

Whisky brands power ahead

SCOTCH whisky brands are powering ahead on the global drinks stage, a new report has claimed.

Second only to the United States in the number of top drinks brands it produces, Scotland accounts for three of the top ten in the Power 100 survey by brand consultancy Intangible Business.

Johnnie Walker is in third place on the list, which ranks brands based on volume and value sales, brand awareness and perception, and heritage. Chivas Regal was eighth and Ballantines was in tenth place.

A total of 16 Scottish brands

made the list, including Dewars (14th) Grant's (23rd) and J&B, which was ranked 27th.

Only two single malts were listed in the Power 100: The Glenlivet, which jumped ten places from last year's ranking into 80th place, and Glenfiddich.

Smirnoff retained its position as the top drinks brand, with Bacardi in second place. Johnnie Walker was third, followed by Martini Vermouth, Absolut and Jack Daniel's.

Hennessy Cognac and Chivas Regal came in at seventh and eighth respectively, with Captain Morgan and Ballantine's

rounding off the top ten.

Stuart Whitwell, joint managing director of Intangible Business, said: "Scotland has successfully developed world class brands for a world class product, which have performed very well this year.

"The Scotch whisky sector seems as strong as ever and ready to perform very well as we move out of recession and into recovery."

But Whitwell conceded the global downturn has had an impact on the drinks industry.

"The world has clearly changed following the recession with the balance of power shift-

ing further east," he added.

"No Chinese or Asian brands have yet made it into the top 100 but with the big groups increasing their presence there it is only a matter of time.

"Consumers have also been exposed to and experimented with more value-orientated brands, developing a wider repertoire of options rather than sticking to the old favourites.

"Whilst many of the big brands have been able to withstand much of this pressure there are signs that times are changing.

"There are interesting times ahead."