	37.0%	7
10	DOM PERIGNON	Champagne	LVMH	France	73%	2.6%	84
11	CUERVO TEQUILA	Tequila	Diageo	Mexico	70%	22.0%	13
12	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	70%	30.3%	9
13	JAMESON	Blended Irish Whisky	Pernod Ricard	Ireland	68%	9.3%	30
14	STOLICHNAYA	Vodka	SPI	Russia	67%	53.6%	5
15	REMY MARTIN	Cognac	Remy Martin	France	66%	9.0%	35
16	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	66%	2.4%	92
17	MARTINI	Light Aperitif	Bacardi Martini	Italy	66%	56.2%	4
18	MALIBU	Liqueurs	Pernod Ricard	USA	65%	11.3%	26
19	GLENFIDDICH	Malt Scotch	William Grant & Sons	Scotland	65%	3.4%	69
20	HAVANA CLUB	Rum / Cane	Pernod Ricard	Cuba	65%	9.4%	29

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The Most Powerful Brands By Share of Market

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Share of market
1	BACARDI	Rum / Cane	Bacardi Martini	Cuba	2	81.9%	75%	8.6
2	MARTINI	Light Aperitif	Bacardi Martini	Italy	4	56.2%	66%	8.4
3	SMIRNOFF	Vodka	Diageo	Russia	1	88.3%	77%	8.0
4	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	30	9.3%	68%	7.8
5	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	3	67.9%	81%	7.8
6	BAILEYS	Liqueurs	Diageo	Ireland	10	27.4%	75%	7.7
7	JACK DANIELS	US Whiskey	Brown-Forman	USA	8	36.2%	77%	7.6
8	GALLO	Still Light Wine	Gallo	USA	17	17.1%	54%	7.5
9	MOET ET CHANDON	Champagne	LVMH	France	15	18.5%	77%	7.4
10	HENNESSY	Cognac	LVMH	France	6	38.3%	80%	7.2

The Most Powerful Brands with Fastest Growth Prospects

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Future Growth
1	GREY GOOSE	Vodka	Bacardi Martini	France	28	9.9%	63%	7.8
2	HAVANA CLUB	Rum / Cane	Pernod Ricard	Cuba	29	9.4%	65%	7.0
3	HENNESSY	Cognac	LVMH	France	6	38.3%	80%	6.9
4	WOLF BLASS	Still Light Wine	Fosters	Australia	85	2.6%	56%	6.8
5	MAKERS MARK	US Whiskey	Beam Global	USA	73	3.2%	60%	6.6
6	BAILEYS	Liqueurs	Diageo	Ireland	10	27.4%	75%	6.5
7	JACK DANIELS	US Whiskey	Brown-Forman	USA	8	36.2%	77%	6.5
8	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	30	9.3%	68%	6.4
9	VEUVE CLICQUOT	Champagne	LVMH	France	25	12.8%	75%	6.4
10	MALIBU	Liqueurs	Pernod Ricard	USA	26	11.3%	65%	6.3

The Most Powerful Brands by Awareness

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Awareness
1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	3	67.9%	81%	9.6
2	SMIRNOFF	Vodka	Diageo	Russia	1	88.3%	77%	9.4
3	BACARDI	Rum / Cane	Bacardi Martini	Cuba	2	81.9%	75%	9.2
4	MOET ET CHANDON	Champagne	LVMH	France	15	18.5%	77%	8.9
5	HENNESSY	Cognac	LVMH	France	6	38.3%	80%	8.7
6	BAILEYS	Liqueurs	Diageo	Ireland	10	27.4%	75%	8.6
7	ABSOLUT	Vodka	Vin & Sprit	Sweden	7	37.0%	73%	8.5
8	JACK DANIELS	US Whiskey	Brown-Forman	USA	8	36.2%	77%	8.5
9	MARTINI	Light Aperitif	Bacardi Martini	Italy	4	56.2%	66%	8.4
10	DOM PERIGNON	Champagne	LVMH	France	84	2.6%	73%	8.3

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The Most Powerful Brands by Heritage

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Heritage
1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	3	67.9%	81%	8.7
2	DOM PERIGNON	Champagne	LVMH	France	84	2.6%	73%	8.5
3	MOET ET CHANDON	Champagne	LVMH	France	15	18.5%	77%	8.4
4	HENNESSY	Cognac	LVMH	France	6	38.3%	80%	8.4
5	STOLICHNAYA	Vodka	SPI	Russia	5	53.6%	67%	8.0
6	REMY MARTIN	Cognac	Remy Cointreau	France	35	9.0%	66%	8.0
7	VEUVE CLICQUOT	Champagne	LVMH	France	25	12.8%	75%	7.8
8	BACARDI	Rum / Cane	Bacardi Martini	Cuba	2	81.9%	75%	7.7
9	JACK DANIEL'S	US Whisky	Brown-Forman	USA	8	36.2%	77%	7.7
10	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	9	30.3%	70%	7.6

The Most Powerful Brands by Premium Price Positioning

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Premium Price Positioning
1	DOM PERIGNON	Champagne	LVMH	France	84	2.6%	73%	8.8
2	HENNESSY	Cognac	LVMH	France	6	38.3%	80%	8.2
3	GREY GOOSE	Vodka	Bacardi Martini	France	28	9.9%	63%	7.7
4	VEUVE CLICQUOT	Champagne	LVMH	France	25	12.8%	75%	7.3
5	ABSOLUT	Vodka	Vin & Sprit	Sweden	7	37.0%	73%	7.3
6	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	92	2.4%	66%	7.2
7	MAKER'S MARK	US Whisky	Beam Global	USA	73	3.2%	60%	7.1
8	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	9	30.3%	70%	7.1
9	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	3	67.9%	81%	7.1
10	JACK DANIEL'S	US Whisky	Brown-Forman	USA	8	36.2%	77%	6.9

The Most Powerful Brands by Market Scope

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Market Scope
1	CUERVO TEQUILA	Tequila	Diageo	Mexico	13	22.0%	70%	10.0
2	SMIRNOFF	Vodka	Diageo	Russia	1	88.3%	77%	9.4
3	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	3	67.9%	81%	9.2
4	MOET ET CHANDON	Champagne	LVMH	France	15	18.5%	77%	8.9
5	BACARDI	Rum / Cane	Bacardi Martini	Cuba	2	81.9%	75%	8.7
6	HENNESSY	Cognac	LVMH	France	6	38.3%	80%	8.5
7	MARTINI	Light Aperitif	Bacardi Martini	Italy	4	56.2%	66%	8.4
8	ABSOLUT	Vodka	Vin & Sprit	Sweden	7	37.0%	73%	8.3
9	BAILEYS	Liqueurs	Diageo	Ireland	10	27.4%	75%	8.3
10	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	9	30.3%	70%	8.1

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10. The Biggest Brand Owners

Rank	Owner	Total score total	Brand score total	Number in Top 100
1	Diageo	315%	848%	15
2	Bacardi Martini	178%	394%	7
3	Pernod Ricard	160%	946%	18
4	LVMH	72%	305%	4
6	Brown-Forman	65%	353%	7
5	SPI	63%	107%	2
7	Beam Global	46%	368%	7
8	Vin & Sprit	37%	73%	1
9	Constellation	25%	136%	1
10	Gallo	22%	88%	2
11	Mast-Jagermeister	16%	58%	1
12	Campari	16%	152%	3
13	Remy Cointreau	15%	168%	3
14	William Grant & Sons	14%	116%	2
15	Fosters	14%	212%	4
16	Concha y Toro	13%	56%	1
17	Edrington Group	11%	120%	2
18	De Kuyper	9%	52%	1
19	Casella Wines	7%	49%	1
20	Freixenet	7%	51%	1
21	Alko	6%	54%	1
22	Carol Nolet	6%	52%	1
23	Trinchero Family Estates	5%	41%	1
24	Frantelli Branca	4%	44%	1
25	Berry Brothers and Rudd	4%	44%	1
26	Marnier-Lapostolle	3%	56%	1
27	Bernard de Nonancourt	3%	52%	1
28	Lucas Bols B.V.	3%	41%	1
29	Lucas Bols B.V.	3%	41%	1
30	Hardy Wine Company	3%	42%	1
31	Torres	2%	52%	1
32	Illva Saronno	2%	44%	1
33	Taittinger	2%	58%	1
34	Robert Mondavi	2%	36%	1
35	Eckes Stock	2%	32%	1

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11. The Most Powerful Countries of Origin

Rank	Country of origin	total score total	total brand score	Number in Top 100
1	Scotland	204%	752%	13
2	USA	161%	941%	19
3	Russia	151%	185%	3
4	France	140%	993%	17
5	Cuba	94%	174%	3
6	Italy	78%	339%	7
7	Mexico	49%	301%	5
8	England	38%	238%	4
9	Sweden	37%	73%	1
10	Ireland	37%	143%	2
11	Canada	34%	219%	5
12	Australia	30%	358%	7
13	Dominican Republic	23%	64%	1
14	Germany	19%	90%	2
15	Holland	18%	145%	3
16	Chile	13%	56%	1
17	Spain	12%	142%	3
18	Brazil	6%	33%	1
19	Finland	6%	54%	1
20	Venezuela	5%	44%	0

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1. Scotland

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	JOHNNIE WALKER	Blended Scotch	Diageo	3	67.9%	81%
2	CHIVAS REGAL	Blended Scotch	Pernod Ricard	9	30.3%	70%
3	BALLANTINE'S	Blended Scotch	Pernod Ricard	11	24.0%	60%
4	DEWAR'S	Blended Scotch	Bacardi Martini	14	19.3%	51%
5	J & B	Blended Scotch	Diageo	16	17.6%	58%
6	GRANT'S	Blended Scotch	William Grant & Sons	27	10.8%	51%
7	100 PIPERS	Blended Scotch	Pernod Ricard	37	8.2%	44%
8	FAMOUS GROUSE	Blended Scotch	Edrington Group	38	8.2%	54%
9	BELL'S	Blended Scotch	Diageo	55	5.6%	47%
10	CUTTY SARK	Blended Scotch	Berry Brothers and Rudd	68	3.9%	44%

2. USA

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	JACK DANIELS	US Whisky	Brown-Forman	8	36.2%	77%
2	GALLO	Still Light Wine	Gallo	17	17.1%	54%
3	JIM BEAM	US Whisky	Beam Global	20	15.7%	57%
4	HARDYS	Still Light Wine	Constellation	21	14.5%	52%
5	MALIBU	Liqueurs	Pernod Ricard	26	11.3%	65%
6	ROBERT MONDAVI	Still Light Wine	Constellation	36	8.5%	55%
7	SOUTHERN COMFORT	Liqueurs	Brown-Forman	40	7.4%	59%
8	SKYY	Vodka	Campari	46	6.5%	51%
9	SEAGRAM'S 7 CROWN	US Whisky	Diageo	54	5.8%	41%
10	SUTTER HOME	Still Light Wine	Trinchero Family Estates	56	5.5%	41%

3. Russia

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	SMIRNOFF	Vodka	Diageo	1	88.3%	77%
2	STOLICHNAYA	Vodka	SPI	5	53.6%	67%
3	MOSKOWSKAYA	Vodka	SPI	34	9.1%	40%

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4. France

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	HENNESSY	Cognac	LVMH	6	38.3%	80%
2	MOET ET CHANDON	Champagne	LVMH	15	18.5%	77%
3	RICARD	Aniseed	Pernod Ricard	23	14.1%	45%
4	VEUVE CLICQUOT	Champagne	LVMH	25	12.8%	75%
5	GREY GOOSE	Vodka	Bacardi Martini	28	9.9%	63%
6	MARTELL	Cognac	Pernod Ricard	32	9.3%	63%
7	REMY MARTIN	Cognac	Remy Cointreau	35	9.0%	66%
8	GRAND MARNIER	Liqueurs	Marnier-Lapostolle	71	3.3%	56%
9	COINTREAU	Liqueurs	Remy Cointreau	72	3.3%	52%
10	MUMM	Champagne	Pernod Ricard	74	3.2%	58%

5. Cuba

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	BACARDI	Rum / Cane	Bacardi Martini	2	81.9%	75%
2	HAVANA CLUB	Rum / Cane	Pernod Ricard	29	9.4%	65%
3	CASTILLO	Rum / Cane	Bacardi Martini	79	3.0%	35%

6. Italy

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	MARTINI	Light Aperitif	Bacardi Martini	4	56.2%	66%
2	CINZANO	Light Aperitif	Campari	57	5.4%	48%
3	CAMPARI	Bitters / Spirit Aperitifs	Campari	60	4.6%	54%
4	BRANCA FERNET	Bitters / Spirit Aperitifs	Frantelli Branca	66	4.1%	44%
5	RAMAZZOTTI AMARI	Bitters / Spirit Aperitifs	Pernod Ricard	77	3.0%	41%

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7. Mexico

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	CUERVO TEQUILA	Tequila	Diageo	13	22.0%	70%
2	SAUZA	Tequila	Beam Global	33	9.2%	59%
3	KAHLUA	Liqueurs	Pernod Ricard	48	6.3%	53%
4	CACIQUE	Rum / Cane	Diageo	59	4.7%	44%
5	EL JIMADOR	Tequila	Brown-Forman	63	4.4%	45%

8. England

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	GORDON'S	Gin / Genever	Diageo	18	17.0%	63%
2	TANQUERAY	Gin / Genever	Diageo	39	8.1%	58%
3	BEEFEATER	Gin / Genever	Pernod Ricard	41	7.1%	56%
4	BOMBAY	Gin / Genever	Bacardi Martini	52	5.9%	61%

9. Sweden

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	ABSOLUT	Vodka	Vin & Sprit	7	37.0%	73%

10. Ireland

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	BAILEY'S	Liqueurs	Diageo	10	27.4%	75%
2	JAMESON	Irish Whiskey	Pernod Ricard	30	9.3%	68%

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12. The Top 100: 1-35

Rank	Change	Brand	Sector	Owner	Country of origin	Total score	Change	Brand score	Change	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
1	0	SMIRNOFF	Vodka	Diageo	Russia	88.3%	-2%	77%	5%	8.0	6.1	6.0	9.4	9.4	7.6	7.5	7.9
2	0	BACARDI	Rum / Cane	Bacardi Martini	Cuba	81.9%	9%	75%	3%	8.6	3.7	6.3	8.7	9.2	7.9	7.7	8.0
3	0	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	67.9%	14%	81%	4%	7.8	5.0	7.1	9.2	9.6	8.5	8.7	9.1
4	0	MARTINI	Light Aperitif	Bacardi Martini	Italy	56.2%	8%	66%	6%	8.4	2.6	5.2	8.4	8.4	5.4	7.6	6.6
5	0	STOLICHNAYA	Vodka	SPI	Russia	53.6%	7%	67%	0%	5.3	3.8	6.4	7.2	7.7	7.4	8.0	7.7
6	0	HENNESSY	Cognac	LVMH	France	38.3%	7%	80%	1%	7.2	6.9	8.2	8.5	8.7	7.8	8.4	8.6
7	1	ABSOLUT	Vodka	Vin & Sprit	Sweden	37.0%	10%	73%	8%	5.8	6.0	7.3	8.3	8.5	7.6	6.7	8.2
8	-1	JACK DANIEL'S	US Whisky	Brown-Forman	USA	36.2%	8%	77%	3%	7.6	6.5	6.9	8.1	8.5	7.4	7.7	8.6
9	2	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	30.3%	9%	70%	6%	4.7	5.1	7.1	8.1	8.1	7.5	7.6	7.8
10	0	BAILE'YS	Liqueurs	Diageo	Ireland	27.4%	5%	75%	4%	7.7	6.5	6.7	8.3	8.6	7.1	6.8	8.0
11	-2	BALLANTINE'S	Blended Scotch	Pernod Ricard	Scotland	24.0%	0%	60%	-5%	5.3	2.8	5.4	6.7	7.4	6.4	7.2	6.9
12	0	CAPTAIN MORGAN	Rum / Cane	Diageo	Dominican Republic	23.1%	5%	64%	3%	5.5	5.9	6.0	7.6	7.1	6.0	6.3	6.7
13	1	CUERVO TEQUILA	Tequila	Diageo	Mexico	22.0%	5%	70%	6%	7.2	4.6	5.9	10.0	7.6	6.5	7.5	7.0
14	-1	DEWAR'S	Blended Scotch	Bacardi Martini	Scotland	19.3%	2%	51%	0%	4.0	3.5	5.2	5.3	5.4	5.2	6.4	5.4
15	3	MOET ET CHANDON	Champagne	LVMH	France	18.5%	4%	77%	5%	7.4	4.8	6.7	8.9	8.9	8.0	8.4	8.2
16	0	J & B	Blended Scotch	Diageo	Scotland	17.6%	2%	58%	-1%	5.3	2.0	5.3	6.2	7.3	6.2	7.0	7.0
17	3	GALLO	Still Light Wine	Gallo	USA	17.1%	5%	54%	10%	7.5	4.3	4.0	5.9	6.9	5.0	4.9	4.9
18	-3	GORDON'S	Gin / Genever	Diageo	England	17.0%	1%	63%	-3%	6.6	2.8	5.3	7.6	7.9	6.5	6.9	6.6
19	3	JAEGERMEISTER	Bitters / Spirit Aperitifs	Mast-Jagermeister	Germany	16.4%	6%	58%	10%	6.9	6.2	5.9	5.9	5.6	4.3	5.7	6.2
20	-3	JIM BEAM	US Whisky	Beam Global	USA	15.7%	0%	57%	1%	5.2	3.3	5.2	6.3	6.5	5.9	6.6	6.3
21	2	HARDYS	Still Light Wine	Constellation	USA	14.5%	4%	52%	7%	6.9	4.7	4.1	5.4	6.2	5.0	4.6	4.9
22	3	CROWN ROYAL	Canadian Whisky	Diageo	Canada	14.4%	4%	57%	7%	5.4	5.5	6.1	4.9	5.4	5.7	6.6	6.1
23	-2	RICARD	Aniseed	Pernod Ricard	France	14.1%	3%	45%	8%	6.6	1.7	4.4	3.3	4.9	3.9	6.2	5.3
24	0	CONCHA Y TORO	Still Light Wine	Concha y Toro	Chile	13.2%	3%	56%	5%	6.3	5.4	4.5	5.8	5.6	5.7	5.6	5.9
25	1	VEUVE CLICQUOT	Champagne	LVMH	France	12.8%	3%	75%	4%	5.6	6.4	7.3	8.0	7.9	8.1	7.8	8.5
26	3	MALIBU	Liqueurs	Pernod Ricard	USA	11.3%	3%	65%	5%	5.9	6.3	6.1	7.4	7.3	7.0	5.4	6.8
27	0	GRANTS	Blended Scotch	William Grant & Sons	Scotland	10.8%	1%	51%	0%	4.4	3.1	4.6	5.9	5.7	5.3	6.4	5.2
28	19	GREY GOOSE	Vodka	Bacardi Martini	France	9.9%	5%	63%	11%	3.7	7.8	7.7	5.6	6.6	7.2	4.8	7.2
29	8	HAVANA CLUB	Rum / Cane	Pernod Ricard	Cuba	9.4%	3%	65%	6%	4.1	7.0	6.6	6.7	6.1	6.5	7.1	7.6
30	16	JAMESON	Blended Irish Whisky	Pernod Ricard	Ireland	9.3%	4%	68%	12%	7.8	6.4	5.8	7.0	7.4	6.2	6.9	6.9
31	4	DE KUYPER	Liqueurs	De Kuyper	Holland	9.3%	3%	52%	11%	5.5	4.4	4.6	5.9	5.8	4.8	5.5	4.8
32	-1	MARTELL	Cognac	Pernod Ricard	France	9.3%	2%	63%	0%	4.4	4.3	6.2	6.9	7.4	6.5	7.6	6.9
33	-5	SAUZA	Tequila	Beam Global	Mexico	9.2%	0%	59%	-4%	4.8	5.3	5.6	6.1	6.1	6.2	6.7	6.2
34	-4	MOSKOVSKAYA	Vodka	SPI	Russia	9.1%	1%	40%	1%	3.4	1.4	5.0	4.0	3.5	3.9	6.0	5.1
35	8	REMY MARTIN	Cognac	Remy Cointreau	France	9.0%	4%	66%	0%	4.8	4.3	6.9	7.2	8.1	6.6	8.0	7.3

Source: Intangible Business Ltd.

The world's most powerful spirits & wine brands

36-70

Rank	Change	Brand	Sector	Owner	Country of origin	Total score	Change	Brand score	Change	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
36	-2	ROBERT MONDAVI	Still Light Wine	Constellation	USA	8.5%	2%	55%	7%	5.4	3.3	5.0	5.8	6.3	6.0	5.9	6.0
37	-1	100 PIPERS	Blended Scotch	Pernod Ricard	Scotland	8.2%	2%	44%	2%	3.7	5.8	3.9	4.4	4.5	3.7	4.9	3.9
38	-6	FAMOUS GROUSE	Blended Scotch	Edrington Group	Scotland	8.2%	1%	54%	3%	3.7	3.9	5.4	5.5	6.5	5.7	6.4	6.2
39	0	TANQUERAY	Gin / Genever	Diageo	England	8.1%	2%	58%	0%	4.1	3.5	6.5	6.2	6.0	6.6	6.9	6.9
40	0	SOUTHERN COMFORT	Liqueurs	Brown-Forman	USA	7.4%	2%	59%	8%	5.3	4.0	6.4	6.9	7.0	5.5	5.7	6.5
41	-8	BEEFEATER	Gin / Genever	Pernod Ricard	England	7.1%	0%	56%	-6%	4.1	2.9	5.1	6.2	6.9	6.5	6.7	6.3
42	-	SEAGRAM GIN	Gin / Genever	Pernod Ricard	Canada	7.0%	-	40%	-	4.7	2.0	3.8	3.7	4.7	4.2	4.5	4.4
43	-	YELLOWTAIL	Still Light Wine	Casella Wines	Australia	6.7%	-	49%	-	5.5	5.3	4.3	5.1	5.4	5.4	3.7	4.7
44	-6	FREIXENET	Other Sparkling	Freixenet	Spain	6.6%	1%	51%	-1%	6.8	3.2	4.1	5.7	6.3	4.9	5.3	4.9
45	-4	DREHER	Other Brandy	Diageo	Brazil	6.5%	1%	33%	2%	4.6	3.0	2.9	2.5	3.1	3.4	3.6	3.5
46	6	SKYY	Vodka	Campari	USA	6.5%	2%	51%	11%	3.5	6.2	5.6	5.0	5.1	5.3	4.1	5.6
47	-2	JACOB'S CREEK	Still Light Wine	Pernod Ricard	Australia	6.3%	1%	56%	3%	5.3	5.7	4.2	6.3	6.8	5.9	4.9	5.3
48	-4	KAHLUA	Liqueurs	Pernod Ricard	Mexico	6.3%	1%	53%	4%	4.6	3.2	5.5	5.7	6.2	5.4	5.7	5.9
49	-7	CANADIAN CLUB	Canadian Whisky	Beam Global	Canada	6.1%	1%	51%	3%	4.1	2.5	5.0	5.9	5.9	5.2	6.4	5.6
50	-	LINDEMANS	Still Light Wine	Fosters	Australia	5.9%	-	54%	-	4.9	4.8	4.6	6.5	6.0	5.5	5.3	5.3
51	-2	FINLANDIA	Vodka	Brown-Forman	Finland	5.9%	2%	54%	5%	3.1	4.8	6.0	5.7	6.1	6.0	5.8	5.7
52	-4	BOMBAY SAPPHIRE	Gin / Genever	Bacardi Martini	England	5.9%	1%	61%	1%	3.9	5.5	6.6	6.7	6.6	6.9	5.7	7.2
53	8	KETEL ONE	Vodka	Carol Nolet	Holland	5.8%	3%	52%	13%	2.7	6.0	6.7	4.4	5.1	5.7	5.0	6.1
54	-	SEAGRAM'S 7 CROWN	US Whisky	Diageo	USA	5.8%	-	41%	-	3.4	2.3	4.5	3.9	4.8	3.8	5.2	4.7
55	-2	BELL'S	Blended Scotch	Diageo	Scotland	5.6%	2%	47%	4%	3.1	3.0	4.6	4.5	5.8	4.8	6.4	5.3
56	-	SUTTER HOME	Still Light Wine	Trinchero Family Estates	USA	5.5%	-	41%	-	4.8	3.0	3.9	3.9	4.4	4.2	4.5	4.5
57	10	CINZANO	Light Aperitif	Campari	Italy	5.4%	3%	48%	4%	3.2	2.0	4.3	5.8	6.7	4.5	6.8	5.1
58	-8	E & J	Other Brandy	Gallo	USA	4.7%	0%	34%	-1%	3.5	3.3	3.1	2.7	3.5	3.6	3.7	3.8
59	-	CACIQUE	Rum / Cane	Diageo	Venezuela	4.7%	-	44%	-	3.0	5.2	4.8	4.0	3.7	4.5	4.8	5.2
60	-5	CAMPARI	Bitters / Spirit Aperitifs	Campari	Italy	4.6%	1%	54%	4%	5.1	2.6	5.6	6.0	6.6	4.6	6.3	6.1
61	-10	COURVOISIER	Cognac	Beam Global	USA	4.5%	0%	59%	-4%	3.8	4.1	5.5	5.9	7.3	6.6	7.4	6.3
62	-6	BLACK VELVET	Canadian Whisky	Brown-Forman	USA	4.4%	1%	38%	5%	3.6	2.7	4.0	3.6	4.0	3.6	4.6	4.4
63	-	EL JIMADOR	Tequila	Brown-Forman	Mexico	4.4%	-	45%	-	3.5	4.5	4.9	4.2	4.1	4.7	5.3	4.6
64	-10	TEACHER'S	Blended Scotch	Beam Global	USA	4.1%	0%	45%	-1%	2.7	3.2	4.1	4.6	5.4	4.7	6.2	5.2
65	-8	BLOSSOM HILL	Still Light Wine	Diageo	USA	4.1%	1%	43%	-2%	4.6	6.1	3.5	4.2	4.6	3.9	3.6	3.9
66	-6	FERNET BRANCA	Bitters / Spirit Aperitifs	Fratelli Branca	Italy	4.1%	1%	44%	6%	3.9	3.3	5.5	4.2	4.7	3.0	5.5	4.9
67	-9	CANADIAN MIST	Canadian Whisky	Brown-Forman	Canada	4.0%	1%	34%	3%	3.6	2.0	3.6	3.4	3.5	3.0	4.4	4.0
68	5	CUTTY SARK	Blended Scotch	Berry Brothers and Rudd	Scotland	3.9%	2%	44%	3%	2.8	2.2	4.3	4.8	5.6	4.7	6.0	5.2
69	-5	GLENFIDDICH	Malt Scotch	William Grant & Sons	Scotland	3.4%	1%	65%	3%	6.4	4.6	6.0	7.5	7.2	6.2	7.3	7.1
70	-	LARIOS	Gin / Genever	Beam Global	Spain	3.3%	-	39%	-	3.4	2.1	3.7	3.4	4.7	4.2	5.0	4.4

Source: Intangible Business Ltd.

The world’s most powerful spirits & wine brands

71-100

Rank	Change	Brand	Sector	Owner	Country of origin	Total score	Change	Brand score	Change	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
71	-9	GRAND MARNIER	Liqueurs	Marnier-Lapostolle	France	3.3%	0%	56%	0%	4.0	3.2	6.2	6.3	6.9	5.5	6.5	6.1
72	-13	COINTREAU	Liqueurs	Remy Cointreau	France	3.3%	0%	52%	-4%	4.0	3.2	5.9	6.3	5.9	5.0	5.9	5.6
73	-1	MAKER'S MARK	US Whisky	Beam Global	USA	3.2%	1%	60%	4%	2.8	6.6	7.1	5.0	5.6	7.0	6.5	7.4
74	-5	MUMM	Champagne	Pernod Ricard	France	3.2%	1%	58%	6%	4.2	4.9	5.6	6.4	6.6	6.1	6.2	6.1
75	-7	PASTIS 51	Aniseed	Pernod Ricard	France	3.1%	1%	34%	3%	3.7	1.5	3.9	2.5	3.3	3.1	5.0	4.2
76	-10	LAURENT PERRIER	Champagne	Bernard de Nonancourt	France	3.1%	0%	52%	1%	4.2	3.0	5.5	5.8	5.9	5.6	5.9	5.7
77	-6	RAMAZZOTTI AMARI	Bitters / Spirit Aperitifs	Pernod Ricard	Italy	3.0%	1%	41%	4%	3.7	4.6	5.3	3.5	3.5	3.1	4.7	4.4
78	-	SEAGRAM V.O.	Canadian Whisky	Pernod Ricard	Canada	3.0%	-	37%	-	2.7	1.8	4.0	3.7	4.3	3.7	5.4	4.3
79	-16	CASTILLO	Rum / Cane	Bacardi Martini	Cuba	3.0%	0%	35%	-1%	3.0	3.0	3.9	3.4	3.2	3.4	3.8	4.1
80	-15	ROSEMOUNT	Still Light Wine	Fosters	Australia	2.8%	0%	47%	1%	3.9	3.2	4.5	5.4	5.7	5.1	4.8	4.8
81	-	PIPER HEIDSIECK	Champagne	Remy Cointreau	France	2.8%	-	50%	-	4.0	3.1	4.9	5.6	5.9	5.2	5.8	5.3
82	-12	KENDALL JACKSON	Still Light Wine	Brown-Forman	USA	2.8%	0%	46%	1%	3.9	3.7	4.8	4.0	5.0	4.9	4.8	5.4
83	-	PENFOLDS	Still Light Wine	Fosters	Australia	2.6%	-	56%	-	3.4	5.4	5.3	5.9	6.4	5.9	6.2	6.1
84	-4	DOM PERIGNON	Champagne	LVMH	France	2.6%	1%	73%	10%	3.5	4.7	8.8	7.9	8.3	8.0	8.5	8.8
85	-	WOLF BLASS	Still Light Wine	Fosters	Australia	2.6%	-	56%	-	3.7	6.8	5.4	5.4	5.9	6.2	5.5	5.9
86	1	BOLS	Liqueurs	Lucas Bols B.V.	Holland	2.6%	1%	41%	-1%	3.7	2.7	4.1	4.8	4.9	3.7	4.9	3.9
87	-	PRESIDENTE	Other Brandy	Pernod Ricard	Mexico	2.6%	-	30%	-	2.9	1.6	3.1	2.3	3.7	3.0	4.2	3.6
88	-	BANROCK STATION	Still Light Wine	Hardy Wine Company	Australia	2.6%	-	42%	-	3.8	5.7	4.0	4.1	3.8	4.1	3.5	4.3
89	-	TORRES	Still Light Wine	Torres	Spain	2.5%	-	52%	-	3.5	4.9	5.2	5.1	5.8	5.5	5.9	5.4
90	-16	DISARONNO	Liqueurs	Illva Saronno	Italy	2.5%	0%	44%	-1%	3.5	3.0	5.5	5.1	4.5	4.2	4.9	4.5
91	-14	TAITTINGER	Champagne	Taittinger	France	2.4%	0%	58%	3%	3.7	3.3	6.3	6.1	6.5	6.5	6.8	6.8
92	-	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	2.4%	-	66%	-	4.4	6.2	7.2	6.2	6.6	7.4	7.1	7.7
93	-18	INGLENOOK	Still Light Wine	Robert Mondavi	USA	2.3%	0%	36%	-2%	3.8	1.8	3.8	3.5	3.9	3.6	4.0	4.2
94	-	THE GLENLIVET	Malt Scotch	Pernod Ricard	Scotland	2.3%	-	62%	-	4.7	5.2	6.4	6.3	6.3	6.5	7.1	7.2
95	-	STOCK BITTERS	Bitters / Spirit Aperitifs	Eckes Stock	Germany	2.3%	-	32%	-	3.2	1.5	4.0	3.1	3.0	2.8	4.5	3.3
96	-	MARTINI	Other Sparkling	Bacardi Martini	Italy	2.2%	-	43%	-	4.4	3.8	3.8	4.8	5.2	3.8	4.9	4.0
97	-	NICOLAS FEUILLATTE	Champagne	Nicolas Feuillatte	France	2.1%	-	45%	-	3.7	5.4	4.4	4.9	4.5	4.6	4.3	4.5
98	-	METAXA	Other Brandy	Diageo	Greece	2.1%	-	37%	-	2.2	3.5	3.4	3.3	4.6	3.6	5.0	3.8
99	-20	LANSON	Champagne	Lanson Int.	France	2.0%	0%	47%	1%	3.7	2.7	4.3	5.4	5.7	5.0	5.6	4.9
100	-	PAUL MASSON	Other Brandy	Constellation	USA	2.0%	-	29%	-	2.5	2.5	3.0	2.5	3.1	3.2	3.4	3.1

Source: Intangible Business Ltd.

Intangible Business

Intangible Business is the world's leading independent brand valuation consultancy, specialising in valuing intangible assets, such as brands, for financial, management and litigation purposes.

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