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Johnnie Walker Scotch whisky has overtaken Smirnoff vodka as the world's top spirits brand, amid demand in China and Eastern Europe.

The spirits, both owned by Diageo, have swapped places based on financial performance and consumer appeal in the latest Power 100 survey published by Intangible Business.

Separately, Diageo said that Guinness had signed a four-year deal to become "official beer of England rugby", replacing Greene King IPA, sponsor for the past seven years.

Johnnie Walker Scotch whisky has become the world's leading spirit
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