

Cheers for top brand Smirnoff

SMIRNOFF is the most powerful brand of all wines and spirits in the world, according to a new report.

The vodka beat Bacardi and Johnnie Walker in the annual league table from brand consultancy Intangible Business.

US brand Gallo was the top-ranking wine at number 17 followed by Hardy's at number 21.

Scotland's successful whisky brands made it the most powerful producing country ahead of the US and Russia.

Taittinger champagne dropped 14 positions from last year to 91st in the "Power 100" league table.

Yellowtail wine was the highest new entry at number 43.

Commenting on Smirnoff's success, Intangible Business managing director Stuart Whitwell said: "It has so many variants – numerous flavours and tastes – and it dominates the world's biggest market which is the US."

Drinks giant Diageo, which owns Smirnoff, said the vodka brand was sold in 130 countries on six continents.

The top six brands in this year's league remained the same as 2006. The 2007 report was based on research of nearly 10,000 wine and spirit brands from around the world.

Rankings were based on a set of eight criteria which included "hard measures" such as market share and price, plus "soft measures" including brand heritage and awareness.

The top 10 most powerful brands of wines and spirits:

1 Smirnoff, 2 Bacardi, 3 Johnnie Walker, 4 Martini, 5 Stolichnaya, 6 Hennessy, 7 Absolut, 8 Jack Daniel's, 9 Chivas Regal, 10 Bailey's.