

Smirnoff is 'most powerful' brand

Smirnoff vodka is the most well-known alcoholic brand in the world, according to a recent study.

A judging panel also noted that Smirnoff's 'dominant position may be unstoppable in the long term'.

Smirnoff topped The Power 100 list of wine and spirits brands in its second year, compiled by the Intangible Business consultancy.

The study measures the strength of brands 'in the eyes of the consumer', as



well as its financial contribution.

Biggest climbers for the 2007 list included Johnnie Walker whisky, Absolut vodka and Martini, while those believed to have lost most influence over consumers were Jim Beam bourbon, Courvoisier Cognac, and Ballantines Scotch.

In the wine brand section, top spot went to Gallo, followed by Hardy's, Concha y Toro, Robert Mondavi, and Yellowtail, which was also the highest new entry to the overall top 100, straight in at number 43. Other new entries included Larios gin (70),

Wolf Blass (85), Torres (89), and The Macallan (92).

Diageo was ranked number one in the brand owner section, ahead of Bacardi Martini and Pernod Ricard.

The top 10 most powerful wine and spirits brands

1. Smirnoff vodka
2. Bacardi rum
3. Johnnie Walker whisky
4. Martini vermouth
5. Stolichnaya vodka
6. Hennessy Cognac
7. Absolut vodka
8. Jack Daniel's whiskey
9. Chivas Regal whisky
10. Baileys cream liqueur

