The Power 100

The world's most powerful spirits & wine brands 2009

The Power 100: The world's most powerful spirits & wine brands 2009

Contents

The Power 100: The world’s most powerful spirits & wine brands 2009

1. Introduction

Now in its fourth year, The Power 100, 2009, highlights the key issues and trends in the spirits and wine industry. It also identifies which brands are increasing their equity using a unique measure defined by measuring brand score and volume data.

Big brands have dominated this year, consolidating their positions through astute brand management, the strength of their portfolio, innovative marketing initiatives and playing to the consumers’ desire for quality and reliability. This is illustrated by the lack of movement within the top 10 which all held their positions.

Intangible Business specialises in valuing brands and other intangible assets and has considerable experience in the spirits and wine industries. Intangible Business’ experience is augmented by a panel of industry experts who contribute to the production of this list of the most powerful spirits and wine brands in the world.

The Power 100: The world's most powerful spirits & wine brands 2009

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

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 eight 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 alcohol drinks brands.

The Power 100: The world's most powerful spirits & wine brands 2009

The Panelists

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 ten 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 Allied Domecq, Pernod Ricard, Fortune Brands and Angostura. Stuart is co-founder and joint managing director of 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 ten 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 as a director of Intangible Business.

Donard Gaynor, President of International, Beam Global

An industry veteran with more than two decades of global business experience, Gaynor oversees all international business interests for the company, from commercial and marketing operations to strategic partnership development. Gaynor is a member of the Beam Global's executive committee, and leads the organizations international senior leadership team. He also sits on the board of Maxxium Holdings, the global sales and distribution arm for Beam Global. Gaynor's team plays a key role collaborating with many global trade partners, including Maxxium.

Charles Richardson, consultant at Intangible Business

Charles Richardson spent his entire career in the wine and spirits industry, latterly as President of Allied Domecq Duty Free for 11 years. Charles is now a special consultant with Intangible Business, providing expert insight into the wine and spirits market.

The Power 100: The world's most powerful spirits & wine brands 2009

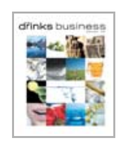
Malcolm Davis, director of brand strategy and development, Intangible Business

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 Harveys of Bristol Ltd, Suntory and Baskin Robbins. Malcolm is currently a director of Duval-Leroy Champagne and a director of Intangible Business.

Patrick Gillon, director of brand strategy and development, Intangible Business

Continental Europe and Latin America are Patrick's specialist markets. His career spans senior marketing and management positions in UDV, Hiram Walker and Allied Domecq, with whom he was president of Latin America for four years. Patrick is currently involved in several Continental Europe initiatives and has recently been involved in valuing Allied Domecq's brands and business as part of its acquisition by Pernod Ricard and Fortune Brands.

The Drinks Business



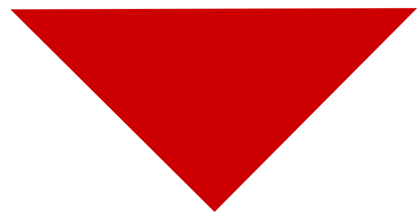
The Drinks Business is a leading UK drinks trade publication and is at the forefront of what is happening in the industry. Published monthly, The Drinks Business is often the first to hear about new development. It launched a new research arm, Drinks Insight with more research and data analysis than 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.

The Power 100: The world's most powerful spirits & wine brands 2009

3. Key Issues

Global Recession

The global recession is obviously the major issue of 2009 and beyond. No brand will be immune from the economic downturn although the figures in this year's report have only been partially affected by this impact. 2009 data, seen in 2010, will reveal the true impact of how the spirits and wine industry are affected. What we are seeing, however, is a drive to the big established brands. Every brand in the top 10, for instance, grew their volumes in 2009. This is reflected in the total score given to each brand which all increased – evidence of the flight to safe havens that these brands are.



Cash is King

With adversity comes opportunity. Those companies with strong balance sheets and cash will be able to out manoeuvre over-leveraged businesses. These debt laden companies will also be keen to divest non-core assets to strengthen their balance sheets. Expect strong second tier companies to extend their interest in the drinks industry as well as cash-rich companies with low levels of debt, such as Diageo, to be on the lookout for further investments.

Innovation

The move to dominant category leaders underlines the lack of innovation coming through the industry. Innovation continues to be stifled by this high level of consolidation. There is little room for new brand entrants as established brands create strong barriers to market entry. The recession will only make innovation more difficult as investment is harder to come by, big players play it safe and industry participants stick to what they know best: big, established brands.

Vodka

The vodka market has surpassed all expectations. Led by Smirnoff, Absolut and others including Grey Goose, Stolichnaya, Skyy and Finlandia, the whole category continued to grow when it had looked like growth was stalling. This underlines vodka's power in the market, fueled by powerful branding, its versatility as a cocktail and mixer ingredient, its alignment with sophisticated marketing programmes and its capture of a still buoyant US market which may come under threat as the recession takes hold.

The Power 100: The world's most powerful spirits & wine brands 2009

Opportunities

Although the M&A market has all but collapsed due to the lack of credit, a number of players are looking vulnerable and others are looking aggressive. Beam is perhaps one of the most vulnerable of the bigger players. It is burdened by a significant debt pile, it is reliant on the US market which continues to decline and it is owned by Fortune Brands which is very reliant on the US housing market. That said, Beam has a broad range of strong brands with significant potential for growth given the opportunity.

Pernod Ricard has also indicated its intention to reduce its level of debt, which increased with the acquisition of Allied Domecq brands and Vin & Sprit. It will have to move on more non-core brands, such as it did with Wild Turkey in the beginning of 2009. Constellation sold over 40 of its value spirits brands to Sazerac Co in the beginning of 2009 and could now look at divesting remaining spirits brands in its portfolio, except Paul Masson brandy because of its connection to the Paul Masson wine.

More aggressive companies include Campari, which bought the Wild Turkey brand, and could be looking to further bolster its portfolio with more bolt-on acquisitions when opportunities arise, consolidating the success of its flagship brands and recent acquisitions. Diageo too will be watching, waiting to grab an opportunity, with Hennessy possibly within its sights.

The Big 3

Diageo, Pernod Ricard and Bacardi Martini are outstripping their rivals with the quality and quantity of brands under their management. This triumvirate leads the industry and is further increasing its dominance with continued innovation, acquisitions and impressive brand management.

Pernod Richard's place in these upper echelons was secured with the combination of strong brand performance and the acquisition of Vin & Sprit. Pernod Ricard is now the second biggest brand owner in The Power 100, moving Bacardi Martini off its number two spot.

However, Diageo's position at the top of the tree looks unassailable. It holds the world's most valuable spirits brands which hold dominant positions in all their key markets and categories. This focus on core, dominant category leaders will ensure Diageo's continued success in 2010 and beyond.

The Power 100: The world's most powerful spirits & wine brands 2009

5. The Biggest Movers – Going UP

1. Smirnoff, total score up 7%
Smirnoff compounded all expectations that it could continue its already impressive growth. With the right combination of brand image and flavour variants, it dominates the vodka market.

2. Martini, total score up 6%
Martini is enjoying a resurgent brand image, new product presentation, an invigorated association with James Bond and an increased relevance in the mixer market. A great revival story.

3. Johnnie Walker, total score up 6%
Ever powerful, the Johnnie Walker brand is a leader in its category and has arguably the largest international footprint in its sector – a brilliantly managed flagship brand.

4. Jaegermeister, total score up 5%
The never ending fairy story of Jaegermeister… it just keeps growing in the US through innovative marketing activity maintaining brand relevancy, volume and value growth.

5. Bacardi, total score up 5%
Bacardi has successfully interwoven its connection to Latin music into its marketing mix and communications programmes, building on its already impressive brand image.

By total score	
Brand	Movement
SMIRNOFF	7%
MARTINI VERMOUTH	6%
JOHNNIE WALKER	6%
JAEGERMEISTER	5%
BACARDI	5%
ABSOLUT	4%
HENNESSY	4%
JACK DANIELS	3%
CAPTAIN MORGAN	3%
CROWN ROYAL	3%

By brand score	
Brand	Movement
SKYY	10%
RICARD	10%
THE GLENLIVET	9%
MARTINI VERMOUTH	8%
STOLICHNAYA	7%
CROWN ROYAL	6%
YELLOWTAIL	6%
JAEGERMEISTER	6%
EL JIMADOR	6%
KUMALA	6%

By rank	
Brand	Movement
THE GLENLIVET	19
NICOLAS FEUILLATTE	17
CASTILLO	14
COINTREAU	13
TORRES	11
KUMALA	10
ERISTOFF	9
SKYY	8
RAMAZZOTTI AMARI	6
LANSON	6

The Power 100: The world's most powerful spirits & wine brands 2009

6. The Biggest Movers – Going DOWN

1. Pastis 51, -15 positions
Pastis 51 is the number two in a small and declining market. It's very traditional, hard to maintain with its aging consumer profile and restricted to France, even with owner Pernod.

2. Seagram V.O., -15 positions
Seagram V.O. is a strong brand in its category but trapped within the North American market. Although it has maintained its brand reputation in 2009, it has nowhere to go.

3. Metaxa, -12 positions
The mono-market Greek brand Metaxa is restricted by its geographical isolation. Although a strong brand and popular choice in Greece, it doesn't translate well overseas restricting growth.

4. Disaronno, -9 positions
A decline in its brand score coupled with a weak performing relative to its peers and its relative confinement to Italy, contributed to Disaronno's fall down the rankings – a heritage brand in need of rejuvenation.

5. Seagram Gin, -7 positions
Seagram Gin suffers from being in a depressed category and trapped in the North American market. A difficult brand to bring back to growth.

By total score	
Brand	Movement
CUERVO	-2%
JIM BEAM	-1%
GORDONS	-1%
SEAGRAM	-1%
BLOSSOM HILL	-1%
100 PIPERS	-1%
PASTIS 51	0%
SEAGRAM V.O.	0%
E & J BRANDY	0%
METAXA	0%

By brand score	
Brand	Movement
SEAGRAM V.O.	-5%
METAXA	-4%
GORDONS	-3%
DISARONNO	-3%
SEAGRAM	-3%
PASTIS 51	-3%
CUERVO	-2%
E & J BRANDY	-2%
TANQUERAY	-2%
BLOSSOM HILL	-2%

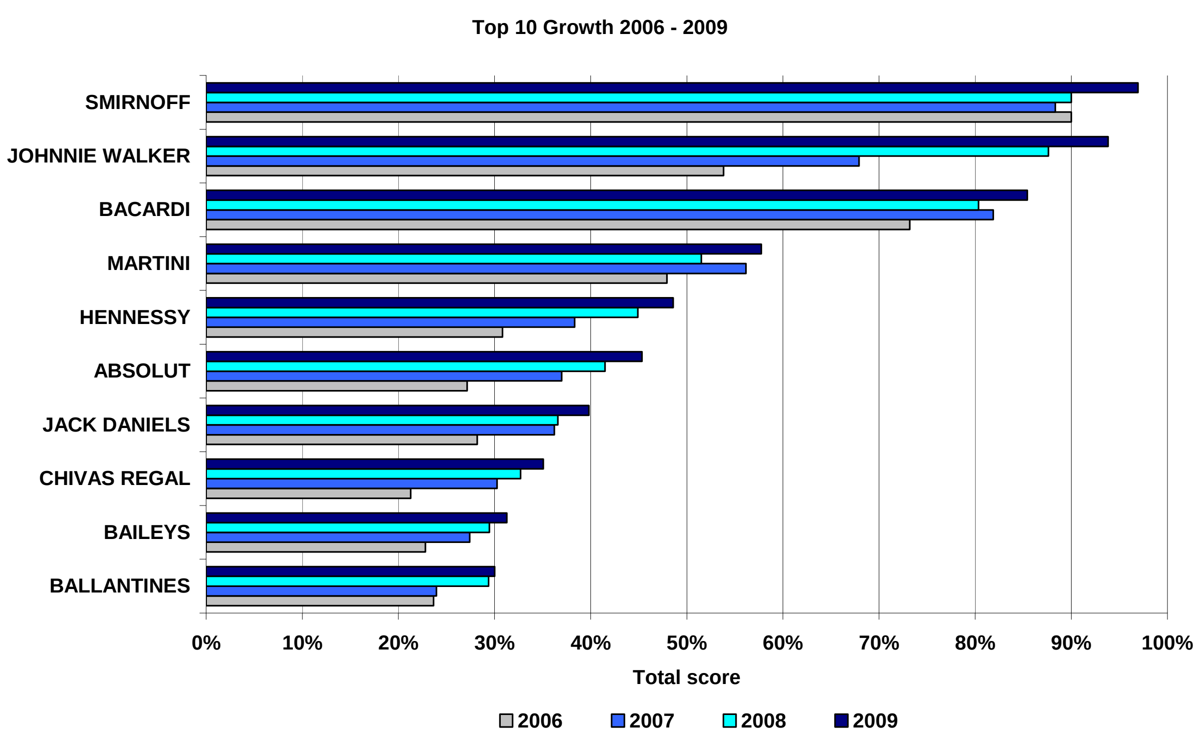
By rank	
Brand	Movement
PASTIS 51	-15
SEAGRAM V.O.	-15
METAXA	-12
DISARONNO	-9
SEAGRAM	-7
BANROCK STATION	-6
KETEL ONE	-6
100 PIPERS	-6
PENFOLDS	-6
BLOSSOM HILL	-6

The Power 100: The world's most powerful spirits & wine brands 2009

7. The Top 10

2009 has seen all brands in the top 10 hold their positions in the face of significant adversity. Each brand has had a positive year in 2009's report increasing their total score by an average of 4%. The strength of their brands have also, on the whole, increased. There are a number of elements contributing to this trend. Consumers are experiencing an aversion to risk, reverting to the safe havens of the big, established brands rather than experimenting with new, unproven alternatives. Brand owners, too, are focusing on maintaining and growing the positions of their flagship brands, driving consumers to these big behemoths.

Heritage dominates if managed well. Each of these brands have heritage in spades and coupled with significant distribution structures, competent managers and proven marketing strategies, it is no surprise these brands are taking a greater share of market.



The Power 100: The world's most powerful spirits & wine brands 2009

1. Smirnoff

Smirnoff proved its mettle again this year growing its total score by 7%. It grew from an already dominant position to further cement its authority on not only the vodka category but the spirits sector as a whole. This seemingly unstoppable march from Smirnoff is propelled by a number of elements. Its focus on heritage and quality fuels its enviable brand image. Its sensitive launch of new flavour variants without saturating the market has proven effective in increasing volumes and brand relevancy. Its position in a category that's versatility lends itself to the cocktail and mixer market as well as being gender neutral is also fortuitous. Its positioning is careful sculptured and managed by owners Diageo and we expect Smirnoff to continue its forward momentum.

2. Johnnie Walker

Like Smirnoff, Johnnie Walker dominates its category. However, where Smirnoff is over twice as large as its nearest competitor, Absolut, Johnnie Walker is nearly four times larger than its nearest Scotch rival Chivas Regal. With an impressive increase in volumes coupled with a 2% improvement in its brand score, Johnnie Walker increased its total score by 6% in 2009. Being under the same ownership as Smirnoff, with Diageo, Johnnie Walker is in a privileged position within a company that appears able to do no wrong.

3. Bacardi

Bacardi also enjoys the enviable position of being category leader by a substantial margin. Its volumes are over twice that of Diageo's Captain Morgan with few others coming remotely close to this. Its close relationship with music, highlighted by the signing of dance act Groove Armada in 2008 and continued presence at music festivals throughout the world assists the brand in recruiting its target audience. This constantly refreshes the brand bestowing an edgy cool appeal. Bacardi is all but the defining name of the rum category and looks likely to uphold this position into the future.

The Power 100: The world's most powerful spirits & wine brands 2009

4. Martini

Martini's revival mimics that of its most infamous aficionado, James Bond. The integration of the new bottle design with contemporary identity helped reverse the brand's outdated image. Volumes have risen, the brand is scored 8% stronger and its total score is up 6%. This reinvigoration also coincides with – or perhaps Martini would say created - a retro revival of nostalgia. Martini capitalized on this with a modern twist by increasing its relevance in the mixer market. Like many of its top 10 counterparts, Martini dominates its category and, like Barcardi, is asked for specifically by name. This is a great revival story and one which will hopefully continue.

5. Hennessy

The Hennessy family of Cognac products lead in key US and Asian markets. The brand is three times bigger than Martell, its nearest rival and continues to grow. Its brand score reflects this achievement, growing 5% and contributing to its total score increase of 4%. Hennessy's support of popular artists and events endorses its premium credentials, making it the brand of choice for the discerning consumer. These selected marketing activities support Hennessy's range of five premium aged Cognacs, targeting different consumer profiles, budgets and tastes. Hennessy is well managed brand which is destined to maintain its leading market position.

6. Absolut

Under the new ownership of Pernod Ricard, Absolut has flourished. Even without the contributions of Pernod Ricard, Absolut was a great brand with premium positioning, brand communications and volumes growing globally – importantly in the US which drives a lot of its profits. With Pernod Ricard, Absolut has the potential to continue this upward trajectory as the leading premium vodka with truly international credentials. Its total score increase of 4% was boosted by its brand score, up 3%, and an increase in its volumes which will be developed further under the stewardship of Pernod Ricard. Possibly the only genuine rival to Smirnoff.

The Power 100: The world’s most powerful spirits & wine brands 2009

7. Jack Daniel’s

The mother and father of American whiskey continues to grow. Jack Daniel’s has the appeal, positioning and image to expand its traction in international markets as well the its domestic US market. With a 3% rise in brand score and total score, Jack Daniel’s has so far proven resilient to the economic travails in the US. Whether it will continue to be able to counter this will be a story for next year; but for this year it’s a job well done and we expect to see continued growth.

8. Chivas Regal

Chivas Regal has been brought back very quickly since its transfer to the Pernod Ricard portfolio. Pernod Ricard’s management has successfully powered ahead in the key US and Far East markets, building the brand’s equity and volumes. Chivas Regal is strengthening its position as one of the leading aged whisky brands and is set for continued growth. Its brand score and total score increased 3% and 2% respectively enabling the brand to maintain its place in the top 10 of The Power 100.

9. Baileys

Another Diageo brand which dominates its market, Baileys continues to defy entry to all other possible competitors. It steadily grew its volumes, brand score, up 4%, and total score, up 2%. The addition of flavour variants Mint Chocolate and Crème Caramel contributed to the increase in brand relevancy supporting sales of its core standard product.

10. Ballantine’s

Ballantine’s is the strongest standard blend in Europe. It continues to hold its position under Pernod Ricard’s management, growing its relevance in the aged premium segment most notably in the in Asian markets of Korea and Japan. Although Ballantine’s brand score fell by 1%, its total score grew by 1%, fuelled by a growth in volume. A brand with phenomenal credentials in key Asian markets and set for continued growth.

The Power 100: The world's most powerful spirits & wine brands 2009

8. Top Sectors

Rank	Sector	Total score	Total brand score	Brands in Top 100
1	Whisky	366%	1371%	24
2	Vodka	198%	503%	9
3	Flavoured Spirits	141%	785%	15
4	Rum / Cane	133%	282%	5
5	Still Light Wine	121%	879%	17
6	Brandy	92%	418%	8
7	Sparkling	64%	650%	11
8	Light Aperitif	63%	121%	2
9	Tequila	51%	229%	4
10	Gin / Genever	42%	266%	5

1. The Most Powerful Whisky Brands

Rank	Brand	Owner	Country of origin	Overall rank	Total score	Brand score
1	JOHNNIE WALKER	Diageo	Scotland	2	93.8%	83%
2	JACK DANIELS	Brown-Forman	USA	7	39.8%	78%
3	CHIVAS REGAL	Pernod Ricard	Scotland	8	35.1%	72%
4	BALLANTINES	Pernod Ricard	Scotland	10	30.0%	66%
5	DEWARS	Bacardi Martini	Scotland	15	19.9%	54%
6	J & B	Diageo	Scotland	16	19.0%	58%
7	JIM BEAM	Beam Global	USA	17	19.0%	60%
8	CROWN ROYAL	Diageo	Canada	20	17.2%	61%
9	GRANTS	William Grant & Sons	Scotland	27	12.9%	54%
10	JAMESON	Pernod Ricard	Ireland	28	12.4%	70%
11	FAMOUS GROUSE	Edrington Group	Scotland	40	8.2%	53%
12	CANADIAN CLUB	Beam Global	Canada	51	6.2%	57%
13	GLENFIDDICH	William Grant & Sons	Scotland	53	6.0%	67%
14	TEACHERS	Beam Global	Scotland	56	5.9%	56%
15	BELLS	Diageo	Scotland	59	5.7%	48%
16	SEAGRAM'S 7 CROWN	Pernod Ricard	USA	61	5.5%	41%
17	100 PIPERS	Pernod Ricard	Scotland	65	4.6%	38%
18	CUTTY SARK	Berry Brothers and Rudd	Scotland	67	4.3%	48%
19	MAKERS MARK	Beam Global	USA	68	4.3%	63%
20	BLACK VELVET	Constellation	Canada	70	3.9%	37%
21	CANADIAN MIST	Brown-Forman	Canada	71	3.9%	38%
22	THE GLENLIVET	Pernod Ricard	Scotland	76	3.3%	68%
23	THE MACALLAN	Edrington Group	Scotland	91	2.6%	65%
24	SEAGRAM V.O.	Pernod Ricard	Canada	92	2.6%	37%

The Power 100: The world's most powerful spirits & wine brands 2009

2. The Most Powerful Vodka Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	SMIRNOFF	Diageo	Russia	1	96.9%	69%
2	ABSOLUT	Pernod Ricard	Sweden	6	45.3%	74%
3	GREY GOOSE	Bacardi Martini	France	23	15.5%	64%
4	STOLICHNAYA	SPI	Russia	30	11.6%	63%
5	SKYY	Campari	USA	38	9.6%	55%
6	FINLANDIA	Brown-Forman	Finland	41	8.0%	53%
7	KETEL ONE	Diageo and Nolet family	Holland	57	5.7%	50%
8	MOSKOWSKAYA	SPI	Russia	81	2.8%	35%
9	ERISTOFF	Bacardi Martini	Russia	94	2.5%	40%

3. The most Powerful Flavoured Spirits

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	BAILEYS	Diageo	Ireland	9	31.3%	75%
2	JAEGERMEISTER	Mast-Jagermeister	Germany	13	22.8%	66%
3	RICARD	Pernod Ricard	France	21	16.1%	53%
4	DE KUYPER	De Kuyper	Holland	26	13.3%	52%
5	MALIBU	Pernod Ricard	USA	29	11.7%	59%
6	BRANCA FERNET	Frantelli Branca	Italy	39	8.8%	51%
7	SOUTHERN COMFORT	Brown-Forman	USA	49	7.1%	53%
8	COINTREAU	Remy Cointreau	France	54	5.9%	58%
9	CAMPARI BITTERS	Campari	Italy	55	5.9%	61%
10	KAHLUA	Pernod Ricard	Mexico	58	5.7%	51%
11	RAMAZZOTTI AMARI	Pernod Ricard	Italy	83	2.8%	40%
12	GRAND MARNIER	Marnier-Lapostolle	France	86	2.7%	49%
13	PASTIS 51	Pernod Ricard	France	93	2.5%	33%
14	DISARONNO	Illva Saronno	Italy	96	2.4%	44%
15	BOLS LIQUEURS	Remy Cointreau	Holland	98	2.3%	39%

The Power 100: The world's most powerful spirits & wine brands 2009

4. The Most Powerful Rum Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	BACARDI	Bacardi Martini	Cuba	3	85.4%	81%
2	CAPTAIN MORGAN	Diageo	Dominican Republic	11	30.0%	66%
3	HAVANA CLUB	Pernod Ricard	Cuba	32	11.2%	65%
4	CACIQUE RUM	Diageo	Venezuela	74	3.4%	37%
5	CASTILLO	Bacardi Martini	Cuba	85	2.7%	33%

5. The Most Powerful Wine Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	GALLO	Gallo	USA	18	17.8%	57%
2	HARDY'S	Constellation	USA	19	17.3%	58%
3	CONCHA Y TORO	Concha y Toro	Chile	22	15.9%	62%
4	YELLOWTAIL	Casella Wines	Australia	35	9.8%	54%
5	ROBERT MONDAVI	Constellation	USA	37	9.7%	59%
6	BERINGER	Fosters	USA	42	7.8%	52%
7	JACOBS CREEK	Pernod Ricard	Australia	46	7.3%	57%
8	SUTTER HOME	Sutter Home Winery	USA	52	6.1%	46%
9	LINDEMANS	Fosters	Australia	63	5.0%	49%
10	BLOSSOM HILL	Diageo	USA	69	4.2%	43%
11	WOLF BLASS	Fosters	Australia	75	3.3%	57%
12	TORRES	Miguel Torres	Spain	77	3.2%	55%
13	KENDALL JACKSON	Jackson Family Wines	USA	82	2.8%	47%
14	INGLENOOK	The Wine Group	USA	84	2.7%	42%
15	KUMALA	Constellation	South Africa	88	2.6%	43%
16	BANROCK STATION	Hardy Wine Company	Australia	89	2.6%	43%
17	PENFOLDS	Fosters	Australia	90	2.6%	55%

The Power 100: The world's most powerful spirits & wine brands 2009

6. The Most Powerful Brandy Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	HENNESSY	LVMH	France	5	48.6%	82%
2	MARTELL	Pernod Ricard	France	31	11.4%	66%
3	REMY MARTIN	Remy Cointreau	France	33	10.4%	68%
4	COURVOISIER	Beam Global	France	64	5.0%	62%
5	DREHER	Campari	Brazil	44	7.4%	38%
6	E & J BRANDY	Gallo	USA	66	4.5%	35%
7	METAXA	Remy Cointreau	Greece	97	2.3%	36%
8	PAUL MASSON	Constellation	USA	99	2.2%	31%

7. The most Powerful Sparkling Wine & Champagne Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	MOET ET CHANDON	LVMH	France	14	20%	75.7%
2	VEUVE CLICQUOT	LVMH	France	24	14%	69.8%
3	FREIXENET	Freixinet	Spain	47	7%	57.5%
4	MUMM CHAMPAGNE	Pernod Ricard	France	72	4%	58.6%
5	LAURENT PERRIER	Bernard de Nonancourt	France	73	4%	57.0%
6	PIPER HEIDSIECK	Remy Cointreau	France	78	3%	54.1%
7	DOM PERIGNON	LVMH	France	79	3%	71.3%
8	NICOLAS FEUILLATTE	CV-CNF	France	80	3%	50.2%
9	TAITTINGER	Taittinger	France	87	3%	60.0%
10	MARTINI SPARKLING WINE	Bacardi Martini	Italy	95	2%	48.9%
11	LANSON	Lanson Int.	France	100	2%	47.3%

The Power 100: The world's most powerful spirits & wine brands 2009

8. The Most Powerful Light Aperitif Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	MARTINI VERMOUTH	Bacardi Martini	Italy	4	57.8%	70%
2	CINZANO VERMOUTH	Campari	Italy	60	5.6%	51%

9. The Most Powerful Tequila Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	CUERVO	Diageo	Mexico	12	25.7%	69%
2	PATRON	Patron Group	Mexico	34	10.2%	55%
3	SAUZA	Beam Global	Mexico	36	9.7%	58%
4	EL JIMADOR	Brown-Forman	Mexico	62	5.2%	48%

10. The Most Powerful Gin Brands

Rank	Brand	Owner	Country of Origin	Overall rank	Total score	Brand score
1	GORDONS	Diageo	England	25	13.5%	56%
2	TANQUERAY	Diageo	England	43	7.7%	54%
3	BEEFEATER	Pernod Ricard	England	45	7.4%	57%
4	SEAGRAM	Pernod Ricard	USA	48	7.2%	39%
5	BOMBAY	Bacardi Martini	England	50	6.4%	59%

The Power 100: The world's most powerful spirits & wine brands 2009

9. The Strongest Brands by Brand Score

Rank	Brand	Sector	Owner	Country of origin	Brand score	Total score	Rank
1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	83%	93.8%	2
2	HENNESSY	Cognac	LVMH	France	82%	48.6%	5
3	BACARDI RUM	Rum / Cane	Bacardi Martini	Cuba	81%	85.4%	3
4	JACK DANIELS	US Whiskey	Brown-Forman	USA	78%	39.8%	7
5	MOET ET CHANDON CHAMPAGNE	Champagne	LVMH	France	76%	20.0%	14
6	BAILEYS	Liqueurs	Diageo	Ireland	75%	31.3%	9
7	ABSOLUT	Vodka	Pernod Ricard	Sweden	74%	45.3%	6
8	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	72%	35.1%	8
9	DOM PERIGNON	Champagne	LVMH	France	71%	2.9%	79
10	MARTINI VERMOUTH	Light Aperitif	Bacardi Martini	Italy	70%	57.8%	4
11	VEUVE CLICQUOT	Champagne	LVMH	France	70%	13.7%	24
12	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	70%	12.4%	28
13	SMIRNOFF VODKA	Vodka	Diageo	Russia	69%	96.9%	1
14	CUERVO TEQUILA	Tequila	Diageo	Mexico	69%	25.7%	12
15	THE GLENLIVET	Malt Scotch	Pernod Ricard	Scotland	68%	3.3%	76
16	REMY MARTIN	Cognac	Remy Martin	France	68%	10.4%	33
17	GLENFIDDICH	Malt Scotch	William Grant & Sons	Scotland	67%	6.0%	53
18	CAPTAIN MORGAN RUM	Rum / Cane	Diageo	Dominican Republic	66%	30.0%	11
19	BALLANTINES	Blended Scotch	Pernod Ricard	Scotland	66%	30.0%	10
20	JAEGERMEISTER	Bitters / Spirit Aperitifs	Mast-Jagermeister	Germany	66%	22.8%	13

The Power 100: The world's most powerful spirits & wine brands 2009

The Most Powerful Brands By Share of Market

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Share of market
1	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	85.4%	81%	9.6
2	MARTINI VERMOUTH	Light Aperitif	Bacardi Martini	Italy	4	57.8%	70%	9.3
3	BAILEYS	Liqueurs	Diageo	Ireland	9	31.3%	75%	9.1
4	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	93.8%	83%	9.0
5	HENNESSY	Cognac	LVMH	France	5	48.6%	82%	8.9
6	GALLO	Still Light Wine	Gallo	USA	18	17.8%	57%	8.9
7	MOET ET CHANDON	Champagne	LVMH	France	14	20.0%	76%	8.6
8	SMIRNOFF	Vodka	Diageo	Russia	1	96.9%	69%	8.4
9	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	39.8%	78%	8.4
10	HARDY'S	Still Light Wine	Constellation	USA	19	17.3%	58%	8.4

The Most Powerful Brands with Fastest Growth Prospects

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Future Growth
1	HENNESSY	Cognac	LVMH	France	5	48.6%	82%	7.0
2	JAEGERMEISTER	Bitters / Spirit Aperitifs	Mast-Jagermeister	Germany	13	22.8%	66%	6.9
3	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	93.8%	83%	6.7
4	GREY GOOSE	Vodka	Bacardi Martini	France	23	15.5%	64%	6.7
5	MAKERS MARK	US Whiskey	Beam Global	USA	68	4.3%	63%	6.6
6	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	39.8%	78%	6.3
7	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	28	12.4%	70%	6.3
8	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	8	35.1%	72%	6.3
9	HAVANA CLUB	Rum / Cane	Pernod Ricard	Cuba	32	11.2%	65%	6.3
10	BAILEYS	Liqueurs	Diageo	Ireland	9	31.3%	75%	6.1

The Most Powerful Brands by Awareness

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Awareness
1	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	85.4%	81%	9.4
2	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	93.8%	83%	9.1
3	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	39.8%	78%	9.0
4	MOET ET CHANDON	Champagne	LVMH	France	14	20.0%	76%	8.9
5	MARTINI VERMOUTH	Light Aperitif	Bacardi Martini	Italy	4	57.8%	70%	8.7
6	HENNESSY	Cognac	LVMH	France	5	48.6%	82%	8.4
7	BAILEYS	Liqueurs	Diageo	Ireland	9	31.3%	75%	8.3
8	ABSOLUT	Vodka	Pernod Ricard	Sweden	6	45.3%	74%	8.1
9	SMIRNOFF	Vodka	Diageo	Russia	1	96.9%	69%	8.1
10	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	8	35.1%	72%	8.0

The Power 100: The world's most powerful spirits & wine brands 2009

The Most Powerful Brands By Heritage

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Heritage
1	DOM PERIGNON	Champagne	LVMH	France	79	2.9%	71%	8.9
2	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	85.4%	81%	8.7
3	HENNESSY	Cognac	LVMH	France	5	48.6%	82%	8.7
4	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	93.8%	83%	8.4
5	MOET ET CHANDON	Champagne	LVMH	France	14	20.0%	76%	8.3
6	MARTINI VERMOUTH	Light Aperitif	Bacardi Martini	Italy	4	57.8%	70%	8.1
7	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	39.8%	78%	8.0
8	COURVOISIER	Cognac	Beam Global	France	64	5.0%	62%	8.0
9	STOLICHNAYA	Vodka	SPI	Russia	30	11.6%	63%	8.0
10	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	28	12.4%	70%	7.9

The Most Powerful Brands by Premium Price Positioning

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Premium Price Positioning
1	DOM PERIGNON	Champagne	LVMH	France	79	2.9%	71%	9.1
2	HENNESSY	Cognac	LVMH	France	5	48.6%	82%	8.1
3	GREY GOOSE	Vodka	Bacardi Martini	France	23	15.5%	64%	8.1
4	MAKERS MARK	US Whiskey	Beam Global	USA	68	4.3%	63%	7.3
5	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	39.8%	78%	7.1
6	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	93.8%	83%	7.0
7	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	8	35.1%	72%	7.0
8	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	91	2.6%	65%	7.0
9	PATRON	Tequila	Patron Group	Mexico	34	10.2%	55%	7.0
10	BAILEYS	Liqueurs	Diageo	Ireland	9	31.3%	75%	6.9

The Most Powerful Brands by Market Scope

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Market Scope
1	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	85.4%	81%	9.3
2	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	93.8%	83%	8.6
3	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	39.8%	78%	8.3
4	MOET ET CHANDON	Champagne	LVMH	France	14	20.0%	76%	8.1
5	HENNESSY	Cognac	LVMH	France	5	48.6%	82%	7.7
6	ABSOLUT	Vodka	Pernod Ricard	Sweden	6	45.3%	74%	7.7
7	MARTINI VERMOUTH	Light Aperitif	Bacardi Martini	Italy	4	57.8%	70%	7.7
8	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	8	35.1%	72%	7.6
9	BAILEYS	Liqueurs	Diageo	Ireland	9	31.3%	75%	7.6
10	SMIRNOFF	Vodka	Diageo	Russia	1	96.9%	69%	7.6

The Power 100: The world's most powerful spirits & wine brands 2009

The Most Powerful Brands By Relevancy

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Relevancy
1	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	85.4%	81%	8.3
2	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	93.8%	83%	8.3
3	HENNESSY	Cognac	LVMH	France	5	48.6%	82%	8.0
4	MOET ET CHANDON	Champagne	LVMH	France	14	20.0%	76%	7.7
5	ABSOLUT	Vodka	Pernod Ricard	Sweden	6	45.3%	74%	7.7
6	BAILEYS	Liqueurs	Diageo	Ireland	9	31.3%	75%	7.7
7	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	39.8%	78%	7.4
8	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	8	35.1%	72%	7.4
9	DOM PERIGNON	Champagne	LVMH	France	79	2.9%	71%	7.3
10	VEUVE CLICQUOT	Champagne	LVMH	France	24	13.7%	70%	7.1

The Most Powerful Brands by Perception

Rank	Brand	Sector	Owner	Country of Origin	Overall rank	Total score	Brand score	Brand perception
1	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	2	93.8%	83%	8.9
2	DOM PERIGNON	Champagne	LVMH	France	79	2.9%	71%	8.7
3	BACARDI	Rum / Cane	Bacardi Martini	Cuba	3	85.4%	81%	8.4
4	HENNESSY	Cognac	LVMH	France	5	48.6%	82%	8.4
5	ABSOLUT	Vodka	Pernod Ricard	Sweden	6	45.3%	74%	8.1
6	JACK DANIELS	US Whiskey	Brown-Forman	USA	7	39.8%	78%	8.0
7	GREY GOOSE	Vodka	Bacardi Martini	France	23	15.5%	64%	7.9
8	MOET ET CHANDON	Champagne	LVMH	France	14	20.0%	76%	7.7
9	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	8	35.1%	72%	7.7
10	MAKERS MARK	US Whiskey	Beam Global	USA	68	4.3%	63%	7.7

The Power 100: The world's most powerful spirits & wine brands 2009

10. The Biggest Brand Owners

Rank	Owner	Total score total	Brand score total	Number in Top 100
1	Diageo	348%	716.6%	12
2	Pernod Ricard	226%	1044.4%	19
3	Bacardi Martini	193%	450.4%	9
4	LVMH	85%	298.4%	4
5	Brown-Forman	64%	270.4%	4
6	Beam Global	50%	356.4%	6
7	Constellation	36%	227.3%	5
8	Campari	28%	205.7%	4
9	Remy Martin	24%	255.5%	5
10	Mast-Jagermeister	23%	65.9%	1
11	Gallo	22%	92.1%	2
12	William Grant & Sons	19%	121.3%	2
13	Fosters	19%	213.9%	4
14	Concha y Toro	16%	62.0%	1
15	SPI	14%	98.4%	2
16	De Kuyper	13%	52.1%	1
17	Edrington Group	11%	117.9%	2
18	Patron Group	10%	54.6%	1
19	Casella Wines	10%	54.1%	1
20	Frantelli Branca	9%	51.4%	1
22	Freixenet	7%	57.5%	1
23	Sutter Home Winery	6%	45.7%	1
24	Diageo and Nolet family	6%	49.8%	1
25	Berry Brothers and Rudd	4%	48.2%	1
26	Bernard de Nonancourt	4%	57.0%	1
27	Miguel Torres	3%	54.6%	1
28	CV-CNF	3%	50.2%	1
29	Jackson Family Wines	3%	46.8%	1
30	The Wine Group	3%	41.8%	1
31	Marnier-Lapostolle	3%	49.5%	1
32	Taittinger	3%	60.0%	1
33	Hardy Wine Company	3%	42.9%	1
34	Illva Saronno	2%	44.1%	1
35	Lanson Int.	2%	47.3%	1

The Power 100: The world's most powerful spirits & wine brands 2009

11. The Most Powerful Countries of Origin

Rank	Country of origin	total score total	total brand score	Number in Top 100
1	Scotland	251%	830%	14
2	USA	179%	918%	18
3	France	173%	1080%	18
4	Russia	114%	207%	4
5	Cuba	99%	179%	3
6	Italy	86%	366%	7
7	Mexico	57%	280%	5
8	Sweden	45%	74%	1
9	Ireland	44%	144%	2
10	England	35%	226%	4
11	Canada	34%	229%	5
13	Australia	31%	316%	6
12	Dominican Republic	30%	66%	1
14	Germany	23%	66%	1
15	Holland	21%	141%	3
16	Chile	16%	62%	1
17	Spain	10%	112%	2
18	Finland	8%	53%	1
19	Brazil	7%	38%	1
20	Venezuela	3%	37%	1
21	South Africa	3%	43%	1
22	Greece	2%	36%	1

The Power 100: The world's most powerful spirits & wine brands 2009

1. Scotland

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	JOHNNIE WALKER	Blended Scotch	Diageo	2	93.8%	83%
2	CHIVAS REGAL	Blended Scotch	Pernod Ricard	8	35.1%	72%
3	BALLANTINES	Blended Scotch	Pernod Ricard	10	30.0%	66%
4	DEWARS	Blended Scotch	Bacardi Martini	15	19.9%	54%
5	J & B	Blended Scotch	Diageo	16	19.0%	58%
6	GRANTS	Blended Scotch	William Grant & Sons	27	12.9%	54%
7	FAMOUS GROUSE	Blended Scotch	Edrington Group	40	8.2%	53%
8	GLENFIDDICH	Malt Scotch	William Grant & Sons	53	6.0%	67%
9	TEACHERS	Blended Scotch	Beam Global	56	5.9%	56%
10	BELLS	Blended Scotch	Diageo	59	5.7%	48%
11	100 PIPERS	Blended Scotch	Pernod Ricard	65	4.6%	38%
12	CUTTY SARK	Blended Scotch	Berry Brothers and Rudd	67	4.3%	48%
13	THE GLENLIVET	Malt Scotch	Pernod Ricard	76	3.3%	68%
14	THE MACALLAN	Malt Scotch	Edrington Group	91	2.6%	65%

2. USA

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	JACK DANIELS	US Whiskey	Brown-Forman	7	39.8%	78%
2	JIM BEAM	US Whiskey	Beam Global	17	19.0%	60%
3	GALLO	Still Light Wine	Gallo	18	17.8%	57%
4	HARDY'S	Still Light Wine	Constellation	19	17.3%	58%
5	MALIBU	Liqueurs	Pernod Ricard	29	11.7%	59%
6	ROBERT MONDAVI	Still Light Wine	Constellation	37	9.7%	59%
7	SKYY	Vodka	Campari	38	9.6%	55%
8	BERINGER	Still Light Wine	Fosters	42	7.8%	52%
9	SEAGRAM	Gin / Genever	Pernod Ricard	48	7.2%	39%
10	SOUTHERN COMFORT	Liqueurs	Brown-Forman	49	7.1%	53%
11	SUTTER HOME	Still Light Wine	Sutter Home Winery	52	6.1%	46%
12	SEAGRAM'S 7 CROWN	US Whiskey	Pernod Ricard	61	5.5%	41%
13	E & J BRANDY	Other Brandy	Gallo	66	4.5%	35%
14	MAKERS MARK	US Whiskey	Beam Global	68	4.3%	63%
15	BLOSSOM HILL	Still Light Wine	Diageo	69	4.2%	43%
16	KENDALL JACKSON	Still Light Wine	Jackson Family Wines	82	2.8%	47%
17	INGLENOOK	Still Light Wine	The Wine Group	84	2.7%	42%
19	PAUL MASSON	Other Brandy	Constellation	99	2.2%	31%

The Power 100: The world's most powerful spirits & wine brands 2009

3. France

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	HENNESSY	Cognac	LVMH	5	48.6%	82%
2	MOET ET CHANDON	Champagne	LVMH	14	20.0%	76%
3	RICARD	Aniseed	Pernod Ricard	21	16.1%	53%
4	GREY GOOSE	Vodka	Bacardi Martini	23	15.5%	64%
5	VEUVE CLICQUOT	Champagne	LVMH	24	13.7%	70%
6	MARTELL	Cognac	Pernod Ricard	31	11.4%	66%
7	REMY MARTIN	Cognac	Remy Cointreau	33	10.4%	68%
8	COINTREAU	Liqueurs	Remy Cointreau	54	5.9%	58%
9	COURVOISIER	Cognac	Beam Global	64	5.0%	62%
10	MUMM CHAMPAGNE	Champagne	Pernod Ricard	72	3.7%	59%
11	LAURENT PERRIER	Champagne	Bernard de Nonancourt	73	3.5%	57%
12	PIPER HEIDSIECK	Champagne	Remy Cointreau	78	3.1%	54%
13	DOM PERIGNON	Champagne	LVMH	79	2.9%	71%
14	NICOLAS FEUILLATTE	Champagne	CV-CNF	80	2.8%	50%
15	GRAND MARNIER	Liqueurs	Marnier-Lapostolle	86	2.7%	49%
16	TAITTINGER	Champagne	Taittinger	87	2.7%	60%
17	PASTIS 51	Aniseed	Pernod Ricard	93	2.5%	33%
18	LANSON	Champagne	Lanson Int.	100	2.1%	47%

4. Russia

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	SMIRNOFF	Vodka	Diageo	1	96.9%	69%
2	STOLICHNAYA	Vodka	SPI	30	11.6%	63%
3	MOSKOWSKAYA	Vodka	SPI	81	2.8%	35%
4	ERISTOFF	Vodka	Bacardi Martini	94	2.5%	40%

5. Cuba

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	BACARDI	Rum / Cane	Bacardi Martini	3	85.4%	81%
2	HAVANA CLUB	Rum / Cane	Pernod Ricard	32	11.2%	65%
3	CASTILLO	Rum / Cane	Bacardi Martini	85	2.7%	33%

The Power 100: The world's most powerful spirits & wine brands 2009

6. Italy

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	MARTINI VERMOUTH	Light Aperitif	Bacardi Martini	4	57.8%	70%
2	FERNET-BRANCA	Bitters / Spirit Aperitifs	Frantelli Branca	39	8.8%	51%
3	CAMPARI BITTERS	Bitters / Spirit Aperitifs	Campari	55	5.9%	61%
4	CINZANO VERMOUTH	Light Aperitif	Campari	60	5.6%	51%
5	RAMAZZOTTI AMARI	Bitters / Spirit Aperitifs	Pernod Ricard	83	2.8%	40%
6	MARTINI SPARKLING WINE	Other Sparkling	Bacardi Martini	95	2.4%	49%
7	DISARONNO	Liqueurs	Illva Saronno	96	2.4%	44%

7. Mexico

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	CUERVO	Tequila	Diageo	12	25.7%	69%
2	PATRON	Tequila	Patron Group	34	10.2%	55%
3	SAUZA	Tequila	Beam Global	36	9.7%	58%
4	KAHLUA	Liqueurs	Pernod Ricard	58	5.7%	51%
5	EL JIMADOR	Tequila	Brown-Forman	62	5.2%	48%

8. Sweden

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	ABSOLUT	Vodka	Pernod Ricard	6	45.3%	74%

9. England

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	GORDONS	Gin / Genever	Diageo	25	13.5%	56%
2	TANQUERAY	Gin / Genever	Diageo	43	7.7%	54%
3	BEEFEATER	Gin / Genever	Pernod Ricard	45	7.4%	57%
4	BOMBAY	Gin / Genever	Bacardi Martini	50	6.4%	59%

10. Ireland

Rank	Brand	Sector	Owner	Rank	Total score	Brand score
1	BAILEYS	Liqueurs	Diageo	9	31.3%	75%
2	JAMESON	Blended Irish Whiskey	Pernod Ricard	28	12.4%	70%

The Power 100: the world's most powerful spirits & wine brands 2009

11. The Top 100: 1-35

Rank	Change	Brand	Sub category	Owner	Country	Total score 09	Change	Brand score 09	Change	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
1	0	SMIRNOFF	Vodka	Diageo	Russia	96.9%	7%	69%	0%	8.4	5.9	4.9	7.6	8.1	6.3	6.4	7.3
2	0	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	93.8%	6%	83%	2%	9.0	6.7	7.0	8.6	9.1	8.3	8.4	8.9
3	0	BACARDI	Rum / Cane	Bacardi Martini	Cuba	85.4%	5%	81%	3%	9.6	5.4	5.6	9.3	9.4	8.3	8.7	8.4
4	0	MARTINI VERMOUTH	Light Aperitif	Bacardi Martini	Italy	57.8%	6%	70%	8%	9.3	3.9	5.1	7.7	8.7	5.9	8.1	7.3
5	0	HENNESSY	Cognac	LVMH	France	48.6%	4%	82%	5%	8.9	7.0	8.1	7.7	8.4	8.0	8.7	8.4
6	0	ABSOLUT	Vodka	Pernod Ricard	Sweden	45.3%	4%	74%	3%	7.7	6.1	6.7	7.7	8.1	7.7	7.3	8.1
7	0	JACK DANIELS	US Whiskey	Brown-Forman	USA	39.8%	3%	78%	3%	8.4	6.3	7.1	8.3	9.0	7.4	8.0	8.0
8	0	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	35.1%	2%	72%	3%	6.1	6.3	7.0	7.6	8.0	7.4	7.7	7.7
9	0	BAILEYS	Liqueurs	Diageo	Ireland	31.3%	2%	75%	4%	9.1	6.1	6.9	7.6	8.3	7.7	6.4	7.6
10	0	BALLANTINES	Blended Scotch	Pernod Ricard	Scotland	30.0%	1%	66%	-1%	6.6	5.7	5.6	6.9	7.1	6.6	7.3	7.0
11	1	CAPTAIN MORGAN	Rum / Cane	Diageo	Dominican Republic	30.0%	3%	66%	2%	6.4	5.7	5.3	7.1	7.3	6.9	7.0	7.1
12	-1	CUERVO	Tequila	Diageo	Mexico	25.7%	-2%	69%	-2%	7.6	5.0	5.7	7.0	7.7	6.9	7.6	7.4
13	4	JAEGERMEISTER	Bitters / Spirit Aperitifs	Mast-Jagermeister	Germany	22.8%	5%	66%	6%	8.0	6.9	5.9	5.7	6.9	5.9	6.7	6.9
14	0	MOET ET CHANDON	Champagne	LVMH	France	20.0%	0%	76%	-2%	8.6	5.1	6.1	8.1	8.9	7.7	8.3	7.7
15	0	DEWARS	Blended Scotch	Bacardi Martini	Scotland	19.9%	1%	54%	3%	4.7	4.3	4.9	5.3	6.0	5.3	6.9	6.1
16	0	J & B	Blended Scotch	Diageo	Scotland	19.0%	1%	58%	1%	5.9	3.3	5.1	6.3	7.0	5.9	6.4	6.6
17	-4	JIM BEAM	US Whiskey	Beam Global	USA	19.0%	-1%	60%	-2%	6.4	4.3	4.7	6.3	6.6	6.1	7.3	6.3
18	0	GALLO	Still Light Wine	Gallo	USA	17.8%	1%	57%	3%	8.9	4.0	3.6	6.9	6.9	4.7	5.7	5.1
19	0	HARDY'S	Still Light Wine	Constellation	USA	17.3%	1%	58%	2%	8.4	5.0	4.4	6.1	6.0	5.4	5.9	5.3
20	0	CROWN ROYAL	Canadian Whisky	Diageo	Canada	17.2%	3%	61%	6%	6.9	5.4	6.0	5.6	6.1	5.3	6.7	6.6
21	4	RICARD	Aniseed	Pernod Ricard	France	16.1%	3%	53%	10%	7.9	2.9	4.4	4.6	6.1	3.9	7.1	5.9
22	-1	CONCHA Y TORO	Still Light Wine	Concha y Toro	Chile	15.9%	1%	62%	4%	7.4	5.3	5.0	6.9	6.1	6.4	6.3	6.1
23	0	GREY GOOSE	Vodka	Bacardi Martini	France	15.5%	1%	64%	5%	5.6	6.7	8.1	5.9	6.1	6.6	4.3	7.9
24	2	VEUVE CLICQUOT	Champagne	LVMH	France	13.7%	1%	70%	5%	6.0	6.1	6.7	7.1	7.6	7.1	7.7	7.4
25	-3	GORDONS	Gin / Genever	Diageo	England	13.5%	-1%	56%	-3%	6.4	3.0	4.6	5.9	7.1	5.1	6.3	6.4
26	-2	DE KUYPER	Liqueurs	De Kuyper	Holland	13.3%	0%	52%	1%	6.7	3.7	4.3	5.6	5.3	4.9	6.3	5.0
27	0	GRANTS	Blended Scotch	William Grant & Sons	Scotland	12.9%	0%	54%	2%	5.3	4.3	4.3	6.0	6.0	5.4	6.3	5.6
28	0	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	12.4%	1%	70%	3%	7.0	6.3	6.1	7.0	7.4	6.6	7.9	7.4
29	0	MALIBU	Liqueurs	Pernod Ricard	USA	11.7%	1%	59%	2%	5.7	4.9	5.0	6.7	7.1	6.3	4.9	6.3
30	2	STOLICHNAYA	Vodka	SPI	Russia	11.6%	1%	63%	7%	4.9	4.7	5.7	6.3	7.3	6.9	8.0	6.9
31	-1	MARTELL	Cognac	Pernod Ricard	France	11.4%	0%	66%	2%	5.7	5.9	6.6	6.4	7.3	6.1	7.9	6.9
32	-1	HAVANA CLUB	Rum / Cane	Pernod Ricard	Cuba	11.2%	1%	65%	2%	4.4	6.3	6.4	7.1	6.6	6.6	7.6	7.0
33	0	REMY MARTIN	Cognac	Remy Cointreau	France	10.4%	1%	68%	3%	5.9	5.9	6.7	6.7	7.3	6.7	7.9	7.3
34	1	PATRON	Tequila	Patron Group	Mexico	10.2%	1%	55%	4%	4.0	6.1	7.0	5.0	5.1	6.0	4.6	5.9
35	3	YELLOWTAIL	Still Light Wine	Casella Wines	Australia	9.8%	2%	54%	6%	6.4	5.9	4.3	6.3	5.9	5.3	4.0	5.3

Source: Intangible Business Ltd.

The Power 100: the world's most powerful spirits & wine brands 2009

36-70

Rank	Change	Brand	Sub category	Owner	Country	Total score 09	Change	Brand score 09	Change	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
36	-2	SAUZA	Tequila	Beam Global	Mexico	9.7%	1%	58%	5%	5.4	4.7	5.3	6.0	6.6	5.7	6.6	6.0
37	-1	ROBERT MONDAVI	Still Light Wine	Constellation	USA	9.7%	1%	59%	2%	5.6	3.9	5.6	6.1	6.6	6.1	6.6	6.4
38	8	SKYY	Vodka	Campari	USA	9.6%	3%	55%	10%	5.5	5.3	5.7	5.7	5.7	5.9	4.6	6.0
39	0	FERNET-BRANCA	Bitters / Spirit Aperitifs	Frantelli Branca	Italy	8.8%	1%	51%	4%	4.9	5.0	5.1	5.1	4.9	4.9	6.1	5.1
40	-3	FAMOUS GROUSE	Blended Scotch	Edrington Group	Scotland	8.2%	0%	53%	0%	4.1	3.1	4.9	5.6	6.3	5.6	6.1	6.4
41	2	FINLANDIA	Vodka	Brown-Forman	Finland	8.0%	0%	53%	1%	4.3	5.1	5.6	5.4	5.4	5.0	5.4	5.7
42	2	BERINGER	Still Light Wine	Fosters	USA	7.8%	0%	52%	0%	6.0	5.0	4.3	5.9	5.0	5.0	5.3	5.1
43	-3	TANQUERAY	Gin / Genever	Diageo	England	7.7%	0%	54%	-2%	3.6	4.0	6.3	5.1	5.7	5.4	6.0	6.7
44	-2	DREHER	Other Brandy	Campari	Brazil	7.4%	0%	38%	0%	6.3	3.6	3.1	3.6	3.1	3.3	3.9	3.7
45	0	BEEFEATER	Gin / Genever	Pernod Ricard	England	7.4%	0%	57%	3%	4.9	3.9	5.6	6.1	7.1	5.4	6.6	6.3
46	1	JACOBS CREEK	Still Light Wine	Pernod Ricard	Australia	7.3%	0%	57%	1%	6.1	4.9	4.6	6.6	7.0	5.7	5.1	5.4
47	2	FREIXENET	Other Sparkling	Freixinet	Spain	7.2%	1%	58%	4%	8.4	3.9	4.0	7.0	6.9	5.1	5.0	5.7
48	-7	SEAGRAM	Gin / Genever	Pernod Ricard	USA	7.2%	-1%	39%	-3%	4.9	2.7	3.3	4.0	4.4	3.9	4.1	4.1
49	-1	SOUTHERN COMFORT	Liqueurs	Brown-Forman	USA	7.1%	0%	53%	3%	5.3	4.3	5.1	5.6	6.1	4.9	5.7	5.7
50	0	BOMBAY	Gin / Genever	Bacardi Martini	England	6.4%	0%	59%	3%	5.1	4.7	6.6	5.7	6.4	6.0	5.9	7.0
51	2	CANADIAN CLUB	Canadian Whisky	Beam Global	Canada	6.2%	0%	57%	5%	5.4	3.3	5.0	6.0	7.4	5.0	7.1	6.6
52	0	SUTTER HOME	Still Light Wine	Sutter Home Winery	USA	6.1%	0%	46%	1%	5.4	3.7	4.0	5.1	4.7	4.4	4.3	4.9
53	1	GLENFIDDICH	Malt Scotch	William Grant & Sons	Scotland	6.0%	0%	67%	2%	6.9	5.0	6.0	7.0	7.7	6.6	7.6	7.1
54	13	COINTREAU	Liqueurs	Remy Cointreau	France	5.9%	2%	58%	1%	5.0	4.0	5.6	6.1	7.3	5.1	6.9	6.3
55	2	CAMPARI BITTERS	Bitters / Spirit Aperitifs	Campari	Italy	5.9%	0%	61%	3%	6.6	4.3	5.4	6.4	7.1	5.6	6.9	6.6
56	2	TEACHERS	Blended Scotch	Beam Global	Scotland	5.9%	1%	56%	5%	4.0	4.6	4.4	5.7	6.6	5.7	7.3	6.3
57	-6	KETEL ONE	Vodka	Diageo and Nolet family	Holland	5.7%	0%	50%	2%	3.1	4.9	6.7	4.1	4.7	5.4	4.9	6.0
58	-2	KAHLUA	Liqueurs	Pernod Ricard	Mexico	5.7%	0%	51%	1%	4.7	3.6	4.3	5.4	6.1	5.1	5.4	5.7
59	-4	BELLS	Blended Scotch	Diageo	Scotland	5.7%	0%	48%	1%	4.1	3.6	4.0	4.6	5.7	4.3	6.1	5.7
60	5	CINZANO VERMOUTH	Light Aperitif	Campari	Italy	5.6%	1%	51%	5%	4.5	3.1	4.1	5.9	6.4	4.3	7.0	5.4
61	1	SEAGRAM'S 7 CROWN	US Whiskey	Pernod Ricard	USA	5.5%	1%	41%	5%	4.3	2.3	4.0	4.0	4.3	3.6	5.3	4.7
62	4	EL JIMADOR	Tequila	Brown-Forman	Mexico	5.2%	1%	48%	6%	4.1	5.3	5.1	5.1	4.4	5.1	5.0	4.4
63	-3	LINDEMANS	Still Light Wine	Fosters	Australia	5.0%	0%	49%	-1%	5.3	3.3	4.3	5.9	5.4	4.9	5.3	5.3
64	0	COURVOISIER	Cognac	Beam Global	France	5.0%	0%	62%	3%	4.6	4.7	6.1	6.3	7.4	6.1	8.0	6.6
65	-6	100 PIPERS	Blended Scotch	Pernod Ricard	Scotland	4.6%	-1%	38%	0%	3.4	2.3	3.3	4.1	4.7	3.9	4.7	4.1
66	-5	E & J BRANDY	Other Brandy	Gallo	USA	4.5%	0%	35%	-2%	4.3	3.0	3.0	3.1	3.9	3.1	4.0	3.6
67	1	CUTTY SARK	Blended Scotch	Berry Brothers and Rudd	Scotland	4.3%	0%	48%	5%	3.3	3.3	4.7	4.9	6.0	4.6	6.4	5.4
68	2	MAKERS MARK	US Whiskey	Beam Global	USA	4.3%	1%	63%	4%	3.4	6.6	7.3	5.4	6.0	6.9	7.3	7.7
69	-6	BLOSSOM HILL	Still Light Wine	Diageo	USA	4.2%	-1%	43%	-2%	4.4	4.0	3.3	5.3	5.0	4.6	3.9	4.3
70	-1	BLACK VELVET	Canadian Whisky	Constellation	Canada	3.9%	0%	37%	3%	4.6	2.6	3.1	4.0	3.7	3.3	4.3	3.7

Source: Intangible Business Ltd.

The Power 100: the world's most powerful spirits & wine brands 2009

71-100

Rank	Change	Brand	Sub category	Owner	Country	Total score 09	Change	Brand score 09	Change	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevancy	Heritage	Brand perception
71	0	CANADIAN MIST	Canadian Whisky	Brown-Forman	Canada	3.9%	0%	38%	5%	4.4	2.6	3.4	4.1	3.9	3.4	4.3	4.1
72	4	MUMM CHAMPAGNE	Champagne	Pernod Ricard	France	3.7%	1%	59%	2%	4.9	5.3	5.3	6.3	6.6	6.1	6.4	6.0
73	0	LAURENT PERRIER	Champagne	Bernard de Nonancourt	France	3.5%	0%	57%	4%	4.7	4.6	5.4	6.0	6.0	6.0	6.4	6.4
74	-2	CACIQUE RUM	Rum / Cane	Diageo	Venezuela	3.4%	0%	37%	0%	3.1	2.9	3.4	4.3	3.6	3.9	4.3	4.0
75	0	WOLF BLASS	Still Light Wine	Fosters	Australia	3.3%	0%	57%	2%	4.0	5.4	5.3	6.3	6.4	6.6	5.7	6.1
76	19	THE GLENLIVET	Malt Scotch	Pernod Ricard	Scotland	3.3%	1%	68%	9%	5.6	6.0	6.7	7.1	6.7	7.1	7.4	7.6
77	11	TORRES	Still Light Wine	Miguel Torres	Spain	3.2%	1%	55%	3%	4.4	5.0	4.9	5.9	5.9	6.0	6.1	5.6
78	-4	PIPER HEIDSIECK	Champagne	Remy Cointreau	France	3.1%	0%	54%	-1%	4.6	4.6	5.1	6.0	5.9	5.4	6.1	5.6
79	0	DOM PERIGNON	Champagne	LVMH	France	2.9%	0%	71%	0%	3.3	5.4	9.1	6.4	7.9	7.3	8.9	8.7
80	17	NICOLAS FEUILLATTE	Champagne	CV-CNF	France	2.8%	1%	50%	4%	4.9	5.3	5.0	5.3	5.0	5.1	4.6	5.0
81	-1	MOSKOWSKAYA	Vodka	SPI	Russia	2.8%	0%	35%	2%	2.4	2.3	4.1	3.9	3.4	3.6	4.6	3.9
82	0	KENDALL JACKSON	Still Light Wine	Jackson Family Wines	USA	2.8%	0%	47%	2%	3.7	3.7	4.6	5.0	4.9	5.1	5.1	5.3
83	6	RAMAZZOTTI AMARI	Bitters / Spirit Aperitifs	Pernod Ricard	Italy	2.8%	0%	40%	4%	3.3	3.6	4.1	4.4	4.0	3.3	4.9	4.3
84	2	INGLENOOK	Still Light Wine	The Wine Group	USA	2.7%	0%	42%	3%	4.0	3.1	3.7	4.9	4.6	4.3	4.4	4.4
85	14	CASTILLO	Rum / Cane	Bacardi Martini	Cuba	2.7%	0%	33%	2%	2.6	3.3	3.1	3.3	3.0	3.4	4.3	3.6
86	-5	GRAND MARNIER	Liqueurs	Marnier-Lapostolle	France	2.7%	0%	49%	-2%	3.0	2.7	5.1	5.4	6.4	4.4	6.3	6.1
87	4	TAITTINGER	Champagne	Taittinger	France	2.7%	0%	60%	5%	4.7	4.7	6.0	6.1	6.3	5.9	7.3	7.0
88	10	KUMALA	Still Light Wine	Constellation	South Africa	2.6%	0%	43%	6%	3.1	4.7	3.7	5.4	4.7	4.6	3.9	4.4
89	-6	BANROCK STATION	Still Light Wine	Hardy Wine Company	Australia	2.6%	0%	43%	3%	3.7	4.1	3.9	4.9	4.4	4.7	4.1	4.4
90	-6	PENFOLDS	Still Light Wine	Fosters	Australia	2.6%	0%	55%	-1%	3.4	4.6	5.6	6.0	6.1	5.9	6.1	6.4
91	-1	THE MACALLAN	Malt Scotch	Edrington Group	Scotland	2.6%	0%	65%	1%	5.0	5.6	7.0	6.1	6.9	6.7	7.3	7.6
92	-15	SEAGRAM V.O.	Canadian Whisky	Pernod Ricard	Canada	2.6%	0%	37%	-5%	3.1	2.6	3.6	3.4	4.6	3.6	4.6	4.0
93	-15	PASTIS 51	Aniseed	Pernod Ricard	France	2.5%	0%	33%	-3%	3.1	2.0	3.0	3.1	3.6	2.7	5.3	3.9
94	new entry	ERISTOFF	Vodka	Bacardi Martini	Russia	2.5%	0%	40%	4%	3.1	4.4	4.3	4.1	3.6	5.0	3.1	4.1
95	5	MARTINI SPARKLING WINE	Other Sparkling	Bacardi Martini	Italy	2.4%	0%	49%	5%	5.1	4.1	3.9	5.9	5.4	4.6	5.7	4.4
96	-9	DISARONNO	Liqueurs	Illva Saronno	Italy	2.4%	0%	44%	-3%	3.1	3.0	4.7	5.1	5.1	3.9	5.3	5.0
97	-12	METAXA	Other Brandy	Remy Cointreau	Greece	2.3%	0%	36%	-4%	3.4	3.0	3.3	3.0	4.0	3.4	5.0	3.9
98	-4	BOLS LIQUEURS	Liqueurs	Remy Cointreau	Holland	2.3%	0%	39%	-1%	3.4	2.7	3.0	4.4	5.0	3.6	5.3	4.1
99	-3	PAUL MASSON	Other Brandy	Constellation	USA	2.2%	0%	31%	-2%	3.0	2.6	2.6	2.9	3.4	2.9	3.7	3.6
100	new entry	LANSON	Champagne	Lanson Int.	France	2.1%	0%	47%	2%	3.9	4.0	4.0	5.0	5.7	5.1	5.3	4.9

Source: Intangible Business Ltd.

Intangible Business

Intangible Business is the world's leading independent brand valuation consultancy, specialising in valuing intangible assets, such as brands, for financial, management and litigation purposes.

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