

Smirnoff powers to the top

SMIRNOFF is not only the UK's biggest spirit brand but the Diageo-owned vodka is now the "world's most powerful spirits and wine brand", placing it ahead of Bacardi, Johnnie Walker, Martini and Stolichnaya.

Now in its second year, The Power 100 is the creation of brand valuation company Intangible Business, which researched nearly 10,000 spirit and wine brands across the world. The scoring for The Power 100 took into account market share, sales growth and price positioning as well as brand awareness and perception among consumers and brand heritage.

The top three brands retained their positions this year with Moët & Chandon (15th) the leading wine, followed by Gallo (17th) and Hardys (21st).