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Champagne tumbles down list of world's favourite drinks



Champagne has fallen down a ranking of the world's favourite alcoholic drinks as consumers tighten their purse strings in favour of cheaper brands, industry figures have shown.

Champagne has tumbled down the ranking of the world's favourite drinks Photo: PA Dom Perignon – the bankers' choice – fell around 30 places to exit the "Power 100" ranking of the world's most popular drinks, while other brands such as Lanson and Tattinger also disappeared from the list.

Moët et Chandon was the world's most popular champagne at number 18 – down four points from 14 last year.

Smirnoff – the vodka brand – remained the world's favourite tipple, with the whisky brand Johnny Walker in second place and Barcardi rum in third.

Nine smaller and cheaper brands – such as Russian Standard vodka and William Lawson's whisky – have entered the top-100 this year to replace more established, more expensive drinks such as Dom Perignon.

Stuart Whitwell of Intangible Business, the brand valuation consultancy which compiles the list, said: "The biggest brands have taken quite a battering marking the end to a 15 year drive to premiumisation. This has been replaced with a drive to value which new entrants are taking advantage of.

"It will be interesting to see if consumers return to the big brands once their economic situation improves. Or perhaps greater choice and innovation has changed the landscape for good."

Despite the falling popularity of champagne worldwide, The Daily Telegraph reported earlier this year that Britons have not lost their taste for the sparkling wine.

Britain remained the world's largest export market for the drink – with 30,523,359 bottles imported last year, according to the Champagne Bureau.