

Hardys Tops UK Wine List

Australian wine brand Hardys has for the fourth time topped an annual UK study that names the world's most powerful wine and spirit brands.

Launched in 2005, 'The Power 100' list is produced by brand valuation consultancy Intangible Business.

The consultancy assess things like market share, brand growth and price positioning to produce the top 100 from a pool of more than 10,000 wine and spirit brands from across the globe.

Hardys winemaker Paul Lapsley said the brand continued success was attributed to its 150-year history of innovation and consistency.

"Whether we are creating our flagship Thomas Hardy Cabernet or one of our newer, innovative blends ... our wines receive equal care and attention," he said.

"Hardys' founder, Thomas Hardy, had a long-term vision to create wines that would be prized around the world, and this announcement is tribute to his original vision for Hardys."

The Hardys range of wines includes Thomas Hardy Cabernet, Eileen Hardy Shiraz and Chardonnay, and the Oomoo range of wines.