THE POWER 100
POWER BRAND 2015
From Intangible Business

THE POWER 100
THE WORLD'S MOST POWERFUL SPIRITS & WINE BRANDS, 2015

INTANGIBLE BUSINESS

CONTENTS

PAGE

1.	INTRODUCTION	03
2.	METHODOLOGY	05
3.	THE PANELLISTS	06
4.	KEY ISSUES	09
5.	THE TOP 10	10
6.	THE BIGGEST MOVERS	13
7.	STAR PERFORMERS	16
8.	TOP TRENDS OVER 10 YEARS	17
9.	THE GOOD, THE BAD AND THE UGLY	19
10.	DECADE AWARD	20
11.	TOP SECTORS	22
12.	STRONGEST BRANDS	23
13	BIGGEST BRAND OWNERS	32
14	COUNTRIES OF ORIGIN	33
15	THE TOP 100	38

INTANGIBLE BUSINESS

1 INTRODUCTION

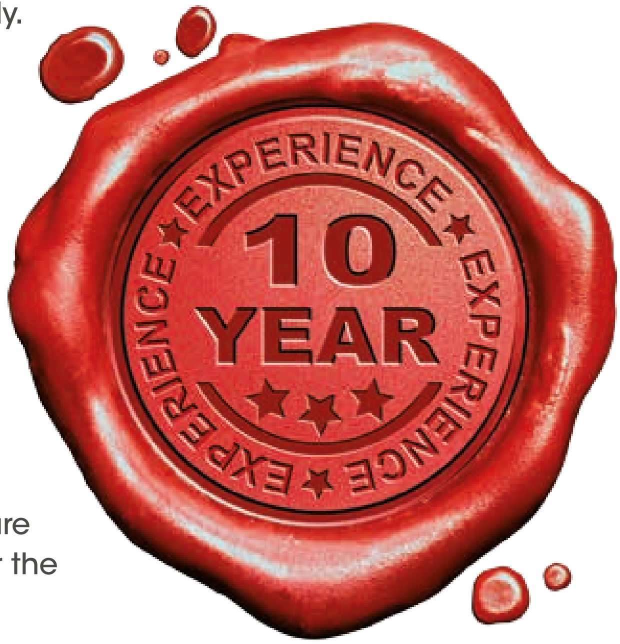
We've witnessed brands scale the ranks and others fade into obscurity, but after 10 years of The Power 100, we can say without a doubt, there is never a dull moment in the wine and spirits industry!

The last decade has seen the industry undergo major consolidation, creating a number of drinks brand powerhouses. The acquisition of Allied Domeq by Pernod Ricard and Fortune Brands in 2005 was one of the first in a spate of high-profile acquisitions, which has led to the more streamlined market we see today. The likes of Diageo, Pernod Ricard, Bacardi Martini and Beam Suntory dominate the market with a portfolio of mega-brands covering each sector.

To honour 10 years of The Power 100, we have celebrated the decade's high-flyers, analysed the decline of some brands, and reviewed our data to crown one brand the success story of the decade. We've also taken a look at the best and worst marketing campaigns of the decade and our experts have commented on trends they expect to see in future.

Returning to this year's Power 100, Diageo have reaffirmed their superiority as the most powerful brand owner as well as retaining the top two positions, with Johnnie Walker and Smirnoff Vodka, for the third consecutive year. No brand is unaffected by market conditions, and the reduction in conspicuous consumption in China and the saturated US vodka market have negatively impacted the total score of Diageo's core brands, however their ability to endure competition from the likes of Bacardi and Jack Daniel's highlights the might of these two extraordinary brands and Diageo's ability to manage them successfully.

Mega brands dominate the top 10, allowing little opportunity for movement, which makes Jägermeister's ascent to 10th place particularly impressive. The aperitif boasted a 12% increase in brand score, consequently leaping three places to knock Ballantine's out of the top 10. Captain Morgan rum also made headway in the seemingly static leader board, climbing two places and ousting heritage brand Martini Vermouth from the sixth spot. Could this be a sign that Martini Vermouth are struggling to halt the decline witnessed over the past two years?



Despite sluggish growth for Scotch whisky, Scotland remains the number one country of origin for wine and spirits brands. China's decline in conspicuous consumption amongst other factors has resulted in an 8% decline in total score for the country, with the USA now closing the gap, adding three brands to the ranking and increasing its total score by 22%.

1

Wine and Champagne are making a comeback, with two new wine brands entering the Power 100 and the sparkling wine category rising one place on the sector's leader board. However both sectors are a long way off rivalling the sector leader, whisky. With 27 brands in the Power 100 and a collection of premium priced brands achieving incredible sales volumes, it's no wonder whisky appears to be untouchable.

This year's Power 100 has been particularly reflective for us at Intangible Business. Our 10th anniversary has showcased the top brands of the last decade, and our panellists have provided insight into the trends they expect to see over the coming years. We look forward to the next 10 years and the generation and development of more spectacular wine and spirits brands.

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. The population for the research is all current and potential users of alcoholic drinks.

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.

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 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 spirits and wine brands.

3 THE PANELLISTS

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 10 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 Absolut, Allied Domecq, Campari, Pernod Ricard, Fortune Brands and Angostura. Stuart is co-founder and joint managing director of Intangible Business.

ALAN CRAIG, *Director at Intangible Business*

Alan has dedicated his business life to the drinks industry, working for companies including Whitbread and Allied Domecq. He has held numerous senior positions, such as head of customer services for Long John Whisky Distillers, financial controller for brands such as Ballantine's and Teacher's and was finance director for a number of spirits brands including Beefeater Gin and Lamb's Navy Rum. He has also been further involved in the drinks industry through his work with 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 10 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 with Intangible Business.

MALCOLM DAVIS, *Director at 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 Harvey's of Bristol Ltd, Suntory, Duval-Leroy Champagne and Baskin Robbins.

DONARD GAYNOR, *Non-executive Director at Bord Bia*

Donard was responsible for Beam Global's industry relations and advancing the company's growth strategy by building strategic commercial business partnerships. He retired from the position in 2012, but maintains a keen interest in the drinks industry as well as acting as a non-executive director for a number of food and beverage companies. Furthermore Donard served as Senior Vice President and Managing Director International from 2003 to 2010, responsible for Beam Global's international business, credited with leading the Allied brand acquisition and integration. Prior to joining Beam, Donard spent nearly 10 years at The Seagram Spirits & Wine Group in a variety of executive leadership positions, including SVP of human resources, CIO, SVP operations and CFO. Donard also helped to lead the sale of Seagram's global business to Diageo and Pernod-Ricard. Prior to his spirits and wine experience, Gaynor spent more than 14 years in the New York office of PwC.

LOU APPLEBAUM, *SVP, Strategy and Business Development, Constellation Brands*

Lou oversees the global marketing council and focuses on commercial aspects of mergers and acquisitions and corporate strategy at Constellation Brands. Along with these duties, he is also responsible for the strategic planning process which includes updating and internally communicating the company's overarching strategy, integrating the strategy with the company's long term financial vision, and working with the operating companies to ensure alignment of strategies across the organisation.

PATRICK SCHMITT, *Editor of The Drinks Business*

Patrick Schmitt is editor of The Drinks Business, a leading international drinks trade publication at the forefront of what is happening in the industry. Published monthly, The Drinks Business is often the first to hear about new developments. 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.

PAUL WAYVON, *Managing Director of Intangible Business, US*

Paul Wayvon became managing director of Intangible Business US in 2008. He qualified as a Chartered Accountant with PriceWaterhouseCoopers in 1982 and earned his MBA with Michigan State University in 1992. Paul is a former CFO and COO of major international drinks businesses in the US including Hiram Walker, Allied Domecq and Fleming Packaging Corporation, working with brands including Maker's Mark, Clos du Bois, Callaway, Bacardi and Malibu. He is also on the faculty at Bradley University with instructing and lecturing responsibilities in their undergraduate, graduate and MBA programs.

4 KEY ISSUES

2015 highlighted that even the mega brands; Johnnie Walker, Smirnoff and Bacardi can suffer less-successful years, as all of these experienced volume declines for different reasons. However the brands' ability to retain supremacy also reiterates the sheer market power they possess and their dexterity in reacting to adverse market conditions.

Whisky continues to dominate as the most powerful spirit however the cut-backs on conspicuous consumption in China have hindered the growth of premium Scotch and Cognac brands such as Johnnie Walker, Chivas Regal and Rémy Martin.

Renewed interest in Bourbon in the influential US market is also likely to encroach on the market share of Scotch whisky brands and has provided Jack Daniel's and Jim Beam with a boost in both total score and brand score. This has a knock-on effect in terms of the country ranking, where the USA is gradually closing the gap in terms of total score between itself and the leader Scotland.

As suspected, the Beam Suntory merger has shaken up the brand owner's ranking, jumping in as the 4th most powerful with eight brands in the Power 100. The rejuvenation of the wine sector has also improved the standings of Constellation and Concha y Toro, with both rising one place in the brand owners table.

The growth of drinks companies is reliant on economic stability and with the emerging BRIC economies now taking a back seat, could we see Latin America become the driving force behind future growth?

NEW ENTRANTS

BRAND	RANK
KENDALL JACKSON	87
PAUL MASSON GRANDE AMBER BRANDY	90
BLACK BOX WINES	91

INTANGIBLE BUSINESS

THE TOP 10

1 JOHNNIE WALKER

A reduction in conspicuous consumption in China has triggered a substantial drop in sales of premium whisky this year. In spite of this, and the 11% drop in total score, Johnnie Walker retains its status as the most powerful spirits and wine brand. It is a testament to Johnnie Walker's market share, brand heritage and awareness that the brand was able to withstand such a blow. Innovation has aided waning sales, with the unveiling of Johnnie Walker's Gold Label Reserve Exclusive Travellers Edition, proving that despite market conditions the super-premium brand is not going down without a fight.

2 SMIRNOFF VODKA

Smirnoff proved its might once again by holding on to the number two spot and reaffirming the power of brand owner Diageo which retains the two top spots for the fourth consecutive year. Smirnoff stands firmly as the number one vodka brand, solidifying its position by introducing new variants such as Espresso vodka and Apple Bite. With the panel awarding Smirnoff the maximum for share of market, the vodka brand has secured a strong position in this highly saturated market.

3 BACARDI

2015 has seen a boost in the rum category in terms of total score and brand score, and Bacardi has repeated its success by holding on to third place for the fourth consecutive year. Its iconic bat logo has undergone a transformation, in Bacardi's first rebrand in over a decade, paying homage to the brands heritage and provenance. With a 1% increase in brand score and a 14.6% total score advantage over its nearest rival, Bacardi has cemented its reputation as a leading power brand.

THE TOP 10

4 JACK DANIEL'S

Jack Daniel's renowned branding and quick growth from variants including Jack Daniel's Honey, has helped the brand maintain its position in the top 10 almost effortlessly. High scores in brand perception, share of the market, awareness and relevancy confirmed the whisky's prominent position in not just its own category, but the entire spirits industry.

5 HENNESSY

Cognac was severely affected in the past year with the slowdown in one of their core markets, China. The crackdown on conspicuous consumption meant a dip in volumes for most of the category. However Hennessy managed to maintain its position with a 6% increase in total score and an 8% increase in brand score, proving that despite market conditions, the brand is still as strong as ever.

6 CAPTAIN MORGAN

Captain Morgan has gone from strength to strength, leaping two places to sixth position this year. A series of strong marketing campaigns over the years has helped to evolve the Captain Morgan 'character' - attributing to strong brand awareness and relevancy. This is reflected in the rise of 2% in brand score and 4% in total score, making it a worthy contender for a top five position next year.

7 ABSOLUT

Pernod Ricard's iconic vodka brand Absolut achieved a note-worthy total score increase of 3% and brand score growth of 8%, primarily due to the panel's recognition of its prolific brand awareness and celebrated heritage. The brand's close connection with music, art and culture drives innovation and growth, with a recent marketing campaign integrating creative technology to engage consumers. Such collaborations emphasise the brands relevance to the youth and its commitment to recognising new talent.

THE TOP 10

8 MARTINI VERMOUTH

Martini Vermouth remains in the top 10, despite dropping two places to eighth. The brand has maintained its position as leader of the light aperitif category having built a considerable gap between itself and its direct competitors, Campari and Cinzano Vermouth. The panel scored the brand highly in terms of share of market and awareness, with Martini Vermouth continuing to be a key ingredient in classic vodka and gin based cocktails across U.S and Continental Europe.

9 CHIVAS REGAL

Much like other brands in the whisky category, Chivas Regal sales were affected by the slowing Chinese market and the maturity of other key markets; however the blended 12 year old scotch achieved an impressive 8% increase in brand score. Pernod Ricard introduced new special edition Chivas Regal Mizunara, in an effort to rejuvenate the mature Japanese market as well as other special editions throughout the year, demonstrating Chivas Regal's ability to refocus to additional core markets such as Thailand and the US, in the face of adverse market conditions. Holding on to ninth place is testament to the strong heritage of Chivas Regal and its ability to diversify and penetrate smaller markets.

10 JÄGERMEISTER

After nine years of steady growth, Jägermeister has finally broken into the top 10, dislodging Ballantine's from 10th place. The brand has gone from strength to strength, and despite reporting a dip in sales volumes due to increased competition in the US market, the herbal liqueur has witnessed notable growth within Europe. Launching its first TV advertising campaign in 2014 as well as introducing flavoured variant Jägermeister Spice has all contributed to a mammoth 12% increase in brand score and a 4% elevation in total score.

6

THE BIGGEST MOVERS GOING UP

KENDALL JACKSON (+17)

Kendall Jackson has soared into the Power 100 this year reaching 87th place. The resurgence of wine brands combined with an impressive 4% year on year growth contributed to its jump of 17 places up the ranks. It's a testament to the wine brand's sales in an industry ranking often dominated by spirits.

LINDEMAN'S (+13)

Like Kendall Jackson, Lindeman's has stormed 13 places up the rankings this year, with a 7% brand score increase and positive year on year growth. The panellists have recognised its share of the market and brand heritage as key contributors to its success in the wine industry.

SOUTHERN COMFORT (+13)

Southern Comfort jumped 13 places this year, sitting comfortably in 56th position. Boasting a spectacular 19% year on year growth, the panellists also highlighted that brand awareness, heritage and brand perception were all particular strengths for this US liqueur.

BLACK BOX WINES (+12)

Black Box Wines shot up 12 places with an astounding 21% year on year growth, the highest of all the Power 100 brands.
The panellists also indicated good potential for future growth, so this may be one to watch in years to come.

PAUL MASSON GRANDE AMBER BRANDY (+12)

New entry Paul Masson Grande Amber Brandy experienced a leap in year on year growth of 18%, pushing it 12 places to 90 in this year's Power 100. The US brandy has sat on the peripheries for a number of years and this recent boost in sales has propelled it up the table.

BIGGEST RISERS

BY TOTAL SCORE	
BRAND	CHANGE
JACK DANIEL'S	7%
HENNESSY	6%
JÄGERMEISTER	4%
CAPTAIN MORGAN	4%
BAREFOOT WINE	3%
FERNET-BRANCA	3%
CUERVO	3%
JAMESON	3%
JIM BEAM	3%
CONCHA Y TORO	3%

BY BRAND SCORE	
BRAND	CHANGE
JÄGERMEISTER	12%
BAREFOOT WINE	12%
COINTREAU	10%
MUMM	9%
ABSOLUT	8%
FREIXENET	8%
KENDALL JACKSON	8%
HAVANA CLUB	8%
CHIVAS REGAL	8%
HENNESSY	8%

BY RANK	
BRAND	CHANGE
KENDALL JACKSON	17
LINDEMAN'S	13
SOUTHERN COMFORT	13
BLACK BOX WINES	12
GRANDE AMBER BRANDY	12
COINTREAU	11
CANADIAN MIST	10
BAREFOOT WINE	9
RICARD	9
HAVANA CLUB	8

BIGGEST FALLERS

BY TOTAL SCORE	
BRAND	CHANGE
JOHNNIE WALKER	-11%
SMIRNOFF VODKA	-3%
MARTINI VERMOUTH	-3%
HARDYS	-3%
BRUGAL	-2%
J & B	-1%
BUCHANAN'S	-1%
MALIBU	-1%
THREE OLIVES	-1%
DE KUYPER	-1%

BY BRAND SCORE	
BRAND	CHANGE
CLAN CAMPBELL	-6%
PATRÓN	-5%
THREE OLIVES	-5%
MALIBU	-3%
KAHLÚA	-2%
BRUGAL	-2%
CÎROC	-2%
SMIRNOFF VODKA	-2%
JOHNNIE WALKER	-1%
STOLICHNAYA	-1%

BY RANK	
BRAND	CHANGE
HARDYS	-16
THREE OLIVES	-14
100 PIPERS	-14
BRUGAL	-11
APEROL	-11
JACOBS CREEK	-9
BUCHANAN'S	-9
SEAGRAM'S GIN	-7
DOM PÉRIGNON	-7
J & B	-7

6

THE BIGGEST MOVERS GOING DOWN

HARDYS (-16)

Competition in the wine category is hotting up this year and Hardys appear to have been a casualty, plummeting 16 places down the table. A loss of 3% in total score in a highly sensitive section of the ranking has resulted in the brands decline, but does not necessarily mean it has reduced in popularity, as the panel have scored it favourably in terms of market share and market scope. Hardys loss is primarily a result of strong competition in the wine category, with three new entrants to the Power 100.

THREE OLIVES (-14)

Three Olives fell 14 places in this year's Power 100. The panellists noted low market share and market scope, which resulted in a decrease of 5% in brand score, and contributed to its decline to 94th position.

100 PIPERS (-14)

The whisky market has slowed down this year and 100 Pipers has suffered, with a 12% reduction in year on year growth. The brand's low market share and limited future growth also contributed to its drop of 14 places to 95th.

BRUGAL (-11)

The Edrington Group have suffered a big blow with Brugal Rum falling 11 places to 48. A 7% decline in year on year growth, as well as a 2% dip in both brand score and total score has caused this deterioration in brand power ranking.

APEROL (-11)

Italian aperitif Aperol has fallen 11 places despite renewed popularity in the UK market. The panel scored the brand cautiously, reducing its brand score by 1%, however its sharp drop is mainly a result of other middle-ranked brands such as Southern Comfort and Lindeman's performing particularly well.

STAR PERFORMANCE

STAR PERFORMERS

Each year, Intangible Business recognises those brands which warrant particular attention. Not the biggest. Not the best. Just the brands which have performed especially well.

This year the Star Performance Award goes to four brands which have performed exceptionally well, increasing their total scores and their brand scores to rise further up the rankings, outdoing the competition.

We congratulate these brands on their ability to overcome, innovate and adapt to changing trends. We look forward to charting their continued growth and progress in future years.

Captain Morgan

Havana Club

JAMESON IRISH WHISKEY

LINDEMANS

From Intangible Business THE POWER 100 STAR PERFORMANCE AWARD

8 TOP TRENDS OVER 10 YEARS

As it's the 10th anniversary of The Power 100, we decided to sift through the masses of data collated over the years and provide a retrospective look at the top trends over the last decade. It has been a period epitomised by transformation in the drinks industry and this can be examined under four broad categories: globalisation, consolidation, the recession and innovation. Each category exemplifies a key trend that has led to increased competition and value in the wine and spirits industry as a whole.

GLOBALISATION

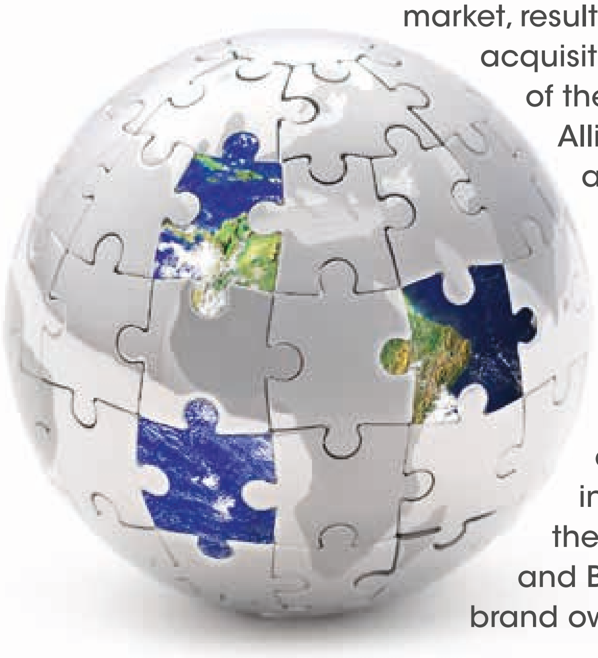
Whilst alcohol has had a global presence for centuries, the influx of trade treaties and multinational companies over the last 10 years has aided in the commercialisation of alcohol brands and played a large part in the proliferation of local brands entering the global market.

Brands such as Jägermeister, Grey Goose and Russian Standard Vodka all began as regional brands that gained momentum through various distribution deals and acquisitions and have grown exponentially to become the international brands we now see the world over.

Vodka and gin brands have particularly benefitted from this globalisation, due to the relatively short time it takes to distil the spirit. This has contributed to a saturated vodka market and a reduction in premium pricing for brands such as Smirnoff and Absolut, who are now competing with newer brands like Cîroc and Skyy.

CONSOLIDATION

A direct consequence of globalisation was the move towards consolidating the market, resulting in a spate of large international mergers and acquisitions occurring over the last decade. This saw some of the leading brand owners including Fortune Brands, Allied Domeq and more recently Beam Global being acquired to create drinks brand powerhouses such as Pernod Ricard and Beam Suntory.



These global drinks firms have the resource and finance to grow, develop and manage an array of wine and spirits brands, which has increased the number of firms with brands in every major drinks category, rather than a series of smaller independent brand owners. This is highlighted by the fact that Diageo, Pernod Ricard, Bacardi Martini and Beam Global/Beam Suntory have dominated the brand owner leader board over the last decade.

8

THE RECESSION

The global recession had a profound impact on the drinks industry between 2008 and 2011. Every company and brand was affected by the depressed economy and the resulting changes in consumer behaviour. The top 10 saw dramatic losses in terms of total score, with Johnnie Walker, Bacardi, Hennessy and Absolut all amongst the biggest fallers in the Power 100, 2010.

But through adversity comes opportunity and many brands were able to capitalise on the stagnant market and attract consumers with attractive value propositions, including Eristoff, Svedka and Russian Standard.

INNOVATION

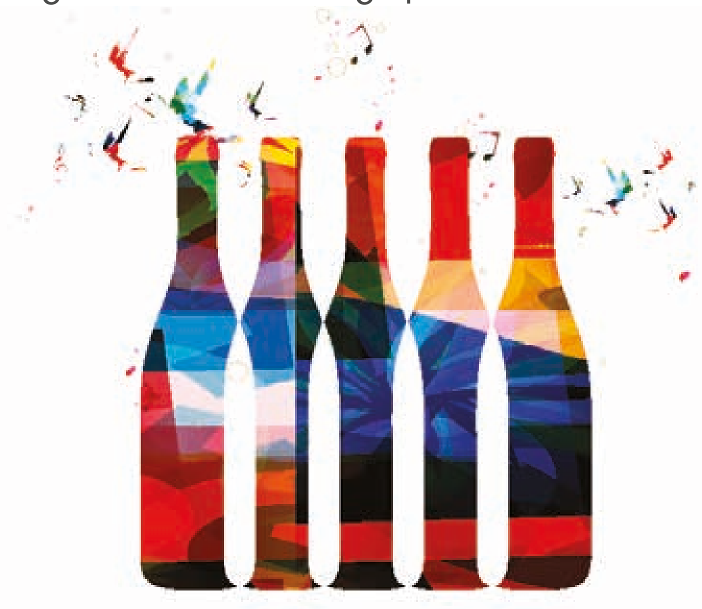
Finally, innovation became a key theme within the mature white spirits sector - vodka, gin and white rum struggled to compete with the more fashionable dark, aged spirits. Innovation came in the form of flavoured variants with Smirnoff extending their existing flavours range with more unusual combinations such as white grape, caramel kiss and fluffed marshmallow and Gordon's Gin introduced Gordon's Crisp Cucumber and Gordon's With A Spot of Elderflower.

Whilst flavoured variants were already common brand extensions for white spirits, dark spirits and liqueurs are also testing the waters the likes of Jack Daniel's Honey, Jägermeister Spice and Captain Morgan Spiced rum.

WHAT DOES THE FUTURE HOLD?

In the last 10 years our panel of experts have provided a wealth of knowledge and insight into the wine and spirits industry, and as we look to the next 10 years, we asked them what trends they expect to see. Here are some of the topics and trends they highlighted:

- Irish and American whiskey to capture market share from Scotch whisky
- China's growth will moderate
- Latin America will offer the biggest opportunity for growth
- Beam Suntory, Campari and Proximo Spirits are expected to acquire more brands
- More innovation as sophisticated consumers widen their repertoire
- More brands will target the female demographic



9 THE GOOD, THE BAD AND THE UGLY

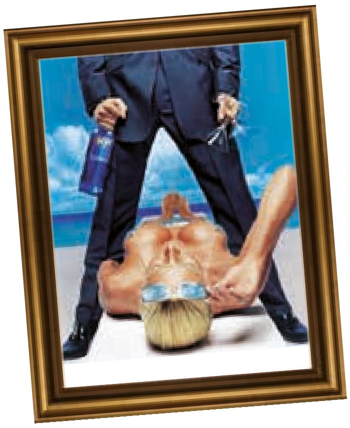
Celebrating 10 years of the Power 100 has inevitably led us to take a trip down memory lane, looking at some of the best and worst alcohol branding campaigns over the past decade.

THE GOOD
Jack Daniel's 'Legend' Campaign

Hot on the heels of its special homage to Frank Sinatra, Jack Daniel's released an inspired campaign in 2013 looking back at the relationship between rock 'n' roll legends and the Tennessee whiskey. Jack Daniel's is not the first brand to capitalise on the relationship between music and alcohol, however what distinguishes this campaign is that Jack Daniel's was quite literally 'with the band since 1866' exemplified by its connections with The Rolling Stones. Defined as 'a fixture onstage, backstage and in recording studios around the world', Jack Daniel's created a sense of nostalgia and emphasised its brand heritage, whilst still remaining relevant to consumers.

THE BAD
Sex doesn't always sell

In an effort to make alcohol brands "sexy", some companies have used outdated gender roles into their marketing campaigns. Advertisements that over-sexualise women and make them the focal point in order to drive sales have caused outrage amongst critics. Men are also portrayed in a negative light as they are represented as misogynistic in such campaigns. This fine line between sexism and desirability is something which alcohol brands often fall foul of, as witnessed by Dewar's "Meet the Baron" campaign in 2013 and various Skyy Vodka advertising campaigns.



THE UGLY
Empowering advertising

After examining many campaigns, this section had to be dedicated to the wildly humorous Southern Comfort: 'Whatever's Comfortable' campaign which ran in 2012. It's weird and wonderful theme to champion people who embody self-confidence, enabled the company to revive itself as a relevant brand. The campaign kept viewers on their toes, awaiting the next instalment of the hilarious TV advertisements. This included our personal favourite; the bronzed beach-lover casually strolling down the sand with just a pair of speedos and his Southern Comfort!

DECADE AWARD

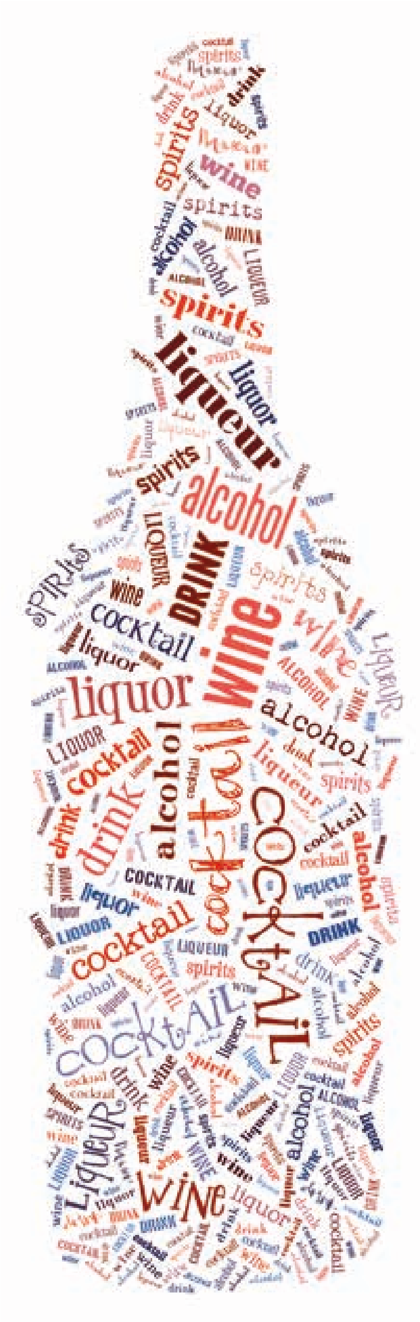
After 10 years of the Power 100, Intangible Business is recognising a single brand that has performed astonishingly well throughout the decade. Not only has this brand continually increased sales, but it has been a pioneer in its category and revolutionised drinking habits to become a bar staple and a symbol of premium craftsmanship, unique flavour and embodies the character of its country of origin.

Jägermeister has grown substantially over the last decade, adding sales of nearly three million cases since 2006, and with the launch of its first overseas subsidiary in 2013 it appears that Mast-Jägermeister have expansion on their minds.

The Power 100 has documented the brand's success, as it gradually moved up the ranks from 22, in 2006 to its triumphant break-through into the top 10 this year. The brand has overtaken the likes of Jim Beam, Gordon's Gin and Baileys to claim 10th place and is testament to the brand owner's craftsmanship, consumer understanding and effective branding and communications.

The brand effectively appeals to the youth demographic with its heavy involvement in the music scene through tour sponsorship of numerous rock bands. It simultaneously appeals to a more mature audience through its "It Runs Deep" campaign. This campaign disseminates the brand's ethos and emphasises the shared experience of drinking Jägermeister with friends.

The careful cultivation of the brand has been recognised by the panel increasing the brand score by 21% over the 10 year period, further establishing Jägermeister as a deserving winner of the Decade Award.



THE MOST INFLUENTIAL DRINKS INDUSTRY RANKING

THE POWER 100
From Intangible Business
POWER BRAND 2015

11 TOP SECTORS

MOST POWERFUL SECTORS

RANK	CHANGE	SECTOR	TOTAL SCORE	TOTAL BRAND SCORE	BRANDS IN TOP 100
1	-	WHISKY	366.9%	1567.8%	27
2	-	VODKA	207.0%	710.6%	13
3	-	RUM / CANE	121.6%	310.3%	5
4	-	FLAVOURED SPIRITS	108.9%	784.9%	14
5	-	STILL LIGHT WINE	101.0%	781.9%	14
6	-	BRANDY	76.7%	385.2%	7
7	1	SPARKLING	45.0%	499.7%	8
8	-1	LIGHT APERITIF	42.6%	165.9%	3
9	-	GIN / GENEVER	40.4%	295.8%	5
10	-	TEQUILA	35.9%	229.6%	4

12 STRONGEST BRANDS

STRONGEST BRANDS

RANK	BRAND	BRAND SCORE 2014	CHANGE
1	JOHNNIE WALKER	84%	-1%
2	JACK DANIEL'S	81%	4%
3	BACARDI	80%	1%
4	HENNESSY	78%	8%
5	SMIRNOFF VODKA	76%	-2%
6	MOËT ET CHANDON	74%	5%
6	CAPTAIN MORGAN	74%	2%
8	ABSOLUT	72%	8%
9	DOM PÉRIGNON	71%	1%
9	JAMESON	71%	6%

MOST POWERFUL WHISKY BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	JOHNNIE WALKER	1	85.9%	-11%	84.0%	-1%
2	JACK DANIEL'S	4	49.9%	7%	81.0%	4%
3	CHIVAS REGAL	9	28.6%	1%	70.0%	8%
4	BALLANTINE'S	11	22.6%	1%	65.0%	3%
5	JIM BEAM	12	22.1%	3%	69.0%	3%
6	JAMESON	14	18.8%	3%	71.0%	6%
7	SUNTORY WHISKY	15	17.9%	1%	57.0%	5%
8	DEWAR'S	17	16.1%	1%	58.0%	2%
9	CROWN ROYAL	20	14.7%	0%	62.0%	1%
10	GRANT'S SCOTCH	29	10.8%	0%	54.0%	3%
11	J & B	36	8.9%	-1%	56.0%	1%
12	FAMOUS GROUSE	42	7.9%	1%	58.0%	6%
13	MAKER'S MARK	50	6.5%	0%	65.0%	0%
14	WILLIAM LAWSON'S	53	6.1%	1%	50.0%	5%
15	BELL'S	64	5.0%	0%	49.0%	3%
15	BLACK VELVET	65	5.0%	1%	49.0%	5%
17	TEACHER'S	66	4.9%	0%	52.0%	3%
18	CANADIAN CLUB	67	4.7%	0%	55.0%	2%
19	SEAGRAM'S 7 CROWN	72	4.3%	0%	46.0%	6%
19	GLENFIDDICH	73	4.3%	0%	62.0%	2%
21	THE GLENLIVET	75	4.1%	0%	62.0%	6%
22	THE MACALLAN	77	3.5%	1%	65.0%	7%
23	CANADIAN MIST	81	3.0%	1%	42.0%	6%
23	WILD TURKEY	82	3.0%	0%	51.0%	-1%
23	BUCHANAN'S	83	3.0%	-1%	46.0%	3%
26	CLAN CAMPBELL	84	2.9%	-1%	42.0%	-6%
27	100 PIPERS	95	2.5%	-1%	46.0%	1%

MOST POWERFUL VODKA BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	SMIRNOFF VODKA	2	85.7%	-3%	76.0%	-2%
2	ABSOLUT	7	35.6%	3%	72.0%	8%
3	GREY GOOSE	21	14.2%	1%	65.0%	2%
4	STOLICHNAYA	26	11.3%	-1%	60.0%	-1%
5	SVEDKA	34	9.5%	1%	51.0%	2%
6	SKYY	35	9.1%	0%	53.0%	1%
7	CÎROC	37	8.8%	0%	52.0%	-2%
8	FINLANDIA	39	8.3%	1%	54.0%	1%
9	KETEL ONE	45	7.6%	0%	55.0%	1%
10	PINNACLE	58	5.6%	1%	44.0%	5%
11	RUSSIAN STANDARD	59	5.5%	1%	45.0%	1%
12	WYBOROWA	78	3.4%	1%	45.0%	1%
13	THREE OLIVES	94	2.5%	-1%	40.0%	-5%

MOST POWERFUL RUM BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	BACARDI	3	64.5%	-1%	80.0%	1%
2	CAPTAIN MORGAN	8	36.1%	4%	74.0%	2%
3	HAVANA CLUB	25	11.3%	2%	64.0%	8%
4	BRUGAL	48	6.9%	-2%	50.0%	-2%
5	CACIQUE	88	2.8%	0%	43.0%	5%

MOST POWERFUL FLAVOURED SPIRITS BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	JÄGERMEISTER	10	22.7%	4%	70.0%	12%
2	BAILEYS	13	19.2%	1%	67.0%	2%
3	FERNET-BRANCA	22	14.0%	3%	59.0%	5%
4	RICARD	27	11.3%	2%	53.0%	8%
5	MALIBU	38	8.7%	-1%	56.0%	-3%
6	DE KUYPER	54	5.9%	-1%	51.0%	0%
7	SOUTHERN COMFORT	56	5.7%	1%	55.0%	3%
8	CAMPARI BITTERS	71	4.5%	0%	59.0%	4%
9	KAHLÚA	76	3.7%	0%	52.0%	-2%
10	DISARONNO	80	3.2%	0%	53.0%	6%
11	COINTREAU	85	2.9%	1%	58.0%	10%
12	BOLS LIQUEURS	92	2.6%	0%	49.0%	2%
13	GRAND MARNIER	96	2.4%	0%	58.0%	3%
14	PASTIS 51	99	2.3%	0%	45.0%	0%

MOST POWERFUL WINE BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	CONCHA Y TORO	18	15.9%	3%	65.0%	3%
2	BAREFOOT WINE	23	13.2%	3%	55.0%	12%
2	GALLO	28	10.9%	0%	56.0%	4%
4	ROBERT MONDAVI	30	10.7%	0%	67.0%	2%
5	YELLOWTAIL	43	7.7%	0%	55.0%	2%
5	SUTTER HOME	44	7.7%	0%	53.0%	3%
7	HARDYS	46	7.6%	-3%	60.0%	2%
8	LINDEMAN'S	52	6.1%	1%	56.0%	7%
9	BERINGER	60	5.3%	0%	56.0%	1%
10	JACOBS CREEK	68	4.6%	0%	56.0%	0%
11	BLOSSOM HILL	79	3.4%	0%	46.0%	1%
12	KENDALL JACKSON	87	2.8%	1%	55.0%	8%
13	BLACK BOX WINES	91	2.6%	1%	48.0%	5%
14	WOLF BLASS	93	2.5%	0%	53.0%	-1%

MOST POWERFUL BRANDY BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	HENNESSY	5	41.6%	6%	78.0%	8%
2	MARTELL	31	10.5%	0%	62.0%	2%
3	DREHER	51	6.3%	1%	43.0%	5%
4	RÉMY MARTIN	55	5.7%	-1%	61.0%	1%
4	E & J BRANDY	57	5.7%	0%	42.0%	3%
6	COURVOISIER	74	4.2%	0%	61.0%	5%
7	PAUL MASSON GRANDE AMBER BRANDY	90	2.7%	1%	37.0%	3%

MOST POWERFUL CHAMPAGNE & SPARKLING WINE BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	MOËT ET CHANDON	19	14.8%	1%	74.0%	5%
2	VEUVE CLICQUOT	32	10.4%	1%	69.0%	2%
3	FREIXENET	61	5.3%	1%	60.0%	8%
4	DOM PÉRIGNON	69	4.5%	0%	71.0%	1%
5	MUMM	86	2.8%	0%	60.0%	9%
6	MARTINI SPARKLING WINE	89	2.7%	0%	56.0%	4%
7	NICOLAS FEUILLATTE	97	2.4%	0%	48.0%	2%
8	TAITTINGER	100	2.2%	0%	60.0%	5%

MOST POWERFUL LIGHT APERITIF BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	MARTINI VERMOUTH	8	33.0%	-3%	68.0%	1%
2	APEROL	63	5.1%	0%	50.0%	-1%
3	CINZANO VERMOUTH	70	4.5%	0%	48.0%	1%

MOST POWERFUL GIN BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	GORDON'S GIN	24	11.7%	0%	60.0%	0%
2	TANQUERAY	40	8.2%	1%	65.0%	4%
3	BOMBAY SAPPHIRE	41	8.1%	0%	64.0%	0%
4	BEEFEATER	47	7.2%	1%	63.0%	5%
5	SEAGRAM'S GIN	62	5.2%	0%	44.0%	0%

MOST POWEFUL TEQUILA BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2015	CHANGE	BRAND SCORE 2015	CHANGE
1	CUERVO	16	17.3%	3%	69.0%	6%
2	PATRÓN	33	9.5%	-1%	56.0%	-5%
3	SAUZA	49	6.8%	2%	61.0%	7%
4	EL JIMADOR	98	2.3%	0%	43.0%	2%

SHARE OF MARKET

RANK	BRAND	SCORE
1	SMIRNOFF VODKA	10.0
2	JOHNNIE WALKER	9.9
3	BACARDI	9.5
3	BAREFOOT WINE	9.5
3	CONCHA Y TORO	9.5
6	JACK DANIEL'S	9.3
7	HENNESSY	9.1
7	MOËT ET CHANDON	9.1
9	MARTINI VERMOUTH	9.0
10	JÄGERMEISTER	8.8

FUTURE GROWTH

RANK	BRAND	SCORE
1	MAKER'S MARK	6.6
2	BLACK BOX WINES	6.5
3	JACK DANIEL'S	6.3
4	BOMBAY SAPPHIRE	6.1
4	JAMESON	6.1
6	CAPTAIN MORGAN	5.8
6	ROBERT MONDAVI	5.8
8	CÎROC	5.6
8	HAVANA CLUB	5.6
8	JIM BEAM	5.6

PREMIUM PRICE POSITIONING

RANK	BRAND	SCORE
1	DOM PÉRIGNON	9.1
2	GREY GOOSE	8.1
3	HENNESSY	7.6
4	MAKER'S MARK	7.4
5	THE MACALLAN	7.3
6	JOHNNIE WALKER	7.1
6	PATRÓN	7.1
8	BOMBAY SAPPHIRE	7.0
8	CHIVAS REGAL	7.0
8	TANQUERAY	7.0

MARKET SCOPE

RANK	BRAND	SCORE
1	JOHNNIE WALKER	9.0
2	BACARDI	8.9
2	SMIRNOFF VODKA	8.9
4	JACK DANIEL'S	8.4
5	HENNESSY	7.8
5	MOËT ET CHANDON	7.8
7	ABSOLUT	7.6
7	CAPTAIN MORGAN	7.6
9	CHIVAS REGAL	7.5
9	JIM BEAM	7.5

AWARENESS

RANK	BRAND	SCORE
1	BACARDI	9.5
2	JOHNNIE WALKER	9.4
2	SMIRNOFF VODKA	9.4
4	JACK DANIEL'S	9.3
5	ABSOLUT	9.0
6	DOM PÉRIGNON	8.8
7	BAILEYS	8.5
7	CUERVO	8.5
9	HENNESSY	8.4
10	MOËT ET CHANDON	8.3

RELEVANCE

RANK	BRAND	SCORE
1	BACARDI	8.5
2	JACK DANIEL'S	8.3
2	JOHNNIE WALKER	8.3
4	CAPTAIN MORGAN	7.9
5	ABSOLUT	7.5
5	CUERVO	7.5
5	HENNESSY	7.5
8	SMIRNOFF VODKA	7.4
9	CHIVAS REGAL	7.3
9	DOM PÉRIGNON	7.3

HERITAGE

RANK	BRAND	SCORE
1	BACARDI	9.3
2	JOHNNIE WALKER	9.1
3	DOM PÉRIGNON	9.0
4	JACK DANIEL'S	8.8
4	MOËT ET CHANDON	8.8
6	HENNESSY	8.5
7	VEUVE CLICQUOT	8.4
8	SMIRNOFF VODKA	8.1
9	CAPTAIN MORGAN	8.0
9	CHIVAS REGAL	8.0
9	CUERVO	8.0

BRAND PERCEPTION

RANK	BRAND	SCORE
1	JOHNNIE WALKER	8.8
2	DOM PÉRIGNON	8.4
3	HENNESSY	8.3
3	JACK DANIEL'S	8.3
5	BACARDI	7.9
5	CHIVAS REGAL	7.9
7	CAPTAIN MORGAN	7.8
7	GREY GOOSE	7.8
9	MAKER'S MARK	7.6
9	VEUVE CLICQUOT	7.6

13 BIGGEST BRAND OWNERS

RANK	CHANGE	OWNER	TOTAL SCORE TOTAL	CHANGE	BRAND SCORE TOTAL	CHANGE	NUMBER IN TOP 100	CHANGE
1	-	DIAGEO	297.8%	-27%	824.3%	-97%	14	-2
2	-	PERNOD RICARD	186.0%	11%	1026.7%	54%	18	-
3	-	BACARDI MARTINI	144.6%	-3%	442.2%	-26%	7	-1
4	NEW ENTRY	BEAM SUNTORY	72.7%	7%	465.0%	30%	8	NEW ENTRY
5	-1	LVMH	71.2%	8%	292.2%	16%	4	-
6	-1	BROWN-FORMAN	69.2%	10%	275.9%	16%	5	-
7	-	CAMPARI	32.6%	2%	304.5%	9%	6	-
8	1	CONSTELLATION	30.5%	7%	252.0%	94%	5	2
9	-1	E & J GALLO	29.7%	4%	153.1%	18%	3	-
10	1	MAST-JÄGERMEISTER	22.7%	4%	69.8%	12%	1	-
11	16	PROXIMO SPIRITS	19.8%	17%	108.9%	64%	2	1
12	-2	EDRINGTON GROUP	18.3%	0%	172.3%	11%	3	-
13	1	CONCHA Y TORO	15.9%	3%	65.1%	3%	1	-
14	-1	WILLIAM GRANT & SONS	15.2%	0%	115.8%	5%	2	-
15	2	FRATELLI BRANCA	14.0%	3%	59.4%	5%	1	-
16	-1	TREASURY WINE ESTATES	13.9%	1%	165.6%	7%	3	-
17	-1	SPI	11.3%	-1%	59.8%	-1%	1	-
18	1	PATRÓN GROUP	9.5%	-1%	56.3%	-5%	1	-
19	1	RÉMY COINTREAU	8.6%	0%	119.9%	11%	2	-
20	1	CASELLA WINES	7.7%	0%	55.2%	2%	1	-
21	1	SUTTER HOME WINERY	7.7%	0%	53.0%	3%	1	-
22	-4	ACCOLADE WINES	7.6%	-3%	60.3%	2%	1	-
23	-	DIAGEO AND NOLET FAMILY	7.6%	0%	54.5%	1%	1	-
24	-	DE KUYPER AND BEAM INC	5.9%	-1%	51.3%	0%	1	-
25	-	RUSSIAN STANDARD	5.5%	1%	45.5%	1%	1	-
26	-	FREIXENET	5.3%	1%	60.0%	8%	1	-
27	1	ILLVA SARONNO	3.2%	0%	53.0%	6%	1	-
28	NEW ENTRY	JACKSON FAMILY WINES	2.8%	-	54.8%	-	1	NEW ENTRY
29	1	LUCAS BOLS BV	2.6%	0%	49.2%	2%	1	-
30	2	CV-CNF	2.4%	0%	48.4%	2%	1	-
31	-	MARNIER-LAPOSTOLLE	2.4%	0%	57.8%	3%	1	-
32	1	TAITTINGER	2.2%	0%	60.5%	5%	1	-

14 COUNTRIES OF ORIGIN

MOST POWERFUL COUNTRIES OF ORIGINS

RANK	CHANGE	COUNTRY OF ORIGIN	TOTAL SCORE TOTAL	CHANGE	TOTAL BRAND SCORE	CHANGE	NUMBER IN TOP 100	CHANGE
1	-	SCOTLAND	217.0%	-8%	918.3%	46%	16	-
2	-	USA	179.4%	24%	1036.0%	179%	19	2
3	-	FRANCE	146.4%	9%	1020.5%	9%	17	-1
4	-	RUSSIA	102.4%	-6%	180.9%	-43%	3	-1
5	-	CUBA	75.8%	1%	143.9%	9%	2	-
6	-	ITALY	67.0%	1%	393.4%	19%	7	-
7	-	SWEDEN	45.1%	4%	123.4%	11%	2	-
8	-	DOMINICAN REPUBLIC	43.0%	2%	123.8%	1%	2	-
9	2	MEXICO	39.6%	4%	281.3%	7%	5	-
10	-	IRELAND	38.0%	2%	137.2%	-50%	2	-1
11	-2	ENGLAND	37.7%	1%	291.3%	5%	5	-
12	-	CANADA	27.4%	1%	208.8%	13%	4	-
13	-	AUSTRALIA	28.5%	-1%	281.0%	13%	5	-
14	-	GERMANY	22.7%	4%	69.8%	12%	1	-
15	-	JAPAN	17.9%	1%	57.3%	5%	1	-
16	-	THE NETHERLANDS	16.1%	0%	155.1%	4%	3	-
17	-	CHILE	15.9%	3%	65.1%	3%	1	-
18	-	FINLAND	8.3%	1%	53.6%	1%	1	-
19	-	BRAZIL	6.3%	1%	43.3%	5%	1	-
20	-	SPAIN	5.3%	1%	60.0%	8%	1	-
21	-	POLAND	3.4%	1%	45.2%	1%	1	-
22	-	VENEZUELA	2.8%	0%	42.7%	5%	1	-

SCOTLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JOHNNIE WALKER	BLENDED SCOTCH	DIAGEO	1
2	CHIVAS REGAL	BLENDED SCOTCH	PERNOD RICARD	9
3	BALLANTINE'S	BLENDED SCOTCH	PERNOD RICARD	11
4	DEWAR'S	BLENDED SCOTCH	BACARDI MARTINI	17
5	GRANT'S SCOTCH	BLENDED SCOTCH	WILLIAM GRANT & SONS	29
6	J & B	BLENDED SCOTCH	DIAGEO	36
7	FAMOUS GROUSE	BLENDED SCOTCH	EDRINGTON GROUP	42
8	WILLIAM LAWSON'S	BLENDED SCOTCH	BACARDI MARTINI	53
9	BELL'S	BLENDED SCOTCH	DIAGEO	64
10	TEACHER'S	BLENDED SCOTCH	BEAM SUNTORY	66
11	GLENFIDDICH	MALT SCOTCH	WILLIAM GRANT & SONS	73
12	THE GLENLIVET	MALT SCOTCH	PERNOD RICARD	75
13	THE MACALLAN	MALT SCOTCH	EDRINGTON GROUP	77
14	BUCHANAN'S	WHISKY	DIAGEO	83
15	CLAN CAMPBELL	BLENDED SCOTCH	PERNOD RICARD	84
16	100 PIPERS	BLENDED SCOTCH	PERNOD RICARD	95

USA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JACK DANIEL'S	US WHISKEY	BROWN-FORMAN	4
2	JIM BEAM	US WHISKEY	BEAM SUNTORY	12
3	BAREFOOT WINE	STILL LIGHT WINE	E & J GALLO	23
4	GALLO	STILL LIGHT WINE	E & J GALLO	28
5	ROBERT MONDAVI	STILL LIGHT WINE	CONSTELLATION	30
6	SKYY	VODKA	CAMPARI	35
7	MALIBU	LIQUEURS	PERNOD RICARD	38
8	SUTTER HOME	STILL LIGHT WINE	SUTTER HOME WINERY	44
9	MAKER'S MARK	US WHISKEY	BEAM SUNTORY	50
10	SOUTHERN COMFORT	LIQUEURS	BROWN-FORMAN	56
11	E & J BRANDY	OTHER BRANDY	E & J GALLO	57
12	BERINGER	STILL LIGHT WINE	TREASURY WINE ESTATES	60
13	SEAGRAM'S GIN	GIN / GENEVER	PERNOD RICARD	62
14	SEAGRAM'S 7 CROWN	US WHISKEY	DIAGEO	72
15	BLOSSOM HILL	STILL LIGHT WINE	DIAGEO	79
16	WILD TURKEY	US WHISKEY	CAMPARI	82
17	KENDALL JACKSON	STILL LIGHT WINE	JACKSON FAMILY WINES	87
18	GRANDE AMBER BRANDY	OTHER BRANDY	CONSTELLATION	90
19	BLACK BOX WINES	STILL LIGHT WINE	CONSTELLATION	91

FRANCE

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	HENNESSY	COGNAC	LVMH	5
2	MOËT ET CHANDON	CHAMPAGNE	LVMH	19
3	GREY GOOSE	VODKA	BACARDI MARTINI	21
4	RICARD	ANISEED	PERNOD RICARD	27
5	MARTELL	COGNAC	PERNOD RICARD	31
6	VEUVE CLICQUOT	CHAMPAGNE	LVMH	32
7	CÎROC	VODKA	DIAGEO	37
8	RÉMY MARTIN	COGNAC	RÉMY COINTREAU	55
9	PINNACLE	VODKA	BEAM SUNTORY	58
10	DOM PÉRIGNON	CHAMPAGNE	LVMH	69
11	COURVOISIER	COGNAC	BEAM SUNTORY	74
12	COINTREAU	LIQUEURS	RÉMY COINTREAU	85
13	MUMM	CHAMPAGNE	PERNOD RICARD	86
14	GRAND MARNIER	LIQUEURS	MARNIER-LAPOSTOLLE	96
15	NICOLAS FEUILLATTE	CHAMPAGNE	CV-CNF	97
16	PASTIS 51	ANISEED	PERNOD RICARD	99
17	TAITTINGER	CHAMPAGNE	TAITTINGER	100

RUSSIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	SMIRNOFF VODKA	VODKA	DIAGEO	2
2	STOLICHNAYA	VODKA	SPI	26
3	RUSSIAN STANDARD	VODKA	RUSSIAN STANDARD	59

CUBA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	BACARDI	RUM / CANE	BACARDI MARTINI	3
2	HAVANA CLUB	RUM / CANE	PERNOD RICHARD	25

ITALY

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	MARTINI VERMOUTH	LIGHT APERITIF	BACARDI MARTINI	8
2	FERNET-BRANCA	BITTERS / SPIRIT APERITIFS	FRANTELLI BRANCA	22
3	APEROL	LIGHT APERITIF	CAMPARI	63
4	CINZANO VERMOUTH	LIGHT APERITIF	CAMPARI	70
5	CAMPARI BITTERS	BITTERS / SPIRIT APERITIFS	CAMPARI	71
6	DISARONNO	LIQUEURS	ILLVA SARONNO	80
7	MARTINI SPARKLING WINE	OTHER SPARKLING	BACARDI MARTINI	89

SWEDEN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	ABSOLUT	VODKA	PERNOD RICARD	7
2	SVEDKA	VODKA	CONSTELLATION	34

DOMICAN REPUBLIC

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CAPTAIN MORGAN	RUM / CANE	DIAGEO	6
2	BRUGAL	RUM / CANE	EDRINGTON GROUP	48

MEXICO

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CUERVO	TEQUILA	PROXIMO SPIRITS	16
2	PATRÓN	TEQUILA	PATRON GROUP	33
3	SAUZA	TEQUILA	BEAM SUNTORY	49
4	KAHLÚA	LIQUEURS	PERNOD RICARD	76
5	EL JIMADOR	TEQUILA	BROWN-FORMAN	98

IRELAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	BAILEYS	LIQUEURS	DIAGEO	13
2	JAMESON	BLENDED IRISH WHISKEY	PERNOD RICARD	14

ENGLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	GORDON'S GIN	GIN / GENEVER	DIAGEO	24
2	TANQUERAY	GIN / GENEVER	DIAGEO	40
3	BOMBAY SAPPHIRE	GIN / GENEVER	BACARDI MARTINI	41
4	BEEFEATER	GIN / GENEVER	PERNOD RICARD	47
5	THREE OLIVES	VODKA	PROXIMO SPIRITS	94

CANADA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CROWN ROYAL	CANADIAN WHISKY	DIAGEO	20
2	BLACK VELVET	CANADIAN WHISKY	CONSTELLATION	65
3	CANADIAN CLUB	CANADIAN WHISKY	BEAM SUNTORY	67
4	CANADIAN MIST	CANADIAN WHISKY	BROWN-FORMAN	81

GERMANY

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JÄGERMEISTER	BITTERS / SPIRIT APERITIFS	MAST-JÄGERMEISTER	10

AUSTRALIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	YELLOWTAIL	STILL LIGHT WINE	CASELLA WINES	43
2	HARDYS	STILL LIGHT WINE	ACCOLADE WINES	46
3	LINDEMAN'S	STILL LIGHT WINE	TREASURY WINE ESTATES	52
4	JACOBS CREEK	STILL LIGHT WINE	PERNOD RICARD	68
5	WOLF BLASS	STILL LIGHT WINE	TREASURY WINE ESTATES	93

JAPAN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	SUNTORY WHISKY	JAPANESE WHISKY	BEAM SUNTORY	15

THE NETHERLANDS

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	KETEL ONE	VODKA	DIAGEO AND NOLET FAMILY	45
2	DE KUYPER	LIQUEURS	DE KUYPER AND BEAM SUNTORY	54
3	BOLS LIQUEURS	LIQUEURS	LUCAS BOLS BV	92

CHILE

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CONCHA Y TORO	STILL LIGHT WINE	CONCHA Y TORO	18

FINLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	FINLANDIA	VODKA	BROWN-FORMAN	39

BRAZIL

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	DREHER	OTHER BRANDY	CAMPARI	51

SPAIN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	FREIXENET	OTHER SPARKLING	FREIXENET	61

POLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	WYBOROWA	VODKA	PERNOD RICARD	78

VENEZUELA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CACIQUE	RUM / CANE	DIAGEO	88

THE TOP 100

Rank	Rank change	Brand	Sub category	Owner	Country	Total score 2015	Total score difference	Brand score 2015	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
1	0	Johnnie Walker	Blended Scotch	Diageo	Scotland	85.9%	-11%	84%	-1%	9.9	5.5	7.1	9.0	9.4	8.3	9.1	8.8
2	0	Smirnoff Vodka	Vodka	Diageo	Russia	85.7%	-3%	76%	-2%	10.0	4.1	5.3	8.9	9.4	7.4	8.1	7.4
3	0	Bacardi	Rum / Cane	Bacardi Martini	Cuba	64.5%	-1%	80%	1%	9.5	4.8	5.9	8.9	9.5	8.5	9.3	7.9
4	0	Jack Daniel's	US Whiskey	Brown-Forman	USA	49.9%	7%	81%	4%	9.3	6.3	6.8	8.4	9.3	8.3	8.8	8.3
5	0	Hennessy	Cognac	LVMH	France	41.6%	6%	78%	8%	9.1	5.3	7.6	7.8	8.4	7.5	8.5	8.3
6	2	Captain Morgan	Rum / Cane	Diageo	Dominican Republic	36.1%	4%	74%	2%	7.8	5.8	6.3	7.6	8.1	7.9	8.0	7.8
7	0	Absolut	Vodka	Pernod Ricard	Sweden	35.6%	3%	72%	8%	7.6	4.5	6.3	7.6	9.0	7.5	7.9	7.4
8	-2	Martini Vermouth	Light Aperitif	Bacardi Martini	Italy	33.0%	-3%	68%	1%	9.0	4.1	5.4	7.1	7.6	6.0	7.6	7.1
9	0	Chivas Regal	Blended Scotch	Pernod Ricard	Scotland	28.6%	1%	70%	8%	6.0	4.6	7.0	7.5	7.8	7.3	8.0	7.9
10	3	Jägermeister	Bitters / Spirit Aperitifs	Mast-Jägermeister	Germany	22.7%	4%	70%	12%	8.8	4.9	5.8	6.9	7.9	7.1	7.1	7.4
11	-1	Ballantine's	Blended Scotch	Pernod Ricard	Scotland	22.6%	1%	65%	3%	6.5	4.1	5.9	6.8	7.4	6.6	7.6	7.3
12	-1	Jim Beam	US Whiskey	Beam Suntory	USA	22.1%	3%	69%	3%	7.0	5.6	5.4	7.5	7.6	6.8	7.9	7.4
13	-1	Baileys	Liqueurs	Diageo	Ireland	19.2%	1%	67%	2%	8.3	4.0	5.6	7.3	8.5	6.8	6.3	6.6
14	1	Jameson	Blended Irish Whiskey	Pernod Ricard	Ireland	18.8%	3%	71%	6%	8.0	6.1	6.3	7.4	7.1	6.5	7.9	7.3
15	-1	Suntory Whisky	Japanese Whisky	Beam Suntory	Japan	17.9%	1%	57%	5%	6.5	5.5	6.0	4.9	5.0	5.1	6.6	6.3
16	2	Cuervo	Tequila	Proximo Spirits	Mexico	17.3%	3%	69%	6%	8.1	3.8	5.4	7.4	8.5	7.5	8.0	6.6
17	-1	Dewar's	Blended Scotch	Bacardi Martini	Scotland	16.1%	1%	58%	2%	5.0	4.6	5.5	6.1	6.3	6.0	7.1	6.1
18	3	Concha y Toro	Still Light Wine	Concha y Toro	Chile	15.9%	3%	65%	3%	9.5	5.1	5.0	7.1	6.6	6.1	6.6	5.9
19	0	Moët et Chandon	Champagne	LVMH	France	14.8%	1%	74%	5%	9.1	5.0	5.9	7.8	8.3	7.1	8.8	7.4
20	-3	Crown Royal	Canadian Whisky	Diageo	Canada	14.7%	0%	62%	1%	7.3	5.1	6.1	5.3	6.5	6.3	7.1	6.3
21	-1	Grey Goose	Vodka	Bacardi Martini	France	14.2%	1%	65%	2%	5.1	5.3	8.1	6.4	7.3	6.6	5.8	7.8
22	3	Fernet-Branca	Bitters / Spirit Aperitifs	Frantelli Branca	Italy	14.0%	3%	59%	5%	6.6	4.6	5.6	5.6	6.1	5.6	7.1	6.1
23	9	Barefoot Wine	Still Light Wine	E & J Gallo	USA	13.2%	3%	55%	12%	9.5	5.0	4.4	5.3	5.5	5.5	3.5	5.4
24	-1	Gordon's Gin	Gin / Genever	Diageo	England	11.7%	0%	60%	0%	7.3	4.0	4.8	6.0	7.6	5.5	6.8	5.9
25	8	Havana Club	Rum / Cane	Pernod Ricard	Cuba	11.3%	2%	64%	8%	4.3	5.6	6.5	6.6	6.8	6.8	7.5	7.0
26	0	Stolichnaya	Vodka	SPI	Russia	11.3%	-1%	60%	-1%	4.6	4.4	5.3	6.6	6.9	6.4	7.3	6.5
27	9	Ricard	Aniseed	Pernod Ricard	France	11.3%	2%	53%	8%	7.8	2.6	4.6	4.1	5.0	5.3	7.3	5.8
28	-1	Gallo	Still Light Wine	E & J Gallo	USA	10.9%	0%	56%	4%	8.5	3.8	4.0	5.6	6.9	5.1	6.3	4.8
29	-3	Grant's Scotch	Blended Scotch	William Grant & Sons	Scotland	10.8%	0%	54%	3%	5.9	3.4	4.6	5.6	5.5	5.8	6.8	5.9
30	-2	Robert Mondavi	Still Light Wine	Constellation	USA	10.7%	0%	67%	2%	7.9	5.8	6.0	6.1	7.5	6.5	7.0	6.6

THE TOP 100

Rank	Rank change	Brand	Sub category	Owner	Country	Total score 2015	Total score difference	Brand score 2015	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
31	-7	Martell	Cognac	Pernod Ricard	France	10.5%	0%	62%	2%	5.0	4.6	6.1	6.8	6.9	6.5	6.9	6.8
32	3	Veuve Clicquot	Champagne	LVMH	France	10.4%	1%	69%	2%	6.4	5.4	6.5	7.0	7.6	6.6	8.4	7.6
33	-2	Patrón	Tequila	Patron Group	Mexico	9.5%	-1%	56%	-5%	3.5	5.3	7.1	5.1	5.9	5.6	5.8	6.8
34	5	Svedka	Vodka	Constellation	Sweden	9.5%	1%	51%	2%	5.1	5.0	5.0	4.8	5.3	5.4	5.1	5.4
35	3	Skyy	Vodka	Campari	USA	9.1%	0%	53%	1%	5.0	5.0	5.1	5.5	5.4	5.5	5.0	5.6
36	-7	J & B	Blended Scotch	Diageo	Scotland	8.9%	-1%	56%	1%	5.0	3.3	4.8	5.3	6.6	5.9	7.6	6.3
37	3	CÎROC	Vodka	Diageo	France	8.8%	0%	52%	-2%	3.0	5.6	6.9	4.8	5.3	5.3	4.3	6.3
38	-4	Malibu	Liqueurs	Pernod Ricard	USA	8.7%	-1%	56%	-3%	5.5	4.3	5.3	6.1	6.4	5.6	5.1	6.3
39	7	Finlandia	Vodka	Brown-Forman	Finland	8.3%	1%	54%	1%	5.0	4.5	5.5	5.1	5.9	5.4	6.0	5.5
40	4	Tanqueray	Gin / Genever	Diageo	England	8.2%	1%	65%	4%	4.4	5.4	7.0	6.1	7.1	6.8	7.6	7.5
41	1	Bombay Sapphire	Gin / Genever	Bacardi Martini	England	8.1%	0%	64%	0%	5.1	6.1	7.0	6.1	6.8	7.0	6.0	7.3
42	5	Famous Grouse	Blended Scotch	Edrington Group	Scotland	7.9%	1%	58%	6%	4.8	3.8	5.3	6.0	6.4	6.3	7.1	6.8
43	-2	Yellowtail	Still Light Wine	Casella Wines	Australia	7.7%	0%	55%	2%	7.1	3.6	4.6	5.8	6.5	5.6	5.6	5.3
44	-1	Sutter Home	Still Light Wine	Sutter Home Winery	USA	7.7%	0%	53%	3%	7.1	3.9	3.9	5.0	6.0	5.4	5.9	5.3
45	0	Ketel One	Vodka	Diageo and Nolet family	The Netherlands	7.6%	0%	55%	1%	3.4	5.1	6.9	4.9	5.5	5.9	5.4	6.6
46	-16	Hardys	Still Light Wine	Accolade Wines	Australia	7.6%	-3%	60%	2%	7.0	5.1	4.6	6.9	6.6	6.0	6.1	5.9
47	1	Beefeater	Gin / Genever	Pernod Ricard	England	7.2%	1%	63%	5%	5.1	4.8	5.4	6.6	7.3	6.8	7.3	7.0
48	-11	Brugal	Rum / Cane	Edrington Group	Dominican Republic	6.9%	-2%	50%	-2%	4.4	3.4	4.9	5.0	5.1	5.1	6.4	5.6
49	5	Sauza	Tequila	Beam Suntory	Mexico	6.8%	2%	61%	7%	4.8	4.9	5.5	6.9	6.9	6.8	6.9	6.5
50	1	Maker's Mark	US Whiskey	Beam Suntory	USA	6.5%	0%	65%	0%	3.6	6.6	7.4	6.1	6.8	7.1	6.8	7.6
51	7	Dreher	Other Brandy	Campari	Brazil	6.3%	1%	43%	5%	6.0	3.4	3.9	3.6	4.0	4.0	5.4	4.4
52	13	Lindeman's	Still Light Wine	Treasury Wine Estates	Australia	6.1%	1%	56%	7%	6.4	4.0	5.2	5.6	6.4	5.4	6.4	5.9
53	0	William Lawson's	Blended Scotch	Bacardi Martini	Scotland	6.1%	1%	50%	5%	4.1	4.8	4.5	5.5	5.0	5.3	6.0	5.3
54	-5	De Kuyper	Liqueurs	De Kuyper and Beam Suntory	The Netherlands	5.9%	-1%	51%	0%	5.1	3.5	4.8	5.3	6.0	5.0	6.5	5.0
55	-5	Rémy Martin	Cognac	Rémy Cointreau	France	5.7%	-1%	61%	1%	4.8	3.6	6.4	5.9	7.1	6.5	7.6	7.3
56	13	Southern Comfort	Liqueurs	Brown-Forman	USA	5.7%	1%	55%	3%	4.6	4.5	5.5	5.3	6.1	5.8	6.5	6.1
57	0	E & J Brandy	Other Brandy	E & J Gallo	USA	5.7%	0%	42%	3%	5.3	3.3	3.9	3.8	4.3	4.1	4.9	4.3
58	3	Pinnacle	Vodka	Beam Suntory	France	5.6%	1%	44%	5%	3.9	4.6	5.3	4.4	4.0	4.4	3.5	4.9
59	1	Russian Standard	Vodka	Russian Standard	Russia	5.5%	1%	45%	1%	3.6	4.0	4.8	4.9	4.6	4.9	4.9	4.8
60	-4	Beringer	Still Light Wine	Treasury Wine Estates	USA	5.3%	0%	56%	1%	6.3	3.8	5.2	5.3	6.4	5.5	6.6	5.6

THE TOP 100

*New Entry

Rank	Rank change	Brand	Sub category	Owner	Country	Total score 2015	Total score difference	Brand score 2015	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
61	5	Freixenet	Other Sparkling	Freixenet	Spain	5.3%	1%	60%	8%	8.5	4.5	4.9	6.4	6.4	5.8	6.3	5.4
62	-7	Seagram's Gin	Gin / Genever	Pernod Ricard	USA	5.2%	0%	44%	0%	5.0	3.1	4.5	3.9	4.9	4.4	5.3	4.5
63	-11	Aperol	Light Aperitif	Campari	Italy	5.1%	0%	50%	-1%	4.6	4.6	5.1	4.8	5.0	4.8	5.8	5.5
64	-1	Bell's	Blended Scotch	Diageo	Scotland	5.0%	0%	49%	3%	3.8	3.5	4.5	4.8	5.9	5.1	6.6	5.4
65	6	Black Velvet	Canadian Whisky	Constellation	Canada	5.0%	1%	49%	5%	5.4	5.0	4.8	5.0	4.5	5.1	4.6	4.6
66	1	Teacher's	Blended Scotch	Beam Suntory	Scotland	4.9%	0%	52%	3%	3.6	4.3	4.6	5.5	5.3	5.9	6.6	5.9
67	5	Canadian Club	Canadian Whisky	Beam Suntory	Canada	4.7%	0%	55%	2%	4.6	4.1	5.3	5.4	6.9	5.5	6.8	5.8
68	-9	Jacobs Creek	Still Light Wine	Pernod Ricard	Australia	4.6%	0%	56%	0%	5.8	5.4	5.0	5.6	6.6	5.3	5.8	5.4
69	-7	Dom Pérignon	Champagne	LVMH	France	4.5%	0%	71%	1%	2.3	5.1	9.1	6.8	8.8	7.3	9.0	8.4
70	-6	Cinzano Vermouth	Light Aperitif	Campari	Italy	4.5%	0%	48%	1%	3.6	3.8	4.5	5.1	5.4	4.9	6.3	5.1
71	4	Campari Bitters	Bitters / Spirit Aperitifs	Campari	Italy	4.5%	0%	59%	4%	4.9	5.3	5.1	6.1	6.1	6.0	7.1	6.5
72	1	Seagram's 7 Crown	US Whiskey	Diageo	USA	4.3%	0%	46%	6%	3.3	3.1	4.3	4.4	6.0	4.6	6.1	5.4
73	-5	Glenfiddich	Malt Scotch	William Grant & Sons	Scotland	4.3%	0%	62%	2%	5.8	4.5	5.9	6.4	7.0	6.1	7.3	6.4
74	-4	Courvoisier	Cognac	Beam Suntory	France	4.2%	0%	61%	5%	4.6	4.8	6.5	5.9	6.6	6.1	7.9	6.6
75	3	The Glenlivet	Malt Scotch	Pernod Ricard	Scotland	4.1%	0%	62%	6%	4.4	5.4	6.6	6.4	6.5	6.3	7.3	6.9
76	0	Kahlúa	Liqueurs	Pernod Ricard	Mexico	3.7%	0%	52%	-2%	3.8	3.6	4.8	5.4	6.1	5.5	6.3	6.0
77	6	The Macallan	Malt Scotch	Edrington Group	Scotland	3.5%	1%	65%	7%	3.8	5.3	7.3	6.6	7.0	7.0	7.4	7.4
78	7	Wyborowa	Vodka	Pernod Ricard	Poland	3.4%	1%	45%	1%	2.3	3.9	5.0	4.6	4.8	5.3	5.0	5.4
79	-2	Blossom Hill	Still Light Wine	Diageo	USA	3.4%	0%	46%	1%	5.5	3.4	3.9	5.1	5.5	4.6	4.9	4.1
80	4	Disaronno	Liqueurs	Illva Saronno	Italy	3.2%	0%	53%	6%	3.0	4.5	5.5	5.6	5.8	5.4	6.8	5.9
81	10	Canadian Mist	Canadian Whisky	Brown-Forman	Canada	3.0%	1%	42%	6%	3.8	4.0	4.1	3.6	4.1	4.0	5.6	4.6
82	0	Wild Turkey	US Whiskey	Campari	USA	3.0%	0%	51%	-1%	3.0	4.6	5.5	5.3	5.4	5.3	6.4	5.5
83	-9	Buchanan's	Whisky	Diageo	Scotland	3.0%	-1%	46%	3%	2.8	3.3	4.8	4.8	4.4	5.3	6.3	5.0
84	-5	Clan Campbell	Blended Scotch	Pernod Ricard	Scotland	2.9%	-1%	42%	-6%	2.6	3.5	4.4	4.3	4.0	4.9	4.9	4.8
85	11	Cointreau	Liqueurs	Rémy Cointreau	France	2.9%	1%	58%	10%	3.1	4.3	6.1	6.4	7.0	6.3	7.3	6.4
86	6	Mumm	Champagne	Pernod Ricard	France	2.8%	0%	60%	9%	4.4	4.1	5.8	6.9	7.1	6.5	7.5	6.1
*87	17	Kendall Jackson	Still Light Wine	Jackson Family Wines	USA	2.8%	1%	55%	8%	3.8	4.8	5.4	5.4	6.4	6.0	6.4	5.9
88	2	Cacique	Rum / Cane	Diageo	Venezuela	2.8%	0%	43%	5%	2.4	3.5	4.5	4.9	3.6	4.4	5.9	5.0
89	-1	Martini Sparkling Wine	Other Sparkling	Bacardi Martini	Italy	2.7%	0%	56%	4%	5.4	4.9	4.4	6.4	6.9	5.4	6.4	5.3

THE TOP 100

*New Entry

Rank	Rank change	Brand	Sub category	Owner	Country	Total score 2015	Total score difference	Brand score 2015	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
*90	12	Paul Masson Grande Amber Brandy	Other Brandy	Constellation	USA	2.7%	1%	37%	3%	3.0	3.9	3.8	3.3	3.9	3.5	4.8	3.9
*91	12	Black Box Wines	Still Light Wine	Constellation	USA	2.6%	1%	48%	5%	4.0	6.5	4.1	4.6	4.0	5.4	4.8	4.9
92	-3	Bols Liqueurs	Liqueurs	Lucas Bols BV	The Netherlands	2.6%	0%	49%	2%	2.6	4.1	4.8	5.5	6.3	5.0	6.4	4.8
93	-6	Wolf Blass	Still Light Wine	Treasury Wine Estates	Australia	2.5%	0%	53%	-1%	3.8	4.5	5.5	5.5	5.9	5.9	6.1	5.6
94	-14	Three Olives	Vodka	Proximo Spirits	England	2.5%	-1%	40%	-5%	2.1	3.8	5.4	3.5	4.6	4.1	3.8	4.6
95	-14	100 Pipers	Blended Scotch	Pernod Ricard	Scotland	2.5%	-1%	46%	1%	2.6	3.0	4.3	4.9	5.0	5.8	6.1	5.1
96	-1	Grand Marnier	Liqueurs	Marnier-Lapostolle	France	2.4%	0%	58%	3%	2.8	4.3	5.9	6.1	7.1	6.1	7.3	6.8
97	1	Nicolas Feuillatte	Champagne	CV-CNF	France	2.4%	0%	48%	2%	4.8	4.3	4.4	5.4	4.9	5.0	5.0	5.1
98	-5	El Jimador	Tequila	Brown-Forman	Mexico	2.3%	0%	43%	2%	2.9	3.9	5.1	4.4	3.9	4.4	5.3	4.6
99	-5	Pastis 51	Aniseed	Pernod Ricard	France	2.3%	0%	45%	0%	3.3	2.4	4.4	4.1	4.9	4.6	6.9	5.3
100	0	Taittinger	Champagne	Taittinger	France	2.2%	0%	60%	5%	3.3	4.9	6.6	6.3	6.5	6.6	7.8	6.5

INTANGIBLE
BUSINESS

INTANGIBLE BUSINESS

The Power 100 is produced by Intangible Business, a leading independent brand valuation and strategy consultancy. Intangible Business consists of a team of qualified valuers, accountants and marketers who provide advice based on brand, intellectual property (IP), or intangible asset value and strategy. We focus on the commercial and financial aspects of value, working to provide bespoke solutions for business development, financial, litigation or management purposes across all industries. Our consultants have a wealth of commercial and accounting knowledge and have a proven track record of working with a number of clients with powerful international brands.

For further information and enquiries, please contact Stuart Whitwell or Priya Mistry:

UK
9 Maltings Place
169 Tower Bridge Road
London
SE1 3JB
Tel: + 44 (0) 20 7089 9236

www.intangiblebusiness.com

US
John Hancock Center
875 North Michigan Avenue
31st Floor
Chicago, Illinois
60611-1962
Tel: +1 312-794-7794
www.intangiblebusiness.us

www.drinkspowerbrands.com

THE POWER 100
From Intangible Business
POWER BRAND
2015