



GLOBAL: Johnnie Walker retains Power 100 top spot - poll

By [James Wilmore](#) | 2 June 2014

[Diageo's Johnnie Walker](#) has come top of a poll assessing the leading global wine and spirits brands, for the second year running.

The Power 100 list, produced by consultancy Intangible Business, said the Scotch whisky brand has “harnessed the international popularity of premium Scotch” through new variants, while still being supported by its “strong heritage and reputation”. It also pointed to a 10% rise in net sales for the brand in the past year.

Whisk(e)y was also crowned the leading category in the wine and spirits market, with Scotland named the top country for producing brands for the ninth consecutive year.

In second spot in the overall Power 100 list was another Diageo brand, [Smirnoff](#). The consultancy said the vodka had benefitted from “careful brand management against pressure from the highly-competitive US vodka market”.

[Bacardi's](#) namesake brand was number three, followed by [Brown-Forman's Jack Daniel's](#) and Moët Hennessy's namesake Cognac.

The agency said that increased spending from Western consumers had also buoyed the market for “high-end craft-aged brown spirits”, including Bourbon.

However, Cognac suffered overall in the list due to the slowdown in China sparked by government measures relating to an anti-corruption drive.

The list assesses the financial contribution of each brand alongside its strength in the eyes of the consumer, Intangible Business said. It is compiled by combining scores from a panel of “some of the world’s leading drinks industry experts” with hard data, the agency said.

The brands are rated according to share of market, future growth, premium price position, awareness, relevance, heritage and brand perception.

For a full list of the Power 100, [click here](#).