



## **Diageo Brands Rank At Top Worldwide, Says Study**

Smirnoff vodka, the liquor label owned by U.K. drinks giant Diageo PLC, remains the world's leading spirits brand, even though its image in the past year has been scarred by promotional pricing activity in the key U.S. market, according to a study Tuesday. Ranked No. 2 is a fellow brand in the Diageo stable, Johnnie Walker Scotch whisky, said Intangible Business, a brand-valuation consultancy that measures the performances of liquor and wine brands by assessing financial performance alongside consumer perception. (WSJ)