

5 BOTTLES OF JOHNNIE WALKER DRUNK EVERY SECOND

World's crazy for our drams

By GRAEME DONOHOE

FIVE bottles of Johnnie Walker are now drunk across the world every SECOND.

A huge boost in US sales of the whisky has helped its maker Diageo rake in profits of £5.6million a DAY.

Diageo, which also owns Guinness and Smirnoff, pumped £1billion into a massive ad push last year.

And it paid off with a six per cent jump in profits, it was announced yesterday.

Head of Corporate Relations Peter Smith beamed: "It's a huge tribute to the 3,800 workers we employ in Scotland that we continue to grow in popularity across the world.

"Johnnie Walker is a global brand and I'm sure all of Scotland is happy to raise a glass to its success.

"It's now drunk in more countries around the world than Coca-Cola. We're hitting 180 markets."

Yet Johnnie Walker still lags well behind Bells as top tippie in Scotland.

Peter said: "That's all down to Johnnie Walker himself. Historically Johnnie Walker enjoyed taking the brand to all corners of the world rather than concentrating on the home market."

FAVOURITE TIPPLES

BEST-SELLING WHISKIES IN SCOTLAND

1. Bells
2. The Famous Grouse
3. Jack Daniels
4. Teachers
5. Grants
6. High Commissioner
7. Whyte & Mc Jameson
8. Glenfiddich
9. The Claymore

WORLD'S TOP FLAVOURED SPIRITS

1. Baileys
2. Ricard
3. Jaegermeister
4. Malibu
5. De Kuyper Liqueurs
6. Southern Comfort
7. Kahlua
8. Campari
9. Cointreau
10. Branca Fernet

BEST-SELLING SPIRITS IN SCOTLAND

1. Smirnoff
2. Bells
3. Gordons
4. Bacardi
5. Glens Vodka
6. Famous Grouse
7. Baileys
8. Jack Daniels
9. Teachers
10. Grants

WORLD'S TOP CHAMPAGNE

1. Moet et Chandon
2. Veuve Clicquot
3. Laurent Perrier
4. Mumm
5. Taittinger

WORLD'S TOP WINE

1. Gallo
2. Hardy's
3. Concha y Toro
4. Robert Mondavi
5. Jacob's Creek

WORLD'S TOP VODKA

1. Smirnoff
2. Stolichnaya
3. Absolut
4. Moskovskaya
5. Grey Goose

Whisky is now mounting a fightback in the UK to capture the trendy youth market, which in recent years has plumped for vodka as its drink of choice.

Johnnie Walker - which was first distilled in Kilmarnock in 1820 and at any one time has **SEVEN MILLION** bottles waiting to mature at its 27 distilleries in Scot-

land - is the third largest spirit and wine brand in the world.

Only Smirnoff and Bacardi finished ahead in a recent study by brand consultants Intangible Business.

And Johnnie Walker MD Stuart Whitwell vowed: "It is a flagship brand that is here to stay."

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THE WORLD'S TOP BRANDS

| RANK & NAME | OWNER | COUNTRY OF ORIGIN |
|--------------------|----------------------|--------------------|
| 1 SMIRNOFF | DIAGEO | RUSSIA |
| 2 BACARDI | BACARDI MARTINI | CUBA |
| 3 JOHNNIE WALKER | DIAGEO | SCOTLAND |
| 4 MARTINI | BACARDI MARTINI | ITALY |
| 5 STOLICHNAYA | SPI | RUSSIA |
| 6 HENNESSY | LVMH | FRANCE |
| 7 JACK DANIEL'S | BROWN-FORMAN | USA |
| 8 ABSOLUT | VIN & SPIRIT | SWEDEN |
| 9 BALLANTINES | PERNOD RICARD | SCOTLAND |
| 10 BAILEYS | DIAGEO | IRELAND |
| 11 CHIVAS REGAL | PERNOD RICARD | SCOTLAND |
| 12 CAPTAIN MORGAN | DIAGEO | DOMINICAN REPUBLIC |
| 13 DEWAR'S | BACARDI MARTINI | SCOTLAND |
| 14 CUERVO | DIAGEO | MEXICO |
| 15 GORDONS | DIAGEO | ENGLAND |
| 16 J&B | DIAGEO | SCOTLAND |
| 17 JIM BEAM | FORTUNE BRANDS | USA |
| 18 MOET ET CHANDON | LVMH | FRANCE |
| 19 SEAGRAM | PERNOD RICARD | USA |
| 20 GALLO | GALLO | USA |
| 21 RICARD | PERNOD RICARD | FRANCE |
| 22 JAGERMEISTER | MAST-JAGERMEISTER | GERMANY |
| 23 HARDY'S | CONSTELLATION | USA |
| 24 CONCHA Y TORO | CONCHA Y TORO | CHILE |
| 25 CROWN ROYAL | DIAGEO | CANADA |
| 26 VEUVE CLIQUOT | LVMH | FRANCE |
| 27 GRANTS | WILLIAM GRANT & SONS | SCOTLAND |
| 28 SAUZA | FORTUNE BRANDS | MEXICO |
| 29 MALIBU | PERNOD RICARD | USA |
| 30 MOSKO WSKAYA | SPI | RUSSIA |