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## **Scotland dominates list of world's top 100 drinks brands**

EDINBURGH: Scotland has bagged sixteen positions in a list of the world's top 100 drinks brands.

The birthplace of the eponymous Scotch whiskey is just a dot on the map but has substantial representation among the world's top-class drinks, second only to USA.

A fourth of the drinks in the top twenty are Scottish, these are Johnnie Walker at number two, Chivas Regal and Ballantine's at eight and ten respectively, Dewar's at sixteen and J&B at nineteen.

Three Scottish brands — Clan Campbell, William Lawson's and Clan MacGregor - were new entries into this year's Power 100, while Famous Grouse was the only Scottish brand to actually improve its ranking within the table, climbing one place from 40 to 39.

The Power 100 is an annual survey of the world's leading drinks brands published by international company strategists Intangible Business, the Scotsman reports.

Stuart Whitwell, joint managing director of Intangible Business, said Scotland came in ahead of other famous drink producers such as France, England, Russia and Germany.

"Scotland has successfully developed world class brands for a world class product. Scotch whisky is in great shape for the future," he told the paper.

Scotland's excellent performance on the table is in keeping with its rich tradition in whiskey production.

"We have had this amazing renaissance in whisky's fortunes and that is represented in this league table," says whiskey expert Ian Buxton proudly.