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Scotch whisky's global 'power brand' surge

SCOTLAND has more drinks brands in the global top 100 according to value than any other country outside the United States, say figures out today (Scotsman). Sixteen Scottish brands made the "power brands" list, with Diageo's Johnnie Walker maintaining its number-two slot despite losing 20 per cent of its brand value, according to the Intangible Business consultancy, which published the report.