

10 May 10

## **Scotland's drinks make world's top 100 brands list**

SCOTLAND has been named as an alcohol superpower after nearly 20 of its drinks brands made the world's top 100 list.

In the Power 100 – an annual survey of the world's leading drinks brands – 16 of Scotland's alcoholic tipples made the grade.

And that total includes five brands in the top 20 with Johnnie Walker at number two, Chivas Regal at eight, Ballantine's at ten, Dewar's at 16 and J&B at 19.

The US was the only country with more brands in the list.

Famous Grouse was the only Scottish brand to move up the table from 40 to 39 with Glenfiddich taking the top single malt whisky spot at number 60.

Stuart Whitwell, joint managing director of Intangible Business, said Scotland ranked ahead of other European drink producers such as France and Germany.

He said: "Scotland has successfully developed world class brands for a world class product. Scotch whisky is in great shape for the future."

Ian Buxton, whisky expert, said: "Whisky is booming around the world and has been for the last few years.

"We have had this amazing renaissance in whisky's fortunes and that is represented in this league table."