

Raise a toast but forget the bubbles

Congratulations to Smirnoff, which will today be crowned the most powerful alcohol drinks brand for a second year running in a survey by industry analyst Intangible Business. How will it celebrate? Not with bubbly presumably – the Dom Perignon, Lanson, Nicolas Feuillatte and Taittinger champagne brands have all fallen out of Intangible's "Power 100" list since last year.