

SMIRNOFF IS MOST PRIZED IN WORLD

SMIRNOFF VODKA is the most valuable wine and spirits brand in the world, according to a new study.

The Diageo-owned product beat competition from the likes of Bacardi and Johnnie Walker to come top of the listing put together by Intangible Business, which is a brand valuation consultancy.

The listing is dominated by spirits brands – the highest-ranking wine brand was Gallo, which came in at number 17. Meanwhile, the most valuable sector by some distance was whisky (which includes American whiskey).

The league table, which assesses the financial contribution of the brand alongside its strength in the eyes of the consumer, has been compiled by combining scores from a panel of some of the world's leading drinks industry experts with hard data.

Top 10 brands

Smirnoff
Bacardi
Johnnie Walker
Martini
Stolichnaya
Hennessy
Absolut
Jack Daniel's
Chivas Regal
Baileys

