

The Power 100

The world's most powerful spirits & wine brands 2008





The Power 100: The world's most powerful spirits & wine brands 2008

Contents

1. Introduction
2. Methodology
3. Key Issues
4. Biggest Movers: Going UP
5. Biggest Movers: Going DOWN
6. The Top 10
7. Top Sectors
8. Strongest Brands
9. Biggest Brand Owners
10. Countries of Origin
11. The Top 100



The Power 100: The world's most powerful spirits & wine brands 2008

1. Introduction

Intangible Business is the world's leading independent brand valuation consultancy, specialising in the valuation and development of brands. It has valued and advised some of the world's biggest brands from a management, legal and financial point of view.

Over the years Intangible Business has worked closely with many of the world's leading spirits and wine brands. The Power 100 2008 is the third of Intangible Business' annual reports into the most powerful spirits and wine brands in the world. The study uses a robust methodology which takes into account the consumer's perception of brand strength and its financial performance. A panel of leading international drinks experts are asked to score each brand on a variety of measures and these scores are combined with hard volume data to create a league table of the most powerful international drinks brands in the world.

This study is the only one of its kind to provide access to the mechanics of the calculations and demonstrate how each brand generates its value. Workings have been deliberately left unlocked to allow for an open discussion of the brand rankings.

The Power 100 2008 looks at the key issues affecting the wines and spirits industry and identifies the brands which have performed well and those that have experienced difficulties over the past year.



The Power 100: The world's most powerful spirits & wine brands 2008

2. 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 eight 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 Power 100: The world's most powerful spirits & wine brands 2008

The Panelists

The panel of drinks experts has over 200 year's 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, joint managing director of Intangible Business

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, director at Intangible Business

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.



Donard Gaynor, President of International, Beam Global

An industry veteran with more than two decades of global business experience, Gaynor oversees all international business interests for the company, from commercial and marketing operations to strategic partnership development. Gaynor is a member of the Beam Global's executive committee, and leads the organizations international senior leadership team. He also sits on the board of Maxxium Holdings, the global sales and distribution arm for Beam Global. Gaynor's team plays a key role collaborating with many global trade partners, including Maxxium.



Charles Richardson, consultant at Intangible Business

Charles Richardson spent his entire career in the wine and spirits industry, latterly as President of Allied Domecq Duty Free for 11 years. Charles is now a special consultant with Intangible Business, providing expert insight into the wine and spirits market.



The Power 100: The world's most powerful spirits & wine brands 2008

Jamie Odell, Managing Director – Foster's Australia, Asia & Pacific

Jamie Odell is Managing Director of Foster's in the Australian and Asia Pacific region with responsibility for the sales and marketing of Foster's extensive portfolio of beer, wine, spirits and other alcoholic and non-alcoholic beverages. Jamie has more than 25 years' experience in the beverage sector in Australia, Asia and Europe. Jamie joined Foster's in April 2000. He was promoted from Managing Director of the Asia Pacific region of Beringer Blass Wine Estates (BBWE) to the position of Chief Operating Officer in early 2004. After leading Foster's Wine Trade Operational Review, he became Managing Director of BBWE at the beginning of 2005. Following Foster's acquisition of Southcorp Wines in mid 2005, Jamie Odell became Managing Director of the combined international wine business, Foster's Wine Estates.



Malcolm Davis, director of brand strategy and development, Intangible Business

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.



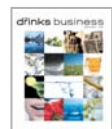
Patrick Gillon, director of brand strategy and development, Intangible Business

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 Drinks Business

The Drinks Business is a leading UK drinks trade publication and is at the forefront of what is happening in the industry. Published monthly, The Drinks Business is often the first to hear about new development. It launched a new research arm, Drinks Insight with more research and data analysis than in any other trade title. This, combined with its many reports and continued attendance at all the international fairs, give the Drinks Business team a privileged insight into the latest industry trends.





The Power 100: The world's most powerful spirits & wine brands 2008

3. Key Issues

US/ World Economy

The current economic slowdown will inevitably impact the global drinks market but the extent of its impact remains unclear. Recent figures reveal that American consumers are already reducing their number of shopping trips as they begin to feel the pinch of an economic downturn. This trend is likely to spread across the globe as consumers look for value rather than luxury and there will be a decrease in the demand for premium products. The USA is a key market for many of the brands in the Power 100 and they will surely feel the pressure of an economic slowdown. Yet despite the threat of a global economic demise, the drinks industry has a history of remaining relatively buoyant in times of economic decline.



Consolidation vs. Innovation

The trend for consolidation has continued into 2008 with Pernod Ricard in the process of swallowing up Vin & Sprit. Pernod Ricard will soon complete its acquisition of the Absolut brand and its expansion puts it only slightly behind Diageo in volume figures. The formation of these drinks giants has led to increased market dominance at the expense of the smaller companies which will be pushed further out of the market by these aggressive market leaders.

Beam Global, which already counts Jim Beam and Sauza tequila in its portfolio, will be looking for acquisitions to stand a chance of competing against Diageo or Pernod Ricard, or risk becoming a bid target itself. If Beam is on the look out for a vodka brand to enhance its portfolio it may consider bidding for Stolichnaya when Pernod Ricard relinquishes its distribution rights. Pernod Ricard has been responsible for marketing Stolichnaya internationally but it will now switch its focus onto the newly acquired Absolut brand.



Innovation appears to have been overshadowed by growth this year. Companies have been more concerned with adding existing strong brands to their portfolios rather than developing new brands. One exception has been the phenomenal rise of Patron Tequila. It has been marketed as an ultra-premium product and described as the 'Dom Pérignon of tequilas.' The Patron Spirits Company has experienced double digit sales growth in the past few years and its growth and popularity shows no sign of abating.



The Power 100: The world's most powerful spirits & wine brands 2008

Brand Depth

The scotch category, led by Johnnie Walker and the winning combination of Ballantines and Chivas Regal, is rapidly encroaching on the vodka category. The trend is particularly noticeable in this year's two most powerful brands: Smirnoff, which has clung to the number one position and Johnnie Walker, which, although sitting in second place, has a significantly higher brand score than Smirnoff. If Johnnie Walker's growth continues, Smirnoff could be superseded. This is a result of brand depth and territorial relevance. Scotch is performing very well in all continents while vodka still has a heavy reliance upon the US market. This indicates that the vodka category may have reached a plateau and the drinks groups will need to look beyond the next vodka flavour to generate growth.



New World vs. Old World

Wine has been performing well across the board over the past year. The Chilean brand Concha y Toro and Australian brands such as Yellow Tail have achieved good growth across their key markets and look set to continue this upward trend.

France is one of the world's greatest wine producers but it is missing out on valuable opportunities by failing to tap into a segment of the market that the new world wines have excelled in. France largely relies on its regions and reputation as a producer of exceptional wines. The new world wine producers such as the Australian Hardys brand provide a good standard of wine at a reasonable price. Research has shown that consumers are attracted to strong brands and imagery. Picking out a wine based on region or origin creates confusion amongst consumers. Wine manufacturers in Australia, Spain, the US and South Africa have produced a very high standard of wine and carved out strong brands for themselves.



French wine manufacturers should follow the example of their native Champagne brands which have managed to build strong brands around their heritage. Veuve Cliquot, Moët Chandon, Louis Roederer and Bollinger are examples of successful Champagne brands to emerge from France.



The Power 100: The world's most powerful spirits & wine brands 2008

5. The Biggest Movers – Going UP

1. Johnnie Walker, total score up 20%

Over the past few years Johnnie Walker has gone from strength to strength with a total score increase of 20% in 2008. It has replaced Bacardi as the world's second most powerful spirit brand and its continued growth and momentum threatens to knock Smirnoff off the number one spot in 2009. Johnnie Walker is not the only thriving whisky brand; the whisky category has experienced an upward trend in the last year with other brands experiencing strong growth.



2. Patron, total score up 7%

Patron has taken a giant leap up to number 35 this year after becoming one of the fastest growing drink brands of the past year. It has become the top selling ultra-premium tequila in the world and its smooth taste and luxury image sets it apart from the other tequila brands. Tequila has been enjoying a renaissance in recent years and Patron's popularity amongst celebrities has increased its kudos.



3. Hennessy, total score up 7%

The brand that boasts 'an incredible capacity to slip easily into the most diverse of cultures' has continued its impressive growth across all of the major markets. Hennessy is the definitive cognac with an iconic status and stands head and shoulders above the other cognac brands in the Power 100. It has had especially rapid growth in China, Russia and Vietnam over the last year.



4. Jim Beam, total score up 5%

Jim Beam leapt 7 places to number 13 this year. Its brand equity has also increased by 5%, scoring especially well on heritage and brand awareness. It has had success with Jim Beam Black and has performed especially well in the Australian market. The bourbon category as a whole, however, lacks the depth of heritage and product range to compete effectively with the Scotch whiskey category across many international markets.



5. Hardys, total score up 2%

Hardys has had another successful year climbing into the top 20 and now looks poised to become the most powerful wine brand in 2009. Its main competitor, Gallo, has not experienced the same steady rate of growth as Hardys and is only a fraction ahead. Hardys has continued to enhance its image and has a good position in the UK market where it is planning to embark on a new £12m advertising campaign.





The Power 100: The world's most powerful spirits & wine brands 2008

6. The Biggest Movers – Going DOWN

1. Larios, -23 positions

Larios' brand equity has decreased by 5% since 2007 for two possible reasons. Firstly, the gin category has fallen out of favour and like several other gin brands, Larios is in need of an image overhaul. Secondly, its integration into the Beam Global stable appears not to have gone as smoothly as it could have done. With renewed investment and management attention, Larios has the potential to steady the ship.



2. 100 Pipers, -22 positions

100 Pipers is owned by Pernod Ricard but is overshadowed by Pernod's highly successful leading brands, Chivas Regal and Ballantines. 100 Pipers is not a premium blend and the brand lacks aspiration. Pernod Ricard could reconsider its price positioning in order to give the brand a boost. 100 Pipers experienced a sharp decline in sales in Asia and this has had a severe impact.



3. Kahlúa, -8 positions

Kahlúa has been declining steadily for the past few years despite Pernod Ricard's best efforts to revitalise the brand with the unveiling of new packaging and the launch of two new flavours; Kahlúa Hazelnut and Kahlúa French Vanilla. Kahlúa's top markets are the USA and Canada. The economic problems could have a severe impact on the brand.



4. Southern Comfort, -8 positions

Southern Comfort is a sweet liqueur aimed at younger consumers and is at risk of losing its target audience as their tastes change and mature. Its key markets are the USA and Canada and like many other brands with a strong position in the US, it may struggle to maintain its position in the current economic climate.



5. Gordons Gin, -4 positions

Despite its position as the world's most popular gin brand, Gordon's has dropped out of the top 20 this year. Its decline could be attributed to gin's general decrease in popularity in recent years. Gordon's sales remain steady but further investment into the brand has perhaps been overlooked in favour of the Diageo's more successful brands.





The Power 100: The world's most powerful spirits & wine brands 2008

7. The Top 10

1. Smirnoff

Smirnoff has held onto its top spot for the third year running and its popularity remains unwavering. Smirnoff is an innovative, versatile brand and has branched out several sub brands including Smirnoff Black Label and Smirnoff Blue Label. The lucrative cocktail market shows no sign of waning and helps to drive the demand for vodka. However, with Johnnie Walker hot on its heels, Smirnoff's future as the world's number one spirit brand looks uncertain. As the brand generates a significant amount of income from the US, it may suffer as the economy continues to weaken. Also, its position and potential in the growing Asian markets is significantly weaker than its dark spirit competitors.



2. Johnnie Walker

Johnnie Walker is the world's most powerful whisky brand and is rapidly encroaching on Smirnoff as a contender for the number one spot. Both Johnnie Walker and Smirnoff are owned by Diageo, the world's leading premium drinks business. Johnnie Walker is made up of numerous brands; Johnnie Walker Red Label; Black Label; Gold Label; Blue Label; Green Label and Premier Malt. Johnnie Walker largest markets are the US, Global Duty Free, Greece, Australia and Spain. Also, its premium status and growth potential in lucrative Asian markets mark it out as one to watch. Johnnie Walker is probably the only spirits and wine brand that can claim to be truly global with leading market positions in multiple markets spanning all continents.



3. Bacardi

Bacardi's position as the second most powerful spirit brand in the world was usurped this year by Johnnie Walker. It was one of only two brands in the top 10 to lose value, its equity falling 2% as sales stagnated. However, it continues to dominate the rum category and its brand score has increased by 3% since last year. Bacardi is marketed all over the world and its key markets are the US, Mexico, UK, Spain and Trinidad.



4. Martini

Martini has had a good year with its total score up 8% and its number 4 position maintained. Its brand equity too, has performed well with the panel of experts deeming it 6% more valuable than the previous year with a particular increase in its market scope, market share and relevancy. With Bacardi also in its owners brand portfolio, Martini is well supported, aiding its distribution and price positioning.



5. Hennessy

Hennessy is the world's number one cognac, a powerful and rich brand that defines the cognac category. It has an excellent heritage and a refined, luxury image that places it head and shoulders above the other cognac brands in the Power 100. It continues to garner a huge share of the cognac market while Martell, its nearest competitor, sits 25 places below Hennessy at number 30. It is sold all over the world and has performed particularly well in its major markets; duty free US and Asia.





The Power 100: The world's most powerful spirits & wine brands 2008

6. Absolut

In the last year, Absolut has become the world's sixth most powerful spirit and the second most powerful vodka brand. Its brand equity has increased by 5% and it has expanded its range with the introduction of new flavours and the recent launch of Absolut 100. Pernod Ricard recently beat off fierce competition to snap up Absolut and the transfer to Pernod Ricard should boost its growth and strengthen the brand. Pernod will need to manage the brand carefully and ensure a smooth transition to avoid distribution problems.



7. Jack Daniels

Jack Daniels, a truly iconic masterpiece, is the world's second most powerful whiskey brand and the most popular American spirit brand in the world. It has achieved a superb position but could struggle to maintain this momentum. Jack Daniels is another exceptionally rich brand that defines its category. After many years of growth it will require an increase in its brand equity to maintain its current position.



8. Chivas Regal

Chivas Regal is still the second most powerful blended Scotch after Johnnie Walker. The brand has performed particularly well in the last year with its volume increasing by 19%. Chivas Regal's key markets are the US, travel retail, Japan, Italy, France, Spain and South Korea. It has also experienced growth in Central and South America over the past year. Although the brand was ranked the same as last year, its equity has increased by 2%, benefiting from its relationship with Ballantines and the stewardship of Pernod Ricard.



9. Baileys

Baileys has risen to number 9 this year and remains the world's number one liqueur brand. It dominates its category and to bolster its position yet further, Diageo launched a range of flavoured Baileys in 2006, including Baileys with a hint of mint chocolate. This strategy supported the main brand, increasing its relevance with consumers and encouraging trial. Baileys' brand equity consequently increased by 2% in 2008 and is expected to continue its success in 2009.



10. Ballantines

Ballantines is a new entry in the top 10 this year, moving up one place. The brand had struggled in previous years but Ballantines and Chivas Regal have become the ultimate combination for Pernod Ricard and both brands have achieved considerable growth. Its brand equity increased by 5% following volume growth and a brand score up 7%. Its key markets are Continental Europe for Ballantines Finest and the Far East and Duty Free for the defining 17 year old blend. It is not reliant upon the US market so will be more resilient to the brewing economic storm than others. Also, its penetration into the Asian markets creates a solid base for future growth in both volume and value terms.





The Power 100: The world's most powerful spirits & wine brands 2008

8. Top Sectors

Rank	Sector	Total score	Total brand score	Brands in Top 100
1	Whisky	346%	1311%	24
2	Vodka	179%	433%	8
3	Flavoured Spirits	130%	793%	16
4	Rum / Cane	123%	273%	5
5	Still Light Wine	113%	845%	17
6	Brandy	87%	413%	8
7	Sparkling	59%	578%	10
8	Light Aperitif	56%	108%	2
9	Tequila	50%	218%	4
10	Gin / Genever	46%	302%	6

1. The Most Powerful Whisky Brands

Rank	Brand	Owner	Country of origin	Overall rank	Total score	Brand score
1	JOHNNIE WALKER	Diageo	Scotland	2	87.6%	81%
2	JACK DANIELS	Brown-Forman	USA	7	36.6%	75%
3	CHIVAS REGAL	Pernod Ricard	Scotland	8	32.7%	69%
4	BALLANTINES	Pernod Ricard	Scotland	10	29.4%	67%
5	JIM BEAM	Beam Global	USA	13	20.4%	62%
6	DEWARS	Bacardi Martini	Scotland	15	19.2%	51%
7	J & B	Diageo	Scotland	16	17.9%	57%
8	CROWN ROYAL	Diageo	Canada	20	14.6%	54%
9	GRANTS	William Grant & Sons	Scotland	27	12.5%	52%
10	JAMESON	Pernod Ricard	Ireland	28	11.4%	67%
11	FAMOUS GROUSE	Edrington Group	Scotland	37	8.2%	53%
12	CANADIAN CLUB	Beam Global	Canada	53	5.9%	53%
13	GLENFIDDICH	William Grant & Sons	Scotland	54	5.8%	66%
14	BELLS	Diageo	Scotland	55	5.8%	47%
15	TEACHERS	Beam Global	Scotland	58	5.4%	51%
16	100 PIPERS	Pernod Ricard	Scotland	59	5.1%	38%
17	SEAGRAM'S 7 CROWN	Pernod Ricard	USA	62	4.8%	35%
18	CUTTY SARK	Berry Brothers and Rudd	Scotland	68	3.9%	43%
19	BLACK VELVET	Brown-Forman	Canada	69	3.9%	34%
20	MAKERS MARK	Beam Global	USA	70	3.7%	59%
21	CANADIAN MIST	Brown-Forman	Canada	71	3.4%	33%
22	SEAGRAM V.O.	Pernod Ricard	USA	77	3.0%	42%
23	THE MACALLAN	Edrington Group	Scotland	90	2.5%	64%
24	THE GLENLIVET	Pernod Ricard	Scotland	95	2.4%	59%



The Power 100: The world's most powerful spirits & wine brands 2008

2. The Most Powerful Vodka Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	SMIRNOFF	Diageo	Russia	1	90.0%	69%
2	ABSOLUT	Vin & Sprit	Sweden	6	41.5%	72%
3	GREY GOOSE	Bacardi Martini	France	23	14.2%	59%
4	STOLICHNAYA	SPI	Russia	32	10.2%	57%
5	FINLANDIA	Brown-Forman	Finland	43	7.6%	52%
6	SKYY	Campari	USA	46	7.1%	45%
7	KETEL ONE	Carol Nolet	Holland	51	6.0%	48%
8	MOSKOWSKAYA	SPI	Russia	80	2.8%	33%

3. The most Powerful Flavoured Spirits

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	BAILEYS	Diageo	Ireland	9	29.5%	71%
2	JAEGERMEISTER	Mast-Jagermeister	Germany	17	17.4%	60%
3	DE KUYPER	De Kuyper	Holland	24	13.6%	52%
4	RICARD	Pernod Ricard	France	25	13.6%	44%
5	MALIBU	Pernod Ricard	USA	29	11.0%	56%
6	BRANCA FERNET	Frantelli Branca	Italy	39	8.0%	47%
7	SOUTHERN COMFORT	Brown-Forman	USA	48	6.8%	51%
8	KAHLUA	Pernod Ricard	Mexico	56	5.7%	49%
9	CAMPARI	Campari	USA	57	5.5%	58%
10	COINTREAU	Remy Cointreau	France	67	4.0%	57%
11	PASTIS 51	Pernod Ricard	France	78	2.9%	36%
12	GRAND MARNIER	Marnier-Lapostolle	France	81	2.8%	51%
13	DISARONNO	Illva Saronno	Italy	87	2.5%	47%
14	RAMAZZOTTI AMARI	Pernod Ricard	Italy	89	2.5%	36%
15	STOCK BITTERS	Eckes Stock	Germany	92	2.4%	36%
16	BOLS LIQUEURS	Remy Cointreau	Holland	94	2.4%	40%



The Power 100: The world's most powerful spirits & wine brands 2008

4. The Most Powerful Rum Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	BACARDI	Bacardi Martini	Cuba	3	80.3%	78%
2	CAPTAIN MORGAN	Diageo	Dominican Republic	12	26.8%	64%
3	HAVANA CLUB	Pernod Ricard	Cuba	31	10.2%	63%
4	CACIQUE	Diageo	Venezuela	72	3.4%	37%
5	CASTILLO	Bacardi Martini	Cuba	99	2.2%	32%

5. The Most Powerful Wine Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	GALLO	Gallo	USA	18	17.0%	54%
2	HARDY'S	Constellation	USA	19	16.2%	56%
3	CONCHA Y TORO	Concha y Toro	Chile	21	14.6%	58%
4	ROBERT MONDAVI	Constellation	USA	36	8.6%	56%
5	YELLOWTAIL	Casella Wines	Australia	38	8.2%	48%
6	BERINGER	Fosters	USA	44	7.6%	52%
7	JACOBS CREEK	Pernod Ricard	Australia	47	7.0%	56%
8	SUTTER HOME	Trinchero Family Estates	USA	52	6.0%	45%
9	LINDEMANS	Fosters	Australia	60	5.1%	50%
10	BLOSSOM HILL	Diageo	USA	63	4.7%	45%
11	WOLF BLOSS	Fosters	Australia	75	3.1%	55%
12	KENDALL JACKSON	Brown-Forman	USA	82	2.7%	45%
13	BANROCK STATION	Hardy Wine Company	USA	83	2.7%	40%
14	PENFOLDS	Fosters	Australia	84	2.6%	56%
15	INGLENOOK	The Wine Group	USA	86	2.6%	39%
16	TORRES	Torres	Spain	88	2.5%	51%
17	KUMALA	Constellation	South Africa	98	2.3%	38%



The Power 100: The world's most powerful spirits & wine brands 2008

6. The Most Powerful Brandy Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	HENNESSY	LVMH	France	5	44.9%	77%
2	MARTELL	Pernod Ricard	France	30	11.0%	63%
3	REMY MARTIN	Remy Cointreau	France	33	9.5%	65%
4	DREHER	Campari	Brazil	42	7.6%	38%
5	E & J	Gallo	USA	61	4.8%	37%
6	COURVOISIER	Beam Global	France	64	4.6%	59%
7	METAXA	Remy Cointreau	Greece	85	2.6%	41%
8	PAUL MASSON	Constellation	USA	96	2.3%	33%

7. The most Powerful Sparkling Wine & Champagne Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	MOET ET CHANDON	LVMH	France	14	20.2%	78%
2	VEUVE CLICQUOT	LVMH	France	26	12.6%	65%
3	FREIXENET	Freixinet	Spain	49	6.7%	54%
4	LAURENT PERRIER	Bernard de Nonancourt	France	73	3.3%	53%
5	PIPER HEIDSIECK	Remy Cointreau	France	74	3.2%	55%
6	MUMM	Pernod Ricard	France	76	3.1%	57%
7	DOM PERIGNON	LVMH	France	79	2.8%	72%
8	TAITTINGER	Taittinger	France	91	2.4%	55%
9	NICOLAS FEUILLATTE	CV-CNF	France	97	2.3%	46%
10	MARTINI SPARKLING WINE	Bacardi Martini	Italy	100	2.1%	44%



The Power 100: The world's most powerful spirits & wine brands 2008

8. The Most Powerful Light Aperitif Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	MARTINI	Bacardi Martini	Italy	4	51.5%	63%
2	CINZANO	Campari	Italy	65	4.5%	46%

9. The Most Powerful Tequila Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	CUERVO	Diageo	Mexico	11	27.8%	71%
2	SAUZA	Beam Global	Mexico	34	9.2%	53%
3	PATRON	Patron Group	Mexico	35	8.7%	51%
4	EL JIMADOR	Brown-Forman	Mexico	66	4.5%	43%

10. The Most Powerful Gin Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	GORDONS	Diageo	England	22	14.4%	59%
2	TANQUERAY	Diageo	England	40	7.9%	56%
3	SEAGRAM	Pernod Ricard	USA	41	7.8%	42%
4	BEEFEATER	Pernod Ricard	England	45	7.1%	54%
5	BOMBAY	Bacardi Martini	England	50	6.1%	56%
6	LARIOS	Beam Global	Spain	93	2.4%	34%



The Power 100: The world's most powerful spirits & wine brands 2008

9. The Strongest Brands by Brand Score

Rank	Brand	Sector	Owner	Country of origin	Brand score	Total score	Rank
1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	81%	87.6%	2
2	BACARDI	Rum / Cane	Bacardi Martini	Cuba	78%	80.3%	3
3	MOET ET CHANDON	Champagne	LVMH	France	78%	20.2%	14
4	HENNESSY	Cognac	LVMH	France	77%	44.9%	5
5	JACK DANIELS	US Whiskey	Brown-Forman	USA	75%	36.6%	7
6	ABSOLUT	Vodka	Vin & Spirit	Sweden	72%	41.5%	6
7	DOM PERIGNON	Champagne	LVMH	France	72%	2.8%	79
8	BAILEYS	Liqueurs	Diageo	Ireland	71%	29.5%	9
9	CUERVO	Tequila	Diageo	Mexico	71%	27.8%	11
10	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	69%	32.7%	8
11	SMIRNOFF	Vodka	Diageo	Russia	69%	90.0%	1
12	BALLANTINES	Blended Scotch	Pernod Ricard	Scotland	67%	29.4%	10
13	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	67%	11.4%	28
14	GLENFIDDICH	Malt Scotch	William Grant & Sons	Scotland	66%	5.8%	54
15	VEUVE CLICQUOT	Champagne	LVMH	France	65%	12.6%	26
16	REMY MARTIN	Cognac	Remy Martin	France	65%	9.5%	33
17	CAPTAIN MORGAN	Rum / Cane	Diageo	Dominican Republic	64%	26.8%	12
18	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	64%	2.5%	90
19	MARTELL	Cognac	Pernod Ricard	France	63%	11.0%	30
20	HAVANA CLUB	Rum / Cane	Pernod Ricard	Cuba	63%	10.2%	31



The Power 100: The world's most powerful spirits & wine brands 2008

The Most Powerful Brands By Share of Market

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Share of market
1	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	80.3%	78%	9.6
2	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	87.6%	81%	9.0
3	MARTINI	Light Aperitif	Bacardi Martini	Italy	4	51.5%	63%	8.7
4	BAILEYS	Liqueurs	Diageo	Ireland	9	29.5%	71%	8.4
5	SMIRNOFF	Vodka	Diageo	Russia	1	90.0%	69%	8.3
6	MOET ET CHANDON	Champagne	LVMH	France	14	20.2%	78%	8.0
7	GALLO	Still Light Wine	Gallo	USA	18	17.0%	54%	8.0
8	HENNESSY	Cognac	LVMH	France	5	44.9%	77%	7.9
9	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	36.6%	75%	7.9
10	CUERVO	Tequila	Diageo	Mexico	11	27.8%	71%	7.7

The Most Powerful Brands with Fastest Growth Prospects

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Future Growth
1	GREY GOOSE	Vodka	Bacardi Martini	France	23	14.2%	59%	7.3
2	HENNESSY	Cognac	LVMH	France	5	44.9%	77%	7.0
3	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	87.6%	81%	6.9
4	ABSOLUT	Vodka	Vin & Sprit	Sweden	6	41.5%	72%	6.9
5	HAVANA CLUB	Rum / Cane	Pernod Ricard	Cuba	31	10.2%	63%	6.7
6	CUERVO	Tequila	Diageo	Mexico	11	27.8%	71%	6.6
7	MOET ET CHANDON	Champagne	LVMH	France	14	20.2%	78%	6.4
8	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	28	11.4%	67%	6.4
9	BALLANTINES	Blended Scotch	Pernod Ricard	Scotland	10	29.4%	67%	6.4
10	JAEGERMEISTER	Bitters / Spirit Aperitifs	Mast-Jagermeister	Germany	17	17.4%	60%	6.3

The Most Powerful Brands by Awareness

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Awareness
1	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	80.3%	78%	9.9
2	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	87.6%	81%	9.3
3	MOET ET CHANDON	Champagne	LVMH	France	14	20.2%	78%	9.0
4	SMIRNOFF	Vodka	Diageo	Russia	1	90.0%	69%	8.9
5	DOM PERIGNON	Champagne	LVMH	France	79	2.8%	72%	8.7
6	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	36.6%	75%	8.6
7	MARTINI	Light Aperitif	Bacardi Martini	Italy	4	51.5%	63%	8.4
8	HENNESSY	Cognac	LVMH	France	5	44.9%	77%	8.0
9	BAILEYS	Liqueurs	Diageo	Ireland	9	29.5%	71%	8.0
10	CUERVO	Tequila	Diageo	Mexico	11	27.8%	71%	7.7



The Power 100: The world's most powerful spirits & wine brands 2008

The Most Powerful Brands By Heritage

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Heritage
1	DOM PERIGNON	Champagne	LVMH	France	79	2.8%	72%	9.0
2	MOET ET CHANDON	Champagne	LVMH	France	14	20.2%	78%	8.6
3	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	80.3%	78%	8.4
4	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	87.6%	81%	8.3
5	HENNESSY	Cognac	LVMH	France	5	44.9%	77%	8.0
6	COURVOISIER	Cognac	Beam Global	France	64	4.6%	59%	7.9
7	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	36.6%	75%	7.7
8	GLENFIDDICH	Malt Scotch	William Grant & Sons	Scotland	54	5.8%	66%	7.7
9	VEUVE CLICQUOT	Champagne	LVMH	France	26	12.6%	65%	7.7
10	REMY MARTIN	Cognac	Remy Cointreau	France	33	9.5%	65%	7.6

The Most Powerful Brands by 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	79	2.8%	72%	9.4
2	HENNESSY	Cognac	LVMH	France	5	44.9%	77%	7.7
3	MAKERS MARK	US Whiskey	Beam Global	USA	70	3.7%	59%	7.3
4	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	90	2.5%	64%	7.3
5	VEUVE CLICQUOT	Champagne	LVMH	France	26	12.6%	65%	7.1
6	GREY GOOSE	Vodka	Bacardi Martini	France	23	14.2%	59%	7.1
7	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	8	32.7%	69%	7.0
8	BAILEYS	Liqueurs	Diageo	Ireland	9	29.5%	71%	6.9
9	ABSOLUT	Vodka	Vin & Sprit	Sweden	6	41.5%	72%	6.7
10	TANQUERAY	Gin / Genever	Diageo	England	40	7.9%	56%	6.7

The Most Powerful Brands by Market Scope

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Market Scope
1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	87.6%	81%	8.6
2	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	80.3%	78%	8.6
3	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	36.6%	75%	8.1
4	MOET ET CHANDON	Champagne	LVMH	France	14	20.2%	78%	7.6
5	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	8	32.7%	69%	7.4
6	BAILEYS	Liqueurs	Diageo	Ireland	9	29.5%	71%	7.4
7	ABSOLUT	Vodka	Vin & Sprit	Sweden	6	41.5%	72%	7.4
8	HENNESSY	Cognac	LVMH	France	5	44.9%	77%	7.3
9	CUERVO	Tequila	Diageo	Mexico	11	27.8%	71%	7.3
10	SMIRNOFF	Vodka	Diageo	Russia	1	90.0%	69%	7.3



The Power 100: The world's most powerful spirits & wine brands 2008

The Most Powerful Brands By Relevancy

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Relevancy
1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	87.6%	81%	8.0
2	MOET ET CHANDON	Champagne	LVMH	France	14	20.2%	78%	8.0
3	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	80.3%	78%	7.7
4	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	36.6%	75%	7.4
5	ABSOLUT	Vodka	Vin & Sprit	Sweden	6	41.5%	72%	7.4
6	HENNESSY	Cognac	LVMH	France	5	44.9%	77%	7.4
7	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	90	2.5%	64%	7.3
8	BAILEYS	Liqueurs	Diageo	Ireland	9	29.5%	71%	7.1
9	VEUVE CLICQUOT	Champagne	LVMH	France	26	12.6%	65%	6.9
10	MAKERS MARK	US Whiskey	Beam Global	USA	70	3.7%	59%	6.9

The Most Powerful Brands by Perception

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Brand perception
1	DOM PERIGNON	Champagne	LVMH	France	79	2.8%	72%	8.9
2	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	87.6%	81%	8.3
3	HENNESSY	Cognac	LVMH	France	5	44.9%	77%	8.3
4	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	80.3%	78%	8.1
5	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	36.6%	75%	8.0
6	ABSOLUT	Vodka	Vin & Sprit	Sweden	6	41.5%	72%	8.0
7	MOET ET CHANDON	Champagne	LVMH	France	14	20.2%	78%	7.9
8	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	90	2.5%	64%	7.6
9	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	8	32.7%	69%	7.6
10	BAILEYS	Liqueurs	Diageo	Ireland	9	29.5%	71%	7.4



The Power 100: The world's most powerful spirits & wine brands 2008

10. The Biggest Brand Owners

Rank	Owner	Total score total	Brand score total	Number in Top 100
1	Diageo	330%	710.9%	12
2	Bacardi Martini	176%	382.1%	7
3	Pernod Ricard	171%	935.2%	18
4	LVMH	81%	291.1%	4
5	Brown-Forman	62%	297.5%	6
6	Beam Global	52%	370.0%	7
7	Vin & Sprit	41%	71.8%	1
8	Constellation	33%	216.6%	5
9	Campari	25%	186.4%	4
10	Gallo	22%	91.8%	2
11	Remy Cointreau	22%	257.9%	5
12	Fosters	19%	213.6%	4
13	William Grant & Sons	18%	117.9%	2
14	Mast-Jagermeister	17%	59.8%	1
15	Concha y Toro	15%	58.0%	1
16	De Kuyper	14%	51.6%	1
17	SPI	13%	89.5%	2
18	Edrington Group	11%	116.3%	2
19	Patron Group	9%	50.7%	1
20	Casella Wines	8%	48.0%	1
21	Frantelli Branca	8%	47.3%	1
22	Freixinet	7%	53.9%	1
23	Carol Nolet	6%	47.5%	1
24	Trincherio Family Estates	6%	45.0%	1
25	Berry Brothers and Rudd	4%	42.9%	1
26	Bernard de Nonancourt	3%	53.0%	1
27	Marnier-Lapostolle	3%	51.1%	1
28	Hardy Wine Company	3%	40.0%	1
29	The Wine Group	3%	38.8%	1
30	Illva Saronno	3%	47.3%	1
31	Torres	3%	51.4%	1
32	Taittinger	2%	55.0%	1
33	Eckes Stock	2%	36.4%	1
34	CV-CNF	2%	46.3%	1



The Power 100: The world's most powerful spirits & wine brands 2008

11. The Most Powerful Countries of Origin

Rank	Country of origin	total score total	total brand score	Number in Top 100
1	Scotland	238%	797%	14
2	USA	182%	1028%	21
3	France	157%	991%	17
4	Russia	103%	158%	3
5	Cuba	93%	172%	3
6	Italy	71%	283%	6
7	Mexico	56%	267%	5
8	Sweden	41%	72%	1
9	Ireland	41%	138%	2
10	England	35%	226%	4
11	Canada	28%	174%	4
12	Dominican Republic	27%	64%	1
13	Australia	26%	266%	5
14	Holland	22%	139%	3
15	Germany	20%	96%	2
16	Chile	15%	58%	1
17	Spain	12%	139%	4
18	Brazil	8%	38%	1
19	Finland	8%	52%	1
20	Venezuela	3%	37%	1
21	Greece	3%	41%	1
22	South Africa	2%	38%	1



The Power 100: The world's most powerful spirits & wine brands 2008

1. Scotland

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	JOHNNIE WALKER	Blended Scotch	Diageo	2	87.6%	81%
2	CHIVAS REGAL	Blended Scotch	Pernod Ricard	8	32.7%	69%
3	BALLANTINES	Blended Scotch	Pernod Ricard	10	29.4%	67%
4	DEWARS	Blended Scotch	Bacardi Martini	15	19.2%	51%
5	J & B	Blended Scotch	Diageo	16	17.9%	57%
6	GRANTS	Blended Scotch	William Grant & Sons	27	12.5%	52%
7	FAMOUS GROUSE	Blended Scotch	Edrington Group	37	8.2%	53%
8	GLENFIDDICH	Malt Scotch	William Grant & Sons	54	5.8%	66%
9	BELLS	Blended Scotch	Diageo	55	5.8%	47%
10	TEACHERS	Blended Scotch	Beam Global	58	5.4%	51%
11	100 PIPERS	Blended Scotch	Pernod Ricard	59	5.1%	38%
12	CUTTY SARK	Blended Scotch	Berry Brothers and Rudd	68	3.9%	43%
13	THE MACALLAN	Malt Scotch	Edrington Group	90	2.5%	64%
14	THE GLENLIVET	Malt Scotch	Pernod Ricard	95	2.4%	59%

2. USA

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	JACK DANIELS	US Whiskey	Brown-Forman	7	36.6%	75%
2	JIM BEAM	US Whiskey	Beam Global	13	20.4%	62%
3	GALLO	Still Light Wine	Gallo	18	17.0%	54%
4	HARDY'S	Still Light Wine	Constellation	19	16.2%	56%
5	MALIBU	Liqueurs	Pernod Ricard	29	11.0%	56%
6	ROBERT MONDAVI	Still Light Wine	Constellation	36	8.6%	56%
7	SEAGRAM	Gin / Genever	Pernod Ricard	41	7.8%	42%
8	BERINGER	Still Light Wine	Fosters	44	7.6%	52%
9	SKYY	Vodka	Campari	46	7.1%	45%
10	SOUTHERN COMFORT	Liqueurs	Brown-Forman	48	6.8%	51%
11	SUTTER HOME	Still Light Wine	Trinchero Family Estates	52	6.0%	45%
12	CAMPARI	Bitters / Spirit Aperitifs	Campari	57	5.5%	58%
13	E & J	Other Brandy	Gallo	61	4.8%	37%
14	SEAGRAM'S 7 CROWN	US Whiskey	Pernod Ricard	62	4.8%	35%
15	BLOSSOM HILL	Still Light Wine	Diageo	63	4.7%	45%
16	MAKERS MARK	US Whiskey	Beam Global	70	3.7%	59%
17	SEAGRAM V.O.	Canadian Whisky	Pernod Ricard	77	3.0%	42%
18	KENDALL JACKSON	Still Light Wine	Brown-Forman	82	2.7%	45%
19	BANROCK STATION	Still Light Wine	Hardy Wine Company	83	2.7%	40%
20	INGLENOOK	Still Light Wine	Robert Mondavi	86	2.6%	39%
21	PAUL MASSON	Other Brandy	Constellation	96	2.3%	33%



The Power 100: The world's most powerful spirits & wine brands 2008

3. France

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	HENNESSY	Cognac	LVMH	5	44.9%	77%
2	MOET ET CHANDON	Champagne	LVMH	14	20.2%	78%
3	GREY GOOSE	Vodka	Bacardi Martini	23	14.2%	59%
4	RICARD	Aniseed	Pernod Ricard	25	13.6%	44%
5	VEUVE CLICQUOT	Champagne	LVMH	26	12.6%	65%
6	MARTELL	Cognac	Pernod Ricard	30	11.0%	63%
7	REMY MARTIN	Cognac	Remy Cointreau	33	9.5%	65%
8	COURVOISIER	Cognac	Beam Global	64	4.6%	59%
9	COINTREAU	Liqueurs	Remy Cointreau	67	4.0%	57%
10	LAURENT PERRIER	Champagne	Bernard de Nonancourt	73	3.3%	53%
11	PIPER HEIDSIECK	Champagne	Remy Cointreau	74	3.2%	55%
12	MUMM	Champagne	Pernod Ricard	76	3.1%	57%
13	PASTIS 51	Aniseed	Pernod Ricard	78	2.9%	36%
14	DOM PERIGNON	Champagne	LVMH	79	2.8%	72%
15	GRAND MARNIER	Liqueurs	Marnier-Lapostolle	81	2.8%	51%
16	TAITTINGER	Champagne	Taittinger	91	2.4%	55%
17	NICOLAS FEUILLATTE	Champagne	CV-CNF	97	2.3%	46%

4. Russia

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	SMIRNOFF	Vodka	Diageo	1	90.0%	69%
2	STOLICHNAYA	Vodka	SPI	32	10.2%	57%
3	MOSKOWSKAYA	Vodka	SPI	80	2.8%	33%

5. Cuba

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	BACARDI	Rum / Cane	Bacardi Martini	3	80.3%	78%
2	HAVANA CLUB	Rum / Cane	Pernod Ricard	31	10.2%	63%
3	CASTILLO	Rum / Cane	Bacardi Martini	99	2.2%	32%



The Power 100: The world's most powerful spirits & wine brands 2008

6. Italy

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	MARTINI	Light Aperitif	Bacardi Martini	4	51.5%	63%
2	BRANCA FERNET	Bitters / Spirit Aperitifs	Frantelli Branca	39	8.0%	47%
3	CINZANO	Light Aperitif	Campari	65	4.5%	46%
4	DISARONNO	Liqueurs	Illva Saronno	87	2.5%	47%
5	RAMAZZOTTI AMARI	Bitters / Spirit Aperitifs	Pernod Ricard	89	2.5%	36%
6	MARTINI SPARKLING WINE	Other Sparkling	Bacardi Martini	100	2.1%	44%

7. Mexico

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	CUERVO	Tequila	Diageo	11	27.8%	71%
2	SAUZA	Tequila	Beam Global	34	9.2%	53%
3	PATRON	Tequila	Patron Group	35	8.7%	51%
4	KAHLUA	Liqueurs	Pernod Ricard	56	5.7%	49%
5	EL JIMADOR	Tequila	Brown-Forman	66	4.5%	43%

8. Sweden

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	ABSOLUT	Vodka	Vin & Sprit	6	41.5%	72%

9. England

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	GORDONS	Gin / Genever	Diageo	22	14.4%	59%
2	TANQUERAY	Gin / Genever	Diageo	40	7.9%	56%
3	BEEFEATER	Gin / Genever	Pernod Ricard	45	7.1%	54%
4	BOMBAY	Gin / Genever	Bacardi Martini	50	6.1%	56%

10. Ireland

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	BAILEYS	Liqueurs	Diageo	9	29.5%	71%
2	JAMESON	Blended Irish Whiskey	Pernod Ricard	28	11.4%	67%



The Power 100: the world's most powerful spirits & wine brands

11. The Top 100: 1-35

Rank	Change	Brand	Sub category	Owner	Country	Total score 08	Change	Brand score 08	Change	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
1	0	SMIRNOFF	Vodka	Diageo	Russia	90.0%	2%	69%	-9%	8.3	5.4	4.7	7.3	8.9	6.1	6.9	7.4
2	1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	87.6%	20%	81%	0%	9.0	6.9	6.4	8.6	9.3	8.0	8.3	8.3
3	-1	BACARDI	Rum / Cane	Bacardi Martini	Cuba	80.3%	-2%	78%	3%	9.6	4.3	5.6	8.6	9.9	7.7	8.4	8.1
4	0	MARTINI	Light Aperitif	Bacardi Martini	Italy	51.5%	-5%	63%	-3%	8.7	2.9	4.6	6.6	8.4	5.1	7.4	6.3
5	1	HENNESSY	Cognac	LVMH	France	44.9%	7%	77%	-3%	7.9	7.0	7.7	7.3	8.0	7.4	8.0	8.3
6	1	ABSOLUT	Vodka	Vin & Spirit	Sweden	41.5%	5%	72%	-1%	6.6	6.9	6.7	7.4	7.6	7.4	6.9	8.0
7	1	JACK DANIELS	US Whiskey	Brown-Forman	USA	36.6%	0%	75%	-2%	7.9	5.6	6.6	8.1	8.6	7.4	7.7	8.0
8	1	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	32.7%	2%	69%	0%	5.6	6.3	7.0	7.4	7.7	6.7	7.3	7.6
9	1	BAILEYS	Liqueurs	Diageo	Ireland	29.5%	2%	71%	-4%	8.4	5.9	6.9	7.4	8.0	7.1	5.7	7.4
10	1	BALLANTINES	Blended Scotch	Pernod Ricard	Scotland	29.4%	5%	67%	7%	6.0	6.4	6.6	6.9	6.9	6.6	7.3	7.0
11	2	CUERVO	Tequila	Diageo	Mexico	27.8%	6%	71%	1%	7.7	6.6	6.6	7.3	7.7	6.7	7.0	7.3
12	0	CAPTAIN MORGAN	Rum / Cane	Diageo	Dominican Republic	26.8%	4%	64%	0%	6.1	5.4	5.6	6.7	7.3	6.4	6.7	6.7
13	7	JIM BEAM	US Whiskey	Beam Global	USA	20.4%	5%	62%	5%	6.4	5.4	5.0	6.3	7.0	6.0	6.9	6.3
14	1	MOET ET CHANDON	Champagne	LVMH	France	20.2%	2%	78%	1%	8.0	6.4	6.6	7.6	9.0	8.0	8.6	7.9
15	-1	DEWARS	Blended Scotch	Bacardi Martini	Scotland	19.2%	0%	51%	0%	4.4	3.9	5.1	5.0	5.9	5.1	6.3	5.0
16	0	J & B	Blended Scotch	Diageo	Scotland	17.9%	0%	57%	-1%	5.6	4.4	5.1	5.7	6.7	5.6	6.7	6.0
17	2	JAEGERMEISTER	Bitters / Spirit Aperitifs	Mast-Jagermeister	Germany	17.4%	1%	60%	1%	7.7	6.3	6.1	5.4	6.1	5.0	5.4	5.7
18	-1	GALLO	Still Light Wine	Gallo	USA	17.0%	0%	54%	0%	8.0	4.4	3.4	5.3	6.3	4.9	6.0	5.3
19	2	HARDY'S	Still Light Wine	Constellation	Australia	16.2%	2%	56%	3%	7.4	5.7	4.0	5.7	6.0	5.1	5.4	5.1
20	2	CROWN ROYAL	Canadian Whisky	Diageo	Canada	14.6%	0%	54%	-3%	5.9	4.9	5.4	4.9	5.9	5.0	5.7	5.9
21	3	CONCHA Y TORO	Still Light Wine	Concha y Toro	Chile	14.6%	1%	58%	2%	6.6	5.9	4.9	6.6	6.1	5.7	5.1	5.6
22	-4	GORDONS	Gin / Genever	Diageo	England	14.4%	-3%	59%	-4%	7.3	3.6	4.6	6.3	7.3	5.3	7.1	6.0
23	5	GREY GOOSE	Vodka	Bacardi Martini	France	14.2%	4%	59%	-5%	4.4	7.3	7.1	5.4	5.9	6.4	3.7	6.7
24	7	DE KUYPER	Liqueurs	De Kuyper	Holland	13.6%	4%	52%	0%	6.6	4.4	4.3	5.1	5.4	4.6	6.3	4.6
25	-2	RICARD	Aniseed	Pernod Ricard	France	13.6%	-1%	44%	-2%	6.7	3.1	3.9	2.9	3.9	3.0	6.4	5.0
26	-1	VEUVE CLICQUOT	Champagne	LVMH	France	12.6%	0%	65%	-10%	4.6	5.7	7.1	6.3	6.7	6.9	7.7	7.0
27	0	GRANTS	Blended Scotch	William Grant & Sons	Scotland	12.5%	2%	52%	1%	5.6	4.9	4.3	4.9	5.7	4.9	6.6	5.0
28	2	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	11.4%	2%	67%	-1%	7.3	6.4	6.0	6.9	6.7	6.1	7.3	6.7
29	-3	MALIBU	Liqueurs	Pernod Ricard	USA	11.0%	0%	56%	-9%	5.4	5.7	5.0	6.4	6.7	6.0	4.0	5.7
30	2	MARTELL	Cognac	Pernod Ricard	France	11.0%	2%	63%	1%	4.7	5.9	6.1	6.7	6.9	6.4	7.4	6.6
31	-2	HAVANA CLUB	Rum / Cane	Pernod Ricard	Cuba	10.2%	1%	63%	-2%	4.3	6.7	6.3	6.3	6.0	6.7	7.3	6.7
32	-27	STOLICHNAYA	Vodka	SPI	Russia	10.2%	-43%	57%	-10%	3.6	5.0	5.6	5.4	6.1	6.1	7.1	6.3
33	2	REMY MARTIN	Cognac	Remy Cointreau	France	9.5%	0%	65%	-1%	5.4	5.7	6.4	6.1	7.3	6.4	7.6	7.0
34	-1	SAUZA	Tequila	Beam Global	Mexico	9.2%	0%	53%	-5%	4.1	5.0	5.7	6.1	5.3	5.3	5.6	5.4
35	72	PATRON	Tequila	Patron Group	Mexico	8.7%	7%	51%	0%	3.4	6.0	5.7	4.6	4.9	5.6	4.6	5.9



The Power 100: the world's most powerful spirits & wine brands

36-70

Rank	Change	Brand	Sub category	Owner	Country	Total score 08	Change	Brand score 08	Change	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
36	0	ROBERT MONDAVI	Still Light Wine	Constellation	USA	8.6%	0%	56%	2%	6.1	3.9	5.6	5.1	6.1	5.7	6.4	6.1
37	1	FAMOUS GROUSE	Blended Scotch	Edrington Group	Scotland	8.2%	0%	53%	-2%	3.7	4.1	5.3	4.9	5.9	5.3	6.4	6.4
38	5	YELLOWTAIL	Still Light Wine	Casella Wines	Australia	8.2%	1%	48%	-1%	5.1	6.3	4.1	4.9	4.9	4.7	3.6	4.9
39	27	BRANCA FERNET	Bitters / Spirit Aperitifs	Frantelli Branca	Italy	8.0%	4%	47%	4%	5.0	5.0	4.9	4.6	4.7	3.9	5.6	4.3
40	-1	TANQUERAY	Gin / Genever	Diageo	England	7.9%	0%	56%	-2%	3.7	4.9	6.7	5.0	5.6	5.9	6.6	6.4
41	1	SEAGRAM	Gin / Genever	Pernod Ricard	USA	7.8%	1%	42%	2%	5.4	3.3	3.3	4.1	4.9	4.1	4.6	4.1
42	3	DREHER	Other Brandy	Campari	Brazil	7.6%	1%	38%	5%	5.3	3.9	3.3	3.3	3.1	3.4	4.1	3.9
43	8	FINLANDIA	Vodka	Brown-Forman	Finland	7.6%	2%	52%	-2%	3.4	5.7	5.6	5.1	5.6	5.0	5.6	5.3
44	<small>new entry</small>	BERINGER	Still Light Wine	Fosters	USA	7.6%	2%	52%	-2%	6.0	5.0	4.4	4.9	5.0	5.3	5.4	5.3
45	-4	BEEFEATER	Gin / Genever	Pernod Ricard	England	7.1%	0%	54%	-1%	4.3	4.4	4.9	5.7	6.6	5.6	6.6	5.6
46	0	SKYY	Vodka	Campari	USA	7.1%	1%	45%	-5%	3.7	5.1	4.9	4.7	4.9	4.6	3.7	4.7
47	0	JACOBS CREEK	Still Light Wine	Pernod Ricard	Australia	7.0%	1%	56%	0%	5.7	5.4	4.6	5.9	6.7	5.6	5.1	5.4
48	-8	SOUTHERN COMFORT	Liqueurs	Brown-Forman	USA	6.8%	-1%	51%	-8%	4.6	4.3	4.7	5.6	5.7	5.0	5.3	5.4
49	-5	FREIXENET	Other Sparkling	Freixinet	Spain	6.7%	0%	54%	2%	7.6	4.1	3.7	6.1	6.1	5.1	5.3	5.0
50	2	BOMBAY	Gin / Genever	Bacardi Martini	England	6.1%	0%	56%	-5%	4.1	4.6	6.3	5.3	6.1	6.4	5.6	6.7
51	2	KETEL ONE	Vodka	Carol Olet	Holland	6.0%	0%	48%	-5%	2.4	5.6	6.1	4.4	4.4	5.4	4.1	5.4
52	4	SUTTER HOME	Still Light Wine	Trincher Family Estates	USA	6.0%	0%	45%	4%	5.1	4.0	3.6	4.1	4.9	4.4	4.9	5.0
53	-4	CANADIAN CLUB	Canadian Whisky	Beam Global	Canada	5.9%	0%	53%	2%	3.9	3.3	4.6	6.3	6.6	4.7	6.9	6.0
54	15	GLENFIDDICH	Malt Scotch	William Grant & Sons	Scotland	5.8%	2%	66%	1%	5.7	5.1	6.3	7.1	7.4	6.1	7.7	7.0
55	0	BELLS	Blended Scotch	Diageo	Scotland	5.8%	0%	47%	0%	3.4	4.3	4.0	4.1	5.6	4.1	6.6	5.1
56	-8	KAHLUA	Liqueurs	Pernod Ricard	Mexico	5.7%	-1%	49%	-3%	4.1	3.4	4.9	5.3	6.1	5.3	5.1	5.1
57	3	CAMPARI	Bitters / Spirit Aperitifs	Campari	USA	5.5%	1%	58%	4%	5.4	5.0	5.4	6.0	6.9	5.0	6.6	5.9
58	6	TEACHERS	Blended Scotch	Beam Global	Scotland	5.4%	1%	51%	6%	3.6	4.7	4.4	4.9	5.6	5.1	6.4	5.7
59	-22	100 PIPERS	Blended Scotch	Pernod Ricard	Scotland	5.1%	-3%	38%	-5%	3.3	2.6	3.4	4.3	4.7	3.6	5.1	3.6
60	-10	LINDEMANS	Still Light Wine	Fosters	Australia	5.1%	-1%	50%	-3%	5.4	3.4	4.9	5.3	5.6	5.1	5.4	5.1
61	-3	E & J	Other Brandy	Gallo	USA	4.8%	0%	37%	3%	4.6	3.1	3.4	3.1	3.9	3.9	4.1	3.7
62	-8	SEAGRAM'S 7 CROWN	US Whiskey	Pernod Ricard	USA	4.8%	-1%	35%	-5%	3.3	2.6	3.3	3.4	4.6	2.7	4.3	4.1
63	2	BLOSSOM HILL	Still Light Wine	Diageo	USA	4.7%	1%	45%	2%	5.3	5.4	3.6	4.6	4.4	4.6	3.9	4.6
64	-3	COURVOISIER	Cognac	Beam Global	France	4.6%	0%	59%	0%	3.6	4.9	5.9	6.0	6.9	5.7	7.9	6.4
65	-8	CINZANO	Light Aperitif	Campari	Italy	4.5%	-1%	46%	-2%	3.9	2.6	3.9	5.0	6.0	4.3	6.3	4.6
66	-3	EL JIMADOR	Tequila	Brown-Forman	Mexico	4.5%	0%	43%	-2%	3.1	4.4	4.6	4.1	3.9	4.6	4.9	4.6
67	5	COINTREAU	Liqueurs	Remy Cointreau	France	4.0%	1%	57%	5%	3.6	4.4	6.1	6.3	7.1	5.4	6.9	6.0
68	0	CUTTY SARK	Blended Scotch	Berry Brothers and Rudd	Scotland	3.9%	0%	43%	-2%	2.7	3.0	4.0	4.1	5.6	4.4	5.7	4.7
69	-7	BLACK VELVET	Canadian Whisky	Constellation	Canada	3.9%	-1%	34%	-4%	3.7	2.4	3.1	3.0	3.7	3.1	4.6	3.6
70	3	MAKERS MARK	US Whiskey	Beam Global	USA	3.7%	0%	59%	-1%	2.0	6.3	7.3	5.3	5.3	6.9	7.1	7.1



The Power 100: the world's most powerful spirits & wine brands

71-100

Rank	Change	Brand	Sub category	Owner	Country	Total score 08	Change	Brand score 08	Change	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
71	-4	CANADIAN MIST	Canadian Whisky	Brown-Forman	Canada	3.4%	-1%	33%	-2%	3.0	2.1	2.9	3.3	3.7	3.1	4.6	3.6
72	-13	CACIQUE	Rum / Cane	Diageo	Venezuela	3.4%	-1%	37%	-7%	3.1	3.0	3.7	3.3	3.6	3.7	4.9	4.0
73	3	LAURENT PERRIER	Champagne	Bernard de Nonancourt	France	3.3%	0%	53%	1%	3.3	4.7	5.1	5.0	6.1	5.7	6.6	5.9
74	7	PIPER HEIDSIECK	Champagne	Remy Cointreau	France	3.2%	0%	55%	5%	3.1	5.4	5.1	6.3	6.0	5.7	6.4	5.6
75	10	WOLF BLASS	Still Light Wine	Fosters	Australia	3.1%	1%	55%	-1%	3.6	5.3	5.9	5.7	6.0	6.1	5.7	6.0
76	-2	MUMM	Champagne	Pernod Ricard	France	3.1%	0%	57%	-1%	3.7	5.0	5.4	6.4	6.7	6.0	6.4	5.9
77	1	SEAGRAM V.O.	Canadian Whisky	Pernod Ricard	USA	3.0%	0%	42%	5%	2.9	3.0	4.4	4.1	5.0	4.0	5.7	4.6
78	-3	PASTIS 51	Aniseed	Pernod Ricard	France	2.9%	0%	36%	2%	3.9	2.6	3.3	2.9	3.6	3.0	6.1	3.9
79	5	DOM PERIGNON	Champagne	LVMH	France	2.8%	0%	72%	-1%	2.1	6.0	9.4	6.4	8.7	6.7	9.0	8.9
80	-46	MOSKOWSKAYA	Vodka	SPi	Russia	2.8%	-6%	33%	-8%	2.4	2.1	3.7	3.4	3.3	3.0	5.1	3.1
81	-10	GRAND MARNIER	Liqueurs	Marnier-Lapostolle	France	2.8%	-1%	51%	-5%	2.7	3.0	5.3	5.9	6.6	4.9	7.0	5.6
82	0	KENDALL JACKSON	Still Light Wine	Brown-Forman	USA	2.7%	0%	45%	-1%	3.9	3.6	4.9	4.3	4.6	4.7	4.9	5.1
83	5	BANROCK STATION	Still Light Wine	Hardy Wine Company	USA	2.7%	0%	40%	-2%	3.9	4.4	3.7	4.1	3.9	4.4	3.6	4.0
84	-1	PENFOLDS	Still Light Wine	Fosters	Australia	2.6%	0%	56%	1%	3.6	4.6	6.1	6.0	6.1	5.9	6.6	6.1
85	13	METAXA	Other Brandy	Remy Cointreau	Greece	2.6%	1%	41%	4%	4.0	3.7	3.6	3.3	4.4	3.9	5.4	4.1
86	7	INGLENOOK	Still Light Wine	The Wine Group	USA	2.6%	0%	39%	3%	4.0	3.1	3.7	3.9	4.1	3.7	4.1	4.3
87	3	DISARONNO	Liqueurs	Ilva Saronno	Italy	2.5%	0%	47%	3%	2.9	4.0	5.3	4.9	5.3	4.3	6.0	5.3
88	1	TORRES	Still Light Wine	Torres	Spain	2.5%	0%	51%	0%	3.3	4.4	5.0	5.4	5.1	5.7	6.4	5.7
89	-12	RAMAZZOTTI AMARI	Bitters / Spirit Aperitifs	Pernod Ricard	Italy	2.5%	-1%	36%	-5%	3.1	2.7	3.4	3.7	3.9	3.1	5.1	3.9
90	2	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	2.5%	0%	64%	-2%	3.4	5.7	7.3	6.1	6.6	7.3	7.0	7.6
91	0	TAITTINGER	Champagne	Taittinger	France	2.4%	0%	55%	-3%	3.3	5.1	6.3	4.9	6.1	5.7	6.4	6.1
92	3	STOCK BITTERS	Bitters / Spirit Aperitifs	Eckes Stock	Germany	2.4%	0%	36%	5%	3.4	3.0	3.4	3.9	4.0	3.3	4.7	3.4
93	-23	LARIOS	Gin / Genever	Beam Global	Spain	2.4%	-1%	34%	-5%	3.1	2.6	2.9	3.0	4.1	3.1	4.7	3.6
94	-8	BOLS LIQUEURS	Liqueurs	Remy Cointreau	Holland	2.4%	0%	40%	-1%	3.1	3.3	3.9	4.6	4.7	3.9	4.9	4.0
95	-1	THE GLENLIVET	Malt Scotch	Pernod Ricard	Scotland	2.4%	0%	59%	-3%	3.6	5.3	6.1	5.9	5.9	6.4	7.0	7.0
96	4	PAUL MASSON	Other Brandy	Constellation	USA	2.3%	0%	33%	4%	3.4	2.6	2.9	3.0	4.1	3.0	3.7	3.4
97	0	NICOLAS FEUILLATTE	Champagne	CV-CNF	France	2.3%	0%	46%	1%	3.7	4.9	4.6	5.1	4.4	4.7	4.9	4.7
98	<small>new entry</small>	KUMALA	Still Light Wine	Constellation	South Africa	2.3%	0%	38%	-5%	3.7	4.4	3.0	4.3	4.1	3.7	2.7	4.1
99	-20	CASTILLO	Rum / Cane	Bacardi Martini	Cuba	2.2%	-1%	32%	-3%	2.1	2.4	3.3	3.0	3.0	3.0	4.9	3.6
100	-4	MARTINI SPARKLING WINE	Other Sparkling	Bacardi Martini	Italy	2.1%	0%	44%	1%	4.7	3.3	3.6	5.1	5.0	4.0	5.1	4.6

Intangible Business

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

For further information and enquiries, please contact William Grobel or Stuart Whitwell:

Intangible Business Ltd.
9 Maltings Place
169 Tower Bridge Road
London
SE1 3JB

Tel: + 44 (0) 870 240 7386
Fax: +44 (0) 20 7089 9239