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# Smirnoff raises a toast to top drinks brand title



Cheers: Smirnoff is the leading drinks brand in the world

SMIRNOFF is still the world's leading alcoholic drinks brand, according to a new survey.

The Russian vodka beat Johnnie Walker whisky, which was at No.2 in the Power 100 poll, with Bacardi rum in third place.

But the recession has hit champagne brands Dom Perignon, Lanson and Tattinger, which all fell out of the top 100.

The biggest climber in the top 20 drinks names was the Chilean wine brand Concha y Toro, which rose five places to 17.

Among the other big successes was the Cuban rum brand Havana Club,

By **Jayne Atherton**

which is now number 25 compared with 32 in the list last year.

'Vodka is still a high growth area with greater consumer choice emerging from established companies and new entrants,' said Stuart Whitwell, joint managing director of Intangible Business. 'It will be interesting to see if consumers return to the big brands once their economic situation improves.'

Cognac brand Remy Martin was also up six places to 27 and the Australian wine maker Lindemans climbed eight places to number 55.