

Vodka tops booze brand power poll

SMIRNOFF has been named the world's most powerful brand of wine or spirits. The vodka beat Bacardi rum and Johnnie Walker whisky in an annual league table compiled by brand consultancy Intangible Business. The 2007 report was based on research of nearly 10,000 alcohol brands worldwide. California-based Ernest and Julio Gallo was the top-ranking wine at No.17, followed by Hardy's at 21. Scotland's successful whisky brands made it the most powerful producing country.