

The Power 100

The world's most powerful spirits & wine brands 2006





The world's most powerful spirits & wine brands

Methodology

Nearly 10,000 brands in the spirits and wine sectors were researched to derive a list of the 100 most powerful spirits and wine brands in the world. Power is defined by a brand's ability to generate value for its owner. Value is classified by a series of measures as identified below. The population for the research is all current and potential users of alcoholic drinks.

Scoring

Hard measures

- Share of market: volume based measure of market share
- Brand growth: projected growth based on 10 years historical data and future trends
- Price positioning: a measure of a brand's ability to command a premium
- Market scope: number of markets in which the brand has a significant presence

Soft measures

- Brand awareness: a combination of prompted and spontaneous awareness
- Brand relevancy: capacity to relate to the brand and a propensity to purchase
- Brand heritage: a brand's longevity and a measure of how it is embedded in local culture
- Brand perception: loyalty and how close a strong brand image is to a desire for ownership

A panel of leading experts in the drinks industry independently ranked each selected brand out of 10 on the above measures (10 = high, 0 = low). The scores given by the individual panel members were aggregated and averaged to reach a total score for each brand. A total score was achieved by multiplying a brand's weighted volume by its brand score, within a defined range. The weighting is designed to adjust the volumes to a comparable level. Brand score is a derivative of the eight measures of brand strength. This results in a ranking of the world's most powerful alcohol drinks brands.

The Top 10

Rank	Brand	Owner	Country of Origin	Sector	Total score	Brand score
1	SMIRNOFF	Diageo	Russia	Vodka	90.0%	73%
2	BACARDI	Bacardi Martini	Cuba	Rum	73.2%	73%
3	JOHNNIE WALKER	Diageo	Scotland	Whisky	53.8%	77%
4	MARTINI	Bacardi Martini	Italy	Light Aperitif	47.9%	60%
5	STOLICHNAYA	SPI	Russia	Vodka	47.1%	67%
6	HENNESSY	LVMH	France	Cognac	30.8%	79%
7	JACK DANIELS	Brown-Forman	USA	Whisky	28.2%	73%
8	ABSOLUT	Vin & Spirit	Sweden	Vodka	27.2%	66%
9	BALLANTINES	Pernod Ricard	Scotland	Whisky	23.7%	65%
10	BAILEYS	Diageo	Ireland	Flavoured Spirits	22.8%	71%



The world's most powerful spirits & wine brands

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Rank	Brand	Sector	Owner	Country of Origin	Total score	Brand score	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
1	SMIRNOFF	Vodka	Diageo	Russia	90.0%	73%	7.6	5.8	5.4	8.6	9.2	6.8	7.0	7.6
2	BACARDI	Rum	Bacardi Martini	Cuba	73.2%	73%	8.8	3.8	5.6	8.8	9.2	7.0	7.0	7.8
3	JOHNNIE WALKER	Whisky	Diageo	Scotland	53.8%	77%	8.2	4.2	7.0	9.0	9.2	8.0	7.8	8.2
4	MARTINI	Light Aperitif	Bacardi Martini	Italy	47.9%	60%	9.2	3.4	4.6	7.2	7.8	4.2	5.8	5.8
5	STOLICHNAYA	Vodka	SPI	Russia	47.1%	67%	5.2	4.8	6.2	6.8	7.6	7.4	7.6	7.6
6	HENNESSY	Cognac	LVMH	France	30.8%	79%	9.2	6.6	7.4	8.6	7.8	7.4	8.2	8.2
7	JACK DANIEL'S	Whisky	Brown-Forman	USA	28.2%	73%	5.8	6.2	6.6	8.6	8.6	7.8	7.0	8.0
8	ABSOLUT	Vodka	Vin & Spirit	Sweden	27.2%	66%	3.8	5.8	6.4	6.8	7.6	7.2	7.0	7.8
9	BALLANTINES	Whisky	Pernod Ricard	Scotland	23.7%	65%	4.8	3.8	6.2	7.6	7.4	7.2	7.6	7.2
10	BAILEYS	Flavoured Spirits	Diageo	Ireland	22.8%	71%	7.2	7.4	6.4	8.0	8.2	6.4	5.8	7.4
11	CHIVAS REGAL	Whisky	Pernod Ricard	Scotland	21.3%	64%	3.8	4.4	6.2	7.4	8.0	6.8	7.4	7.4
12	CAPTAIN MORGAN	Rum	Diageo	Dominican Republic	18.1%	61%	4.8	6.8	5.4	6.0	6.6	6.0	6.6	6.6
13	DEWAR'S	Whisky	Bacardi Martini	Scotland	17.2%	51%	3.8	4.0	5.4	5.0	5.6	4.8	6.6	5.4
14	CUERVO	Tequila	Diageo	Mexico	16.5%	64%	9.0	4.4	5.8	7.2	7.0	5.8	5.6	6.6
15	GORDONS	Gin	Diageo	England	16.1%	66%	7.8	3.6	5.2	7.6	8.2	6.2	6.8	7.0
16	J & B	Whisky	Diageo	Scotland	15.9%	59%	4.8	3.0	5.4	6.6	6.8	6.6	7.4	6.8
17	JIM BEAM	Whisky	Fortune Brands	USA	15.8%	56%	4.4	3.4	5.2	6.4	6.6	6.4	6.2	6.0
18	MOET ET CHANDON	Champagne	LVMH	France	14.8%	72%	8.4	4.4	5.6	8.2	8.4	7.2	7.6	7.6
19	SEAGRAM	Whisky/Gin	Pernod Ricard	USA	13.3%	37%	3.5	2.6	3.6	3.5	4.3	3.5	4.5	4.1
20	GALLO	Still Light Wine	Gallo	USA	12.4%	45%	4.8	4.4	3.8	5.4	5.0	4.2	4.0	4.2
21	RICARD	Flavoured Spirits	Pernod Ricard	France	10.8%	38%	6.0	2.6	3.6	1.8	4.0	2.6	5.6	3.8
22	JAEGERMEISTER	Flavoured Spirits	Mast-Jagermeister	Germany	10.7%	49%	5.2	6.6	6.0	4.0	4.0	3.6	4.8	4.8
23	HARDY'S	Still Light Wine	Constellation	USA	10.5%	45%	4.4	5.0	4.0	4.8	4.8	4.8	4.2	4.2
24	CONCHA Y TORO	Still Light Wine	Concha y Toro	Chile	10.2%	51%	4.0	5.4	5.2	5.4	5.0	5.8	5.0	5.0
25	CROWN ROYAL	Whisky	Diageo	Canada	10.2%	50%	3.8	5.0	6.2	4.2	5.2	4.4	5.8	5.6
26	VEUVE CLICQUOT	Champagne	LVMH	France	10.1%	71%	6.2	6.8	6.4	7.8	7.2	7.0	7.8	7.6
27	GRANTS	Whisky	William Grant & Sons	Scotland	9.5%	51%	3.8	4.2	4.8	5.4	6.0	4.8	6.4	5.2
28	SAUZA	Tequila	Fortune Brands	Mexico	9.0%	63%	7.0	6.6	5.6	6.6	6.4	5.8	5.6	6.4
29	MALIBU	Flavoured Spirits	Pernod Ricard	USA	8.7%	61%	4.4	7.4	5.6	7.0	7.0	6.0	4.8	6.4
30	MOSKOWSKAYA	Vodka	SPI	Russia	7.8%	39%	2.6	2.4	4.6	3.8	4.0	3.8	5.8	4.2
31	MARTELL	Cognac	Pernod Ricard	France	7.6%	63%	5.8	3.8	5.6	7.6	7.0	6.4	7.8	6.4
32	FAMOUS GROUSE	Whisky	Edrington Group	Scotland	6.8%	52%	2.8	4.6	5.2	5.6	6.0	5.4	5.6	6.0
33	BEEFEATER	Gin	Pernod Ricard	England	6.7%	62%	4.4	4.4	5.8	7.0	7.0	6.6	7.4	6.8
34	ROBERT MONDAVI	Still Light Wine	Constellation	USA	6.5%	47%	3.2	3.6	5.0	5.0	5.2	5.6	5.2	5.0
35	DE KUYPER LIQUEURS	Flavoured Spirits	De Kuyper	Belgium	6.4%	40%	4.4	4.6	4.2	4.4	3.2	3.2	4.4	3.8



The world's most powerful spirits & wine brands

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Rank	Brand	Sector	Owner	Country of Origin	Total score	Brand score	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
36	100 PIPERS	Whisky	Pernod Ricard	Scotland	6.2%	41%	3.2	5.8	3.4	3.8	4.8	3.8	4.4	3.8
37	HAVANA CLUB	Rum	Pernod Ricard	Scotland	6.2%	59%	2.2	7.6	6.0	6.2	6.0	6.4	6.0	6.6
38	FREIXINET	Sparkling Wine	Freixinet	Spain	6.0%	52%	5.8	3.6	5.0	5.8	5.8	4.8	5.6	5.2
39	TANQUERAY	Gin	Diageo	England	5.7%	59%	4.0	5.0	6.6	6.0	5.6	6.4	6.4	7.0
40	SOUTHERN COMFORT	Flavoured Spirits	Brown-Forman	USA	5.5%	51%	3.4	3.8	5.6	5.6	5.8	4.8	5.6	6.0
41	DREHER	Other Brandy	Diageo	Germany	5.3%	31%	5.2	3.2	3.2	2.0	2.6	2.6	3.2	3.0
42	CANADIAN CLUB	Whisky	Fortune Brands	Canada	5.2%	48%	2.6	2.8	5.4	6.0	6.4	4.4	5.6	5.4
43	REMY MARTIN	Cognac	Remy Martin	France	5.1%	67%	6.4	5.0	6.6	7.4	6.8	6.4	7.6	7.0
44	KAHLUA	Flavoured Spirits	Pernod Ricard	Mexico	5.1%	48%	3.4	3.2	5.6	5.0	5.8	4.8	5.0	5.8
45	JACOBS CREEK	Still Light Wine	Pernod Ricard	Australia	5.0%	53%	2.6	5.6	4.8	6.4	6.8	5.4	4.8	5.8
46	JAMESON	Whisky	Pernod Ricard	Ireland	4.8%	56%	2.4	5.4	5.4	6.6	6.4	5.2	6.4	6.6
47	GREY GOOSE	Vodka	Bacardi Martini	France	4.7%	53%	2.0	7.4	6.8	4.8	4.6	5.8	3.8	6.8
48	BOMBAY	Gin	Bacardi Martini	England	4.5%	61%	3.4	6.6	6.8	6.0	6.2	6.4	5.8	7.2
49	FINLANDIA	Vodka	Alko	Finland	4.3%	49%	2.0	4.6	5.2	5.6	5.8	5.2	5.4	5.6
50	E & J BRANDY	Other Brandy	Gallo	USA	4.3%	35%	4.4	4.0	4.4	2.2	3.2	3.0	3.4	3.6
51	COURVOISIER	Cognac	Fortune Brands	USA	4.2%	63%	5.0	5.2	5.2	7.4	6.8	6.4	8.0	6.4
52	SKYY VODKA	Vodka	Campari	Italy	4.0%	40%	2.0	6.0	6.0	4.2	2.2	3.6	2.8	4.8
53	BELLS	Whisky	Diageo	Scotland	4.0%	43%	2.4	2.6	4.6	4.4	5.4	4.4	6.0	4.6
54	TEACHERS	Whisky	Fortune Brands	USA	3.8%	46%	2.4	4.0	4.4	4.6	5.4	5.0	6.0	5.0
55	CAMPARI	Flavoured Spirits	Campari	Italy	3.7%	49%	4.0	3.0	5.0	6.2	5.6	4.4	5.6	5.6
56	BLACK VELVET	Whisky	Brown-Forman	USA	3.5%	34%	2.6	2.8	4.0	2.8	3.2	3.6	4.2	3.6
57	BLOSSOM HILL	Still Light Wine	Diageo	USA	3.4%	45%	2.4	6.0	4.4	5.0	5.2	4.6	4.0	4.4
58	CANADIAN MIST	Whisky	Brown-Forman	USA	3.3%	32%	2.6	2.4	3.6	2.8	3.4	3.4	3.6	3.6
59	COINTREAU	Flavoured Spirits	Remy Martin	France	3.1%	56%	2.6	3.8	6.4	7.0	6.6	5.6	6.6	6.2
60	BRANCA FERNET	Flavoured Spirits	Frantelli Branca	Italy	3.0%	38%	3.0	3.6	5.2	3.8	3.0	2.8	4.6	4.6
61	KETEL ONE	Vodka	Carol Nolet	Holland	2.8%	39%	1.6	5.8	7.0	3.4	2.4	4.2	2.6	4.2
62	GRAND MARNIER	Flavoured Spirits	Marnier-Lapostolle	France	2.8%	56%	2.4	3.6	6.6	6.6	6.6	5.8	6.8	6.4
63	CASTILLO	Rum	Bacardi Martini	Cuba	2.8%	36%	2.2	4.0	4.0	3.4	3.2	3.6	4.2	4.2
64	GLENFIDDICH	Whisky	William Grant & Sons	Scotland	2.8%	62%	1.6	4.2	6.8	7.4	7.6	7.4	7.2	7.4
65	ROSEMOUNT	Still Light Wine	Southcorp	Australia	2.7%	46%	2.0	3.8	4.8	5.4	5.2	5.6	5.2	4.8
66	LAURENT PERRIER	Champagne	Bernard de Nonancourt	France	2.6%	51%	4.0	3.8	5.0	6.0	4.8	5.2	5.8	5.8
67	CINZANO	Light Aperitif	Campari	Italy	2.6%	44%	3.2	2.2	4.2	5.8	6.4	3.8	5.2	4.6
68	PASTIS 51	Flavoured Spirits	Pernod Ricard	France	2.6%	31%	3.0	2.0	3.2	1.8	3.6	2.6	4.8	3.6
69	MUMM	Champagne	Pernod Ricard	France	2.5%	52%	4.0	5.0	4.4	6.2	5.2	5.4	5.6	5.4
70	KENDALL JACKSON	Still Light Wine	Brown-Forman	USA	2.5%	45%	2.0	4.4	5.4	4.0	3.8	5.6	5.4	5.0



The world's most powerful spirits & wine brands

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Rank	Brand	Sector	Owner	Country of Origin	Total score	Brand score	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
71	RAMAZZOTTI AMARI	Flavoured Spirits	Pernod Ricard	Italy	2.4%	38%	2.8	6.2	5.2	3.0	2.4	2.6	3.6	4.2
72	MAKERS MARK	Whisky	Fortune Brands	USA	2.4%	56%	1.4	6.4	7.2	4.8	4.4	6.6	6.4	7.2
73	CUTTY SARK	Whisky	Berry Brothers and Rudd	Scotland	2.2%	42%	1.5	2.0	5.0	5.0	4.5	4.5	5.5	5.5
74	DISARONNO	Flavoured Spirits	Ilva Saronno	Italy	2.2%	45%	2.4	3.6	5.6	5.4	4.8	4.4	5.0	5.0
75	INGLENOOK	Still Light Wine	Robert Mondavi	USA	2.2%	38%	2.0	2.4	4.0	4.0	3.8	5.2	4.4	4.2
76	GILBEYS	Gin	Diageo	England	2.2%	37%	2.8	2.0	3.6	3.8	4.6	3.2	5.2	4.0
77	TAITTINGER	Champagne	Starwood	France	2.1%	54%	3.2	4.4	6.2	5.6	5.2	5.6	6.6	6.6
78	CHANTRE	Other Brandy	Eckes Stock	France	1.9%	30%	3.0	2.0	3.4	2.2	3.0	3.0	3.6	3.4
79	LANSON	Champagne	Lanson Int.	France	1.9%	46%	3.2	3.6	3.6	5.6	5.8	5.2	4.6	4.8
80	DOM PERIGNON	Champagne	LVMH	France	1.9%	63%	1.4	4.2	7.8	6.2	7.2	6.6	8.6	8.6
81	WKD	Small Unit Drinks	Diageo	England	1.9%	36%	2.8	4.6	4.2	3.8	4.2	3.0	2.0	4.0
82	TIA MARIA	Flavoured Spirits	Pernod Ricard	Jamaica	1.8%	51%	2.0	3.8	6.0	4.8	6.0	5.4	6.2	6.2
83	WILD TURKEY	Whisky	Pernod Ricard	USA	1.7%	44%	1.6	3.0	5.4	4.8	5.2	4.6	5.4	5.0
84	CHRISTIAN BROTHERS	Other Brandy	Heaven Hill Distilleries	USA	1.6%	29%	2.6	2.4	3.8	2.4	2.4	2.6	3.6	3.2
85	FUNDADOR	Other Brandy	Fortune Brands	USA	1.6%	42%	3.0	4.6	4.6	3.4	4.2	3.8	5.2	4.6
86	ERISTOFF VODKA	Vodka	Bacardi Martini	Poland	1.6%	39%	1.5	4.5	4.5	4.5	4.0	4.0	4.0	4.0
87	BOLS LIQUEURS	Flavoured Spirits	Remy Cointreau	Holland	1.5%	42%	2.0	3.0	3.5	5.5	5.5	5.0	4.5	4.5
88	BOLS VODKA	Vodka	Remy Cointreau	Holland	1.5%	29%	1.5	2.5	3.5	4.0	3.0	3.0	3.0	3.0
89	HARVEYS SHERRY	Fortified Wine	Fortune Brands	England	1.3%	48%	5.2	2.6	5.0	4.8	6.8	4.0	5.8	4.2
90	VETERANO	Other Brandy	Osborne	Spain	1.3%	32%	3.0	2.2	3.4	2.4	3.4	2.8	5.0	3.2
91	LAMBS RUM	Rum	Pernod Ricard	England	1.2%	40%	1.4	3.4	4.4	3.6	4.4	4.2	5.4	5.0
92	POMMERY	Champagne	Phelan Segur	France	1.2%	41%	2.2	1.8	4.2	4.8	4.6	4.8	5.4	5.2
93	BOLLINGER	Champagne	LVMH	France	1.0%	55%	1.6	4.4	7.0	5.4	6.6	5.6	6.4	7.2
94	DRAMBUIE	Flavoured Spirits	Private	Scotland	1.0%	53%	1.6	2.6	6.4	6.2	6.0	5.6	7.2	6.8
95	MYERS	Rum	Diageo	Caribbean	0.9%	39%	1.4	3.6	4.6	3.8	3.6	4.2	5.0	4.6
96	KRUG	Champagne	LVMH	France	0.9%	59%	1.6	5.0	7.8	5.6	6.0	6.0	7.0	8.0
97	ALFRED ROTHSCHILD	Champagne	Caisse de'Epargne	France	0.8%	30%	1.6	3.2	3.6	3.0	3.0	3.2	3.0	3.6
98	PERRIER JOUET	Champagne	Pernod Ricard	France	0.8%	42%	1.6	3.8	5.4	4.2	4.0	4.2	4.6	5.4
99	TAYLORS	Fortified Wine	Taylor Fladgate	Portugal	0.6%	53%	3.4	5.2	6.2	4.6	5.2	5.0	6.6	5.8
100	COCKBURN	Fortified Wine	Fortune Brands	Portugal	0.5%	45%	3.2	3.0	4.8	4.2	6.0	4.6	5.8	4.6



The world's most powerful spirits & wine brands

The most powerful sectors

Rank	Sector	Total score	Brands in Top 100	Average rank	Average total score	Average brand score
1	Whisky	242%	21	38	12%	52%
2	Vodka	191%	10	43	19%	49%
3	Rum	102%	6	50	17%	51%
4	Flavoured Spirits	94%	17	54	6%	48%
5	Still Light Wine	55%	9	46	6%	46%
6	Light Aperitif	51%	2	36	25%	52%
7	Cognac	48%	4	33	12%	68%
8	Champagne	41%	12	74	3%	53%
9	Gin	35%	5	42	7%	57%
10	Tequila	25%	2	21	13%	63%
11	Other Brandy	16%	6	71	3%	33%
12	Other Spirits	13%	1	19	13%	37%
13	Sparkling Wine	6%	1	38	6%	52%
14	Fortified Wine	2%	3	96	1%	49%
15	Small Drinks Unit	2%	1	81	2%	36%

The strongest brands

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score
1	HENNESSY	Cognac	LVMH	France	6	30.8%	79%
2	JOHNNIE WALKER	Whisky	Diageo	Scotland	3	53.8%	77%
3	JACK DANIEL'S	Whisky	Brown-Forman	USA	7	28.2%	73%
4	SMIRNOFF	Vodka	Diageo	Russia	1	90.0%	73%
5	BACARDI	Rum	Bacardi Martini	Cuba	2	73.2%	73%
6	MOET ET CHANDON	Champagne	LVMH	France	18	14.8%	72%
7	BAILEYS	Flavoured Spirits	Diageo	Ireland	10	22.8%	71%
8	VEUVE CLICQUOT	Champagne	LVMH	France	26	10.1%	71%
9	STOLICHNAYA	Vodka	SPI	Russia	5	47.1%	67%
10	REMY MARTIN	Cognac	Remy Martin	France	43	5.1%	67%
11	ABSOLUT	Vodka	Vin & Spirit	Sweden	8	27.2%	66%
12	GORDONS	Gin	Diageo	England	15	16.1%	66%
13	BALLANTINES	Whisky	Pernod Ricard	Scotland	9	23.7%	65%
14	CHIVAS REGAL	Whisky	Pernod Ricard	Scotland	11	21.3%	64%
15	CUERVO	Tequila	Diageo	Mexico	14	16.5%	64%
16	DOM PERIGNON	Champagne	LVMH	France	80	1.9%	63%
17	MARTELL	Cognac	Pernod Ricard	France	31	7.6%	63%
18	COURVOISIER	Cognac	Fortune Brands	USA	51	4.2%	63%
19	SAUZA	Tequila	Fortune Brands	Mexico	28	9.0%	63%
20	GLENFIDDICH	Whisky	William Grant & Sons	Scotland	64	2.8%	62%



The world's most powerful spirits & wine brands

Most powerful brand owners

Rank	Brand owner	Total score total	Average total score	Number in Top 100	Total brand score	Average brand score
1	Diageo	266.7%	17.8%	15	810%	54%
2	Bacardi Martini	152.0%	21.7%	7	371%	53%
3	Pernod Ricard	132.4%	7.0%	19	941%	50%
4	LVMH	59.5%	9.9%	6	399%	67%
5	SPI	54.9%	27.4%	2	106%	53%
6	Fortune Brands	43.8%	4.9%	9	466%	52%
7	Brown-Forman	43.0%	8.6%	5	234%	47%
8	Vin & Spirit	27.2%	27.2%	1	66%	66%
9	Constellation	17.0%	8.5%	2	93%	46%
10	Gallo	16.6%	8.3%	2	80%	40%
11	William Grant & Sons	12.3%	6.2%	2	113%	56%
12	Mast-Jagermeister	10.7%	10.7%	1	49%	49%
13	Campari	10.4%	3.5%	3	133%	44%
14	Concha y Toro	10.2%	10.2%	1	51%	51%
15	Remy Martin	8.2%	4.1%	2	123%	61%
16	Edrington Group	6.8%	6.8%	1	52%	52%
17	De Kuyper	6.4%	6.4%	1	40%	40%
18	Freixinet	6.0%	6.0%	1	52%	52%
19	Alko	4.3%	4.3%	1	49%	49%
20	Remy Cointreau	3.1%	1.5%	2	71%	36%
21	Frantelli Branca	3.0%	3.0%	1	38%	38%
22	Carol Nolet	2.8%	2.8%	1	39%	39%
23	Marnier-Lapostolle	2.8%	2.8%	1	56%	56%
24	William Grant & Sons	2.8%	2.8%	1	62%	62%
25	Southcorp	2.7%	2.7%	1	46%	46%
26	Bernard de Nonancourt	2.6%	2.6%	1	51%	51%
27	Berry Brothers and Rudd	2.2%	2.2%	1	42%	42%
28	Illva Saronno	2.2%	2.2%	1	45%	45%
29	Robert Mondavi	2.2%	2.2%	1	38%	38%
30	Starwood	2.1%	2.1%	1	54%	54%
31	Eckes Stock	1.9%	1.9%	1	30%	30%
32	Lanson Int.	1.9%	1.9%	1	46%	46%
33	Heaven Hill Distilleries	1.6%	1.6%	1	29%	29%
34	Osborne	1.3%	1.3%	1	32%	32%
35	Phelan Segur	1.2%	1.2%	1	41%	41%
36	Private	1.0%	1.0%	1	53%	53%
37	Caisse de'Epargne	0.8%	0.8%	1	30%	30%
38	Taylor Fladgate	0.6%	0.6%	1	53%	53%



The world's most powerful spirits & wine brands

Most powerful countries of origin

Rank	Country of origin	total score total	average total score	Number in Top 100	total brand score	average brand score
1	Scotland	170.6%	13.1%	13	718%	55%
2	Russia	144.9%	48.3%	3	178%	59%
3	USA	135.5%	6.8%	20	921%	46%
4	France	110.0%	5.2%	21	1106%	53%
5	Cuba	76.0%	38.0%	2	109%	54%
6	Italy	65.9%	9.4%	7	314%	45%
7	England	39.6%	5.0%	8	407%	51%
8	Mexico	30.5%	10.2%	3	175%	58%
9	Ireland	27.7%	13.8%	2	127%	63%
10	Sweden	27.2%	27.2%	1	66%	66%
11	Dominican Republic	18.1%	18.1%	1	61%	61%
12	Germany	15.9%	8.0%	2	80%	40%
13	Canada	15.4%	7.7%	2	99%	49%
14	Chile	10.2%	10.2%	1	51%	51%
15	Australia	7.7%	3.9%	2	99%	49%
16	Spain	7.2%	3.6%	2	84%	42%
17	Belgium	6.4%	6.4%	1	40%	40%
18	Holland	5.9%	2.0%	3	110%	37%
19	Finland	4.3%	4.3%	1	49%	49%
20	Jamaica	1.8%	1.8%	1	51%	51%
21	Poland	1.6%	1.6%	1	39%	39%
22	Portugal	1.1%	0.5%	2	98%	49%
23	Caribbean	0.9%	0.9%	1	39%	39%



The world's most powerful spirits & wine brands

The most powerful brands in each sector Champagne

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	MOET ET CHANDON	LVMH	France	18	14.8%	72%
2	VEUVE CLICQUOT	LVMH	France	26	10.1%	71%
3	LAURENT PERRIER	Bernard de Nonancourt	France	66	2.6%	51%
4	MUMM	Pernod Ricard	France	69	2.5%	52%
5	TAITTINGER	Starwood	France	77	2.1%	54%
6	LANSON	Lanson Int.	France	79	1.9%	46%
7	DOM PERIGNON	LVMH	France	80	1.9%	63%
8	POMMERY	Phelan Segur	France	92	1.2%	41%
9	BOLLINGER	LVMH	France	93	1.0%	55%
10	KRUG	LVMH	France	96	0.9%	59%

Whisky

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	JOHNNIE WALKER	Diageo	Scotland	3	53.8%	77%
2	JACK DANIEL'S	Brown-Forman	USA	7	28.2%	73%
3	BALLANTINES	Pernod Ricard	Scotland	9	23.7%	65%
4	CHIVAS REGAL	Pernod Ricard	Scotland	11	21.3%	64%
5	DEWARS	Bacardi Martini	Scotland	13	17.2%	51%
6	J & B	Diageo	Scotland	16	15.9%	59%
7	JIM BEAM	Fortune Brands	USA	17	15.8%	56%
8	CROWN ROYAL	Diageo	Canada	25	10.2%	50%
9	GRANTS	William Grant & Sons	Scotland	27	9.5%	51%
10	FAMOUS GROUSE	Edrington Group	Scotland	32	6.8%	52%

Wine

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	GALLO	Gallo	USA	20	12.4%	45%
2	HARDY'S	Constellation	USA	23	10.5%	45%
3	CONCHA Y TORO	Concha y Toro	Chile	24	10.2%	51%
4	ROBERT MONDAVI	Constellation	USA	34	6.5%	47%
5	JACOBS CREEK	Pernod Ricard	Australia	45	5.0%	53%
6	BLOSSOM HILL	Diageo	USA	57	3.4%	45%
7	ROSEMOUNT	Southcorp	Australia	65	2.7%	46%
8	KENDALL JACKSON	Brown-Forman	USA	70	2.5%	45%
9	INGLENOOK	Robert Mondavi	USA	75	2.2%	38%



The world's most powerful spirits & wine brands

The most powerful brands in each sector

Vodka

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	SMIRNOFF	Diageo	Russia	1	90.0%	73%
2	STOLICHNAYA	SPI	Russia	5	47.1%	67%
3	ABSOLUT	Vin & Spirit	Sweden	8	27.2%	66%
4	MOSKOWSKAYA	SPI	Russia	30	7.8%	39%
5	GREY GOOSE	Bacardi Martini	France	47	4.7%	53%
6	FINLANDIA	Alko	Finland	49	4.3%	49%
7	SKYY VODKA	Campari	Italy	52	4.0%	40%
8	KETEL ONE	Carol Nolet	Holland	61	2.8%	39%
9	ERISTOFF VODKA	Bacardi Martini	Poland	86	1.6%	39%
10	BOLS VODKA	Remy Cointreau	Holland	88	1.5%	29%

Flavoured Spirits

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	BAILEYS	Diageo	Ireland	10	22.8%	71%
2	RICARD	Pernod Ricard	France	21	10.8%	38%
3	JAEGERMEISTER	Mast-Jagermeister	Germany	22	10.7%	49%
4	MALIBU	Pernod Ricard	USA	29	8.7%	61%
5	DE KUYPER LIQUEURS	De Kuyper	Belgium	35	6.4%	40%
6	SOUTHERN COMFORT	Brown-Forman	USA	40	5.5%	51%
7	KAHLUA	Pernod Ricard	Mexico	44	5.1%	48%
8	CAMPARI	Campari	Italy	55	3.7%	49%
9	COINTREAU	Remy Martin	France	59	3.1%	56%
10	BRANCA FERNET	Frantelli Branca	Italy	60	3.0%	38%
11	GRAND MARNIER	Marnier-Lapostolle	France	62	2.8%	56%
12	PASTIS 51	Pernod Ricard	France	68	2.6%	31%
13	RAMAZZOTTI AMARI	Pernod Ricard	Italy	71	2.4%	38%
14	DISARONNO	Illva Saronno	Italy	74	2.2%	45%
15	TIA MARIA	Pernod Ricard	Jamaica	82	1.8%	51%



The world's most powerful spirits & wine brands

The most powerful brands in each major country

France

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	HENNESSY	Cognac	LVMH	6	30.8%	79%
2	MOET ET CHANDON	Champagne	LVMH	18	14.8%	72%
3	RICARD	Flavoured Spirits	Pernod Ricard	21	10.8%	38%
4	VEUVE CLICQUOT	Champagne	LVMH	26	10.1%	71%
5	MARTELL	Cognac	Pernod Ricard	31	7.6%	63%
6	REMY MARTIN	Cognac	Remy Martin	43	5.1%	67%
7	GREY GOOSE	Vodka	Bacardi Martini	47	4.7%	53%
8	COINTREAU	Flavoured Spirits	Remy Martin	59	3.1%	56%
9	GRAND MARNIER	Flavoured Spirits	Marnier-Lapostolle	62	2.8%	56%
10	LAURENT PERRIER	Champagne	Bernard de Nonancourt	66	2.6%	51%

USA

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	JACK DANIELS	Whisky	Brown-Forman	7	28.2%	73%
2	JIM BEAM	Whisky	Fortune Brands	17	15.8%	56%
3	SEAGRAM	Whisky/Gin	Pernod Ricard	19	13.3%	37%
4	GALLO	Still Light Wine	Gallo	20	12.4%	45%
5	HARDY'S	Still Light Wine	Constellation	23	10.5%	45%
6	MALIBU	Flavoured Spirits	Pernod Ricard	29	8.7%	61%
7	ROBERT MONDAVI	Still Light Wine	Constellation	34	6.5%	47%
8	SOUTHERN COMFORT	Flavoured Spirits	Brown-Forman	40	5.5%	51%
9	E & J BRANDY	Other Brandy	Gallo	50	4.3%	35%
10	COURVOISIER	Cognac	Fortune Brands	51	4.2%	63%



The world's most powerful spirits & wine brands

The most powerful brands in each major country

Scotland

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	JOHNNIE WALKER	Whisky	Diageo	3	53.8%	77%
2	BALLANTINES	Whisky	Pernod Ricard	9	23.7%	65%
3	CHIVAS REGAL	Whisky	Pernod Ricard	11	21.3%	64%
4	DEWARS	Whisky	Bacardi Martini	13	17.2%	51%
5	J & B	Whisky	Diageo	16	15.9%	59%
6	GRANTS	Whisky	William Grant & Sons	27	9.5%	51%
7	FAMOUS GROUSE	Whisky	Edrington Group	32	6.8%	52%
8	100 PIPERS	Whisky	Pernod Ricard	36	6.2%	41%
9	HAVANA CLUB	Rum	Pernod Ricard	37	6.2%	59%
10	BELLS	Whisky	Diageo	53	4.0%	43%

England

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	GORDONS	Gin	Diageo	15	16.1%	66%
2	BEEFEATER	Gin	Pernod Ricard	33	6.7%	62%
3	TANQUERAY	Gin	Diageo	39	5.7%	59%
4	BOMBAY	Gin	Bacardi Martini	48	4.5%	61%
5	GILBEYS	Gin	Diageo	76	2.2%	37%

Italy

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	MARTINI	Light Aperitif	Bacardi Martini	4	47.9%	60%
2	SKYY VODKA	Vodka	Campari	52	4.0%	40%
3	CAMPARI	Flavoured Spirits	Campari	55	3.7%	49%
4	BRANCA FERNET	Flavoured Spirits	Frantelli Branca	60	3.0%	38%
5	CINZANO	Light Aperitif	Campari	67	2.6%	44%



The world's most powerful spirits & wine brands

The most powerful brands by strength measure

Share of market

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Share of market
1	MARTINI	Light Aperitif	Bacardi Martini	Italy	4	47.9%	60%	9.2
2	HENNESSY	Cognac	LVMH	France	6	30.8%	79%	9.2
3	CUERVO	Tequila	Diageo	Mexico	14	16.5%	64%	9.0
4	BACARDI	Rum	Bacardi Martini	Cuba	2	73.2%	73%	8.8
5	MOET ET CHANDON	Champagne	LVMH	France	18	14.8%	72%	8.4
6	JOHNNIE WALKER	Whisky	Diageo	Scotland	3	53.8%	77%	8.2
7	GORDONS	Gin	Diageo	England	15	16.1%	66%	7.8
8	SMIRNOFF	Vodka	Diageo	Russia	1	90.0%	73%	7.6
9	BAILEYS	Flavoured Spirits	Diageo	Ireland	10	22.8%	71%	7.2
10	SAUZA	Tequila	Fortune Brands	Mexico	28	9.0%	63%	7.0

Growth prospects

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Future Growth
1	HAVANA CLUB	Rum	Pernod Ricard	Scotland	37	6.2%	59%	7.6
2	BAILEYS	Flavoured Spirits	Diageo	Ireland	10	22.8%	71%	7.4
3	MALIBU	Flavoured Spirits	Pernod Ricard	USA	29	8.7%	61%	7.4
4	GREY GOOSE	Vodka	Bacardi Martini	France	47	4.7%	53%	7.4
5	CAPTAIN MORGAN	Rum	Diageo	Dominican Republic	26	10.1%	61%	6.8
6	VEUVE CLICQUOT	Champagne	LVMH	France	12	18.1%	71%	6.8
7	HENNESSY	Cognac	LVMH	France	6	30.8%	79%	6.6
8	JAGERMEISTER	Flavoured Spirits	Mast-Jagermeister	Germany	28	9.0%	49%	6.6
9	SAUZA	Tequila	Fortune Brands	Mexico	22	10.7%	63%	6.6
10	BOMBAY	Gin	Bacardi Martini	England	48	4.5%	61%	6.6

Awareness

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Awareness
1	SMIRNOFF	Vodka	Diageo	Russia	1	90.0%	73%	9.2
2	BACARDI	Rum	Bacardi Martini	Cuba	2	73.2%	73%	9.2
3	JOHNNIE WALKER	Whisky	Diageo	Scotland	3	53.8%	77%	9.2
4	JACK DANIELS	Whisky	Brown-Forman	USA	7	28.2%	73%	8.6
5	MOET ET CHANDON	Champagne	LVMH	France	18	14.8%	72%	8.4
6	BAILEYS	Flavoured Spirits	Diageo	Ireland	10	22.8%	71%	8.2
7	GORDONS	Gin	Diageo	England	15	16.1%	66%	8.2
8	CHIVAS REGAL	Whisky	Pernod Ricard	Scotland	11	21.3%	64%	8.0
9	MARTINI	Light Aperitif	Bacardi Martini	Italy	4	47.9%	60%	7.8
10	HENNESSY	Cognac	LVMH	France	6	30.8%	79%	7.8



The world's most powerful spirits & wine brands

The most powerful brands by strength measure

Heritage

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Heritage
1	DOM PERIGNON	Champagne	LVMH	France	80	1.9%	63%	8.6
2	HENNESSY	Cognac	LVMH	France	6	30.8%	79%	8.2
3	COURVOISIER	Cognac	Fortune Brands	USA	51	4.2%	63%	8.0
4	JOHNNIE WALKER	Whisky	Diageo	Scotland	3	53.8%	77%	7.8
5	VEUVE CLICQUOT	Champagne	LVMH	France	26	10.1%	71%	7.8
6	MARTELL	Cognac	Pernod Ricard	France	31	7.6%	63%	7.8
7	STOLICHNAYA	Vodka	SPI	Russia	5	47.1%	67%	7.6
8	BALLANTINES	Whisky	Pernod Ricard	Scotland	9	23.7%	65%	7.6
9	MOET ET CHANDON	Champagne	LVMH	France	18	14.8%	72%	7.6
10	REMY MARTIN	Cognac	Remy Martin	France	43	5.1%	67%	7.6

Premium price positioning

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Premium Price Positioning
1	DOM PERIGNON	Champagne	LVMH	France	80	1.9%	63%	7.8
2	KRUG	Champagne	LVMH	France	96	0.9%	59%	7.8
3	HENNESSY	Cognac	LVMH	France	6	30.8%	79%	7.4
4	MAKERS MARK	Whisky	Fortune Brands	USA	72	2.4%	56%	7.2
5	JOHNNIE WALKER	Whisky	Diageo	Scotland	3	53.8%	77%	7.0
6	KETEL ONE	Vodka	Carol Nolet	Holland	61	2.8%	39%	7.0
7	BOLLINGER	Champagne	LVMH	France	93	1.0%	55%	7.0
8	GREY GOOSE	Vodka	Bacardi Martini	France	47	4.7%	53%	6.8
9	BOMBAY	Gin	Bacardi Martini	England	48	4.5%	61%	6.8
10	GLENFIDDICH	Whisky	William Grant & Sons	Scotland	64	2.8%	62%	6.8

Market scope

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Market Scope
1	JOHNNIE WALKER	Whisky	Diageo	Scotland	3	53.8%	77%	9.0
2	BACARDI	Rum	Bacardi Martini	Cuba	2	73.2%	73%	8.8
3	SMIRNOFF	Vodka	Diageo	Russia	1	90.0%	73%	8.6
4	HENNESSY	Cognac	LVMH	France	6	30.8%	79%	8.6
5	JACK DANIELS	Whisky	Brown-Forman	USA	7	28.2%	73%	8.6
6	MOET ET CHANDON	Champagne	LVMH	France	18	14.8%	72%	8.2
7	BAILEYS	Flavoured Spirits	Diageo	Ireland	10	22.8%	71%	8.0
8	VEUVE CLICQUOT	Champagne	LVMH	France	26	10.1%	71%	7.8
9	BALLANTINES	Whisky	Pernod Ricard	Scotland	9	23.7%	65%	7.6
10	GORDONS	Gin	Diageo	England	15	16.1%	66%	7.6



The world's most powerful spirits & wine brands

The Panel

The panel of drinks experts has over 100 years combined experience in the global drinks industry. They have been involved with all of the major drinks companies and held positions of responsibility in virtually every market. Between them they hold detailed financial and marketing knowledge of every brand covered in this report, and many more besides. Nearly 10,000 brands were looked at in the compilation of this research, across all markets, in every territory.

Stuart Whitwell

Stuart spent ten years with Hiram Walker in Europe and Asia Pacific, specialising in brand and market business development projects, holding various senior positions in finance, business development and general management, latterly as regional director of finance and business development for Asia Pacific. Since leaving Hong Kong, where he set up a consultancy undertaking projects for Brown-Forman, Pernod Ricard and Jose Estevez in China and the Philippines, Stuart has carried out many projects for drinks companies such as Allied Domecq, Pernod Ricard, Fortune Brands and Angostura. Stuart is co-founder and joint managing director of Intangible Business.

Allan Caldwell

Allan has considerable international drinks experience working throughout Europe, North and South America and the Far East. For ten years he held a variety of senior, commercial and finance roles and was responsible for numerous business restructurings, acquisitions and sustained profit growth, latterly as finance & commercial services director for Allied Domecq's Duty Free division. He has since been heavily involved in the drinks industry through his work as a director of Intangible Business.

Alan Craig

Alan has dedicated his business life to the drinks industry, working for companies including Whitbread and Allied Domecq. He has held numerous senior positions, such as head of customer services for Long John Whisky Distillers, financial controller for brands such as Ballantines and Teachers and was finance director for a number of spirits brands including Beefeater Gin and Lambs Rum. He has also been further involved in the drinks industry through his work with Intangible Business.

Malcolm Davis

Malcolm has held many senior positions in international drinks management, notably in Asia Pacific markets. He has worked at Hiram Walker and Allied Domecq and was a senior director at Harveys of Bristol Ltd, Suntory and Baskin Robbins. Malcolm is currently a director of Duval-Leroy Champagne and a director of Intangible Business.

Patrick Gillon

Continental Europe and Latin America are Patrick's specialist markets. His career spans senior marketing and management positions in UDV, Hiram Walker and Allied Domecq, with whom he was president of Latin America for four years. Patrick is currently involved in several Continental Europe initiatives and has recently been involved in valuing Allied Domecq's brands and business as part of its acquisition by Pernod Ricard and Fortune Brands.



The world's most powerful spirits & wine brands

Intangible Business

Intangible Business is the world's largest independent brand valuation consultancy, specialising in the valuation of intangible assets, such as brands, for financial, management and litigation purposes.

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