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THE POWER 100
THE WORLD'S MOST POWERFUL SPIRITS & WINE BRANDS, 2011

THE POWER 100
From Intangible Business
POWER BRAND
2011

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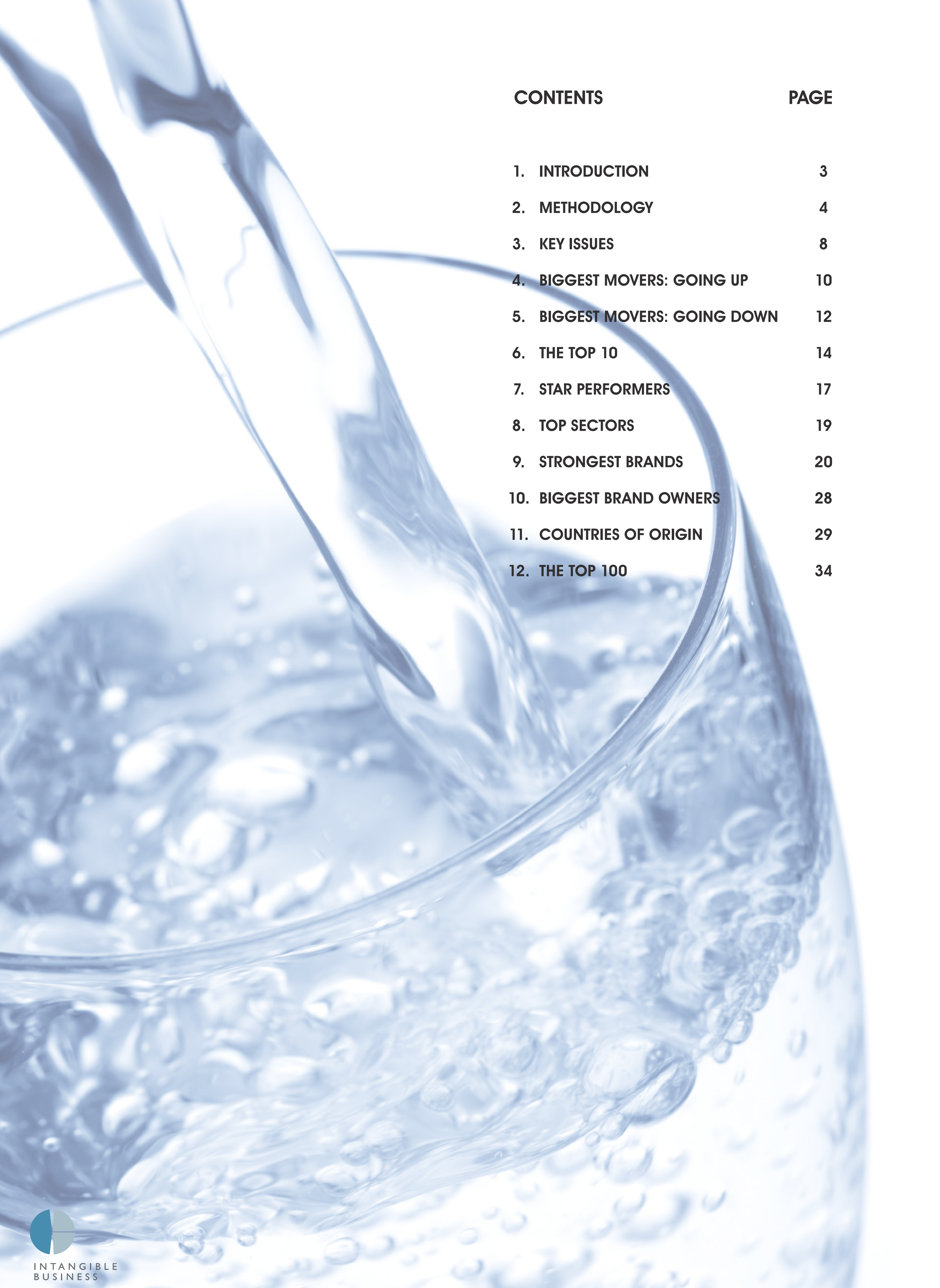

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1 INTRODUCTION

With the worst of the recession likely to be over, the largest of the world's spirits and wine brands arrested their declines and returned to growth. Brands with greater exposure to Asian markets performed better as Asia was more shielded from the economic recession than US and European markets.

Some interesting rivalries returned in The Power 100, 2011. A surging Absolut is showing signs of challenging Smirnoff's waning crown, and Sauza is closing the gap with market leader José Cuervo which is also losing ground.

Confidence is returning to the sector with acquisitions from the likes of Diageo and Campari. Beam Global being spun out separately from Fortune Brands' home and golf divisions will most likely create the big acquisition opportunity for next year. Opportunities in emerging markets such as Central and Eastern Europe, China and other Asian markets will also create an interesting dynamic. Established, largely western, brands will penetrate new markets further and the newly acquired brands, previously unknown to the west, may well be developed through existing distribution networks.

The world has clearly changed following the recession with the balance of power shifting further east. No Chinese or Asian brands have yet made it into the top 100 but with the big groups increasing their presence there it is only a matter of time.

Consumers have also been exposed to and experimented with more value-orientated brands, developing a repertoire of options rather than sticking to the old favourite. Whilst many of the big brands have been able to withstand much of this pressure there are signs that times are changing.

Interesting times are ahead.

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

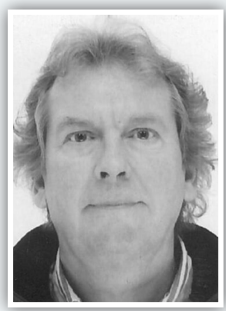
A panel of leading experts in the drinks industry independently ranked each selected brand out of 10 on the above measures (10 = high, 0 = low). The scores given by the individual panel members were aggregated and averaged to reach a total score for each brand. A total score was achieved by multiplying 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.

2 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 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.

ANGUS MCPHERSON, *Export Sales Manager, Casella Wines*

Angus McPherson is the Export Sales Manager at Casella Wines, and is responsible for driving profitable growth of Casella's flagship brand, [yellow tail]. Angus was introduced to the wine industry from an early age through the creation of his family winery, McPherson Wines, based in the Hunter Valley of NSW, Australia. Prior to joining Casella Wines, Angus worked for Brown-Forman for five years in New Jersey, California, Manchester and London. Today he brings more than 10 years of wine making experience to his role at Casella. Angus plays an active role in wine industry issues, sitting on the board of the Wine Makers Federation of Australia. He holds an Economics degree, with a Masters in Business Studies.

DONARD GAYNOR, *Senior Vice President Corporate Development Beam Global Spirits & Wine*

Gaynor is responsible for the company's industry relations and advancing the company's growth strategy by building strategic commercial business partnerships. Gaynor 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, Gaynor 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. Gaynor 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 organization.

MALCOLM DAVIS, *Executive Director of Duval-Leroy Champagne*

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 and Baskin Robbins. Malcolm is currently an executive 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.

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 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.

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.

KEY ISSUES

GROUPS

The big groups with the big brands returned to form this year after a very challenging previous year by arresting their declines.

With the biggest brands Diageo has the most to lose and it consequently recovered the least with its overall position declining by 12%. Johnnie Walker is the big news within Diageo's portfolio with volume sales marching ahead by 11% fuelled by its successful penetration of Asian markets such as China and Korea which were less effected by the recession than the US and Europe. Bailey's suffered as a result of price sensitivity in its major US market but José Cuervo was really impacted, losing volume sales of 13%.

Smirnoff is also stuck between a rock and a hard place: Constellation's Svedka challenging it from a more value-orientated position and Pernod Ricard's Absolut from a premium position. In the second year after acquiring Absolut, Pernod Ricard really seems to have resolved integration issues and is successfully developing the brand which returned to growth, emerging as a viable contender to compete with Smirnoff's dominance of the vodka market.

Bacardi Martini continues to rely on its flagship Bacardi rum brand whose total score surged 5% to retake the number two spot. Bacardi Martini was also able to capitalise on the popular vodka market and Smirnoff's vulnerability with its more premium Grey Goose brand which also performed well.

Luxury goods conglomerate LVMH grew Hennessy's volumes by 10% and while the Champagne market has yet to sparkle like in the pre-recession glory days both Moët et Chandon and Veuve Clicquot moved up the rankings with brand scores also on the increase.

Just as Beam Global is being separated from other Fortune Brands divisions, making it an attractive break-up target, it puts in a stellar performance. Nearly all its key brands grew volumes in double digits after a few tough years. Maker's Mark and Courvoisier grew volumes by 16% and 17% respectively and Sauza's volumes increased by 15% whereas Diageo's market leader José Cuervo fell by 13%. This is a really impressive performance from Beam Global, capped by Larios entering The Power 100 for the first time and lead brand Jim Beam also experiencing positive growth with its US strategy clearly working.

CONSOLIDATION

Campari is quietly emerging as a major international drinks group, building up its portfolio with strategic acquisitions filling gaps in its portfolio. It acquired Wild Turkey from Pernod Ricard in 2009 and Carolans, Frangelico and Irish Mist from William Grant & Sons in 2010. Its appetite for acquisitions has clearly been whetted and no doubt a war chest is being built for further opportunities.

The biggest acquisition opportunity of the next year is likely to be the break-up of Beam Global with many players interested in world leading brands including Jim Beam, Sauza, Canadian Club, Maker's Mark, Teacher's, Courvoisier, Larios as well as a stable of smaller and regional brands. Diageo is a lead contender for some of the brands, particularly Jim Beam which would fill a gap in its portfolio for a lead bourbon brand. Pernod Ricard is another obvious candidate, although its existing debt from previous substantial acquisitions of Vin & Sprit and Allied Domecq brands may temper its ability to raise further finance.

Whilst a handful of large drinks groups own and control about 70% of the brands by value and nearly half the number of brands in the top 100, the spirits and wine industry is still largely unconsolidated relative to other industry sectors. There are many family-owned and independent groups which provide opportunities for consolidation from larger, existing groups and emerging independents. Russian Standard, for instance, has been remarkably successful with its single brand policy but as it expands this strategy may be called into question with Russian Standard becoming a consolidator itself.

LOCAL BRANDS

Whilst the big brands have arrested their declines the importance of strategic local brands seems to have been recognised, particularly in emerging markets.

Diageo, for example, acquired Turkish spirits group Mey Icki for £1.3bn at the beginning of 2011, with leading local brands such as Binboa and Istanblue. The key motivation for this acquisition was not the attractiveness of the business and brands itself but My Icki's distribution network through which Diageo can push its existing portfolio of international leading brands. Diageo is also awaiting Chinese regulatory approval to raise its investment in Chinese spirits group Sichuan Shui Jing Fang.

One of Europe's largest drinks companies, Stock Spirits, is also up for sale, which Diageo ran the ruler over before withdrawing over price. Campari's acquisition of Frangelico and Carolans also bolsters Campari's position in the US, Austalia, Brazil and its domestic market.

NEW ENTRANTS

BRAND	RANK
RAMAZZOTTI AMARO	92
LARIOS	98

EXITS

BRAND	TOTAL SCORE	CHANGE	BRAND SCORE	CHANGE
MOSKOWSKAYA	1.2%	-1%	33%	-5%
SEAGRAM V.O.	2.2%	0%	40%	0%

4

THE BIGGEST MOVERS GOING UP

SVEDKA, +17 PLACES

Svedka – last year's highest new entrant - continues to perform well, particularly in the US in the face of strong competition where it is leveraging its value-orientated positioning. It is the highest climber in The Power 100, 2011, as well as having the highest growing brand score.

DISARONNO, +14 PLACES

A 10% increase in brand score helped propel this premium Italian liqueur up 14 places, benefiting from a focused, family ownership structure and popularity in the buoyant cocktail market.

BOMBAY SAPPHIRE, +11 PLACES

Consistently bold and eye-catching advertising helped Bombay Sapphire's brand score move up 5%. This, combined with an impressive volume increase moved this unique-tasting gin 11 places up the rankings.

RUSSIAN STANDARD, +10 PLACES

Identified as a Star Performer and the second highest new entrant in 2010, Russian Standard continues its impressive ascent with all measures pointing consistently upwards. The single brand policy is working with more of the same expected next year.

THE GLENLIVET, +10 PLACES

The Glenlivet benefits from being the major malt whisky in Pernod Ricard's stable. This portfolio effect combined with a quality product and respected brand contributed to notable volume increases and a 10 place rise in ranking.

GRANT'S, +9 PLACES

Grant's moves up nine places following impressive volume growth, fuelled by William Grant's having an expanded whisky portfolio following the acquisition of Tullamore Dew from C&C Group.

PAUL MASSON, +8 PLACES

Riding on the increasingly respected Californian wine market and Paul Masson's brandy's 100 year-old heritage, both its volume and brand score increased helping Constellation's Paul Masson move up eight places.

WILLIAM LAWSON'S, +7 PLACES

Bacardi's global distribution capability coupled with William Lawson's 100+ year heritage and product quality helped this blended Scotch brand move up seven places this year, following its new entry into the top 100 this year.

ERISTOFF, +7 PLACES

The vodka market continues to dominate with price-fighter brands such as Eristoff showing the greatest growth – Eristoff's volumes increased the most of all leading vodkas. Its place in Bacardi's portfolio alongside the more premium Grey Goose helps develop its position.

CLAN MACGREGOR, +7 PLACES

Clan MacGregor's brand score surged 12% in its second year in The Power 100, with its 'high quality yet affordable' positioning appealing to the more cost conscious consumer throughout the 30 countries it is available, particularly in the US.

BIGGEST RISERS

BY TOTAL SCORE	
BRAND	CHANGE
BACARDI	5%
SVEDKA	4%
GRANT'S	3%
JÄGERMEISTER	3%
CAPTAIN MORGAN	3%
MARTINI VERMOUTH	2%
CHIVAS REGAL	2%
MOËT ET CHANDON	2%
RICARD	2%
ABSOLUT	2%

BY BRAND SCORE	
BRAND	CHANGE
SVEDKA	18%
CLAN MACGREGOR	12%
DISARONNO	10%
RICARD	8%
MARTELL	7%
LARIOS	7%
HENNESSY	6%
JÄGERMEISTER	6%
BOMBAY SAPPHIRE	5%
JAMESON	5%

BY RANK	
BRAND	CHANGE
SVEDKA	17
DISARONNO	14
BOMBAY SAPPHIRE	11
RUSSIAN STANDARD	10
THE GLENLIVET	10
GRANT'S	9
PAUL MASSON	8
WILLIAM LAWSON'S	7
ERISTOFF	7
CLAN MACGREGOR	7

5

THE BIGGEST MOVERS GOING DOWN

COINTREAU, -16 PLACES
Cointreau sunk 16 places in this year's The Power 100 despite a slight increase in volume sales. The fall was due largely to the brand score falling 5% and the better performance of other featured brands.

GRAND MARNIER, -15 PLACES
Little momentum in volume and lower brand score contributed to Grand Marnier's fall of 15 places with the brand not achieving its potential in the hands of a small, independent owner.

JACOB'S CREEK, -10 PLACES
Pernod Ricard's leading wine brand, Jacob's Creek, suffered this year as a consequence of both declining brand score and volume sales which were among the greatest of wine brands featured.

WYBOROWA, -10 PLACES
A surprise and substantial fall in Wyborowa's volumes coupled with a brand score down 4% led to Wyborowa's fall of 10 places – perhaps a result of Pernod Ricard's focus on and success with lead vodka Absolut.

J&B, -8 PLACES
J&B's 7% decline in volume and 2% fall in brand score led the Diageo brand to fall eight places in this year's ranking – despite being the world's fourth largest Scotch whisky brand.

FREIXENET, -8 PLACES
Champagne's loss was Cava and other sparkling wine's gain but Freixenet was rather isolated in not faring quite as well as rivals, prompting the brand to fall out of favour and down eight places.

MUMM, -8 PLACES
A 9% fall in volumes was not unexpected for a premium Champagne brand during a recession, however Mumm's 3% decline in brand score also contributed to its fall of eight places.

PASTIS 51, -8 PLACES
French favourite Pastis 51's decline is inevitable being a niche product with reliance largely on one small region – Southern France. This year's accelerated fall of eight places was heightened by its brand score 4% lower.

5

BERINGER, -7 PLACES

The 130 year-old Beringer winery's fall of seven places can be attributed in part to its brand score 3% lower, the category as a whole struggling and the better performance of brands in other categories.

100 PIPERS, -7 PLACES

100 Pipers looks rather lost in Pernod Ricard's large whisky portfolio. Its brand looks a little tired and dated which is reflected in its brand score which is lower by 1%.

BIGGEST FALLERS

BY TOTAL SCORE

BRAND	CHANGE
RÉMY MARTIN	-5%
JOSÉ CUERVO	-5%
SMIRNOFF	-5%
BAILEYS	-4%
J&B	-3%
JIM BEAM	-3%
BALLLANTINE'S	-2%
COINTREAU	-1%
GRAND MARNIER	-1%
GALLO	-1%

BY BRAND SCORE

BRAND	CHANGE
MARTINI SPARKLING WINE	-7%
LAURENT PERRIER	-6%
FERNET-BRANCA	-6%
CACIQUE	-6%
FREIXENET	-6%
RÉMY MARTIN	-5%
COINTREAU	-5%
GALLO	-5%
HARDYS	-5%
JACOB'S CREEK	-5%

BY RANK

BRAND	CHANGE
COINTREAU	-16
GRAND MARNIER	-15
JACOB'S CREEK	-10
WYBOROWA	-10
J&B	-8
FREIXENET	-8
MUMM	-8
PASTIS 51	-8
BERINGER	-7
100 PIPERS	-7

THE TOP 10

1 SMIRNOFF

The king continues to fall. The world's largest spirits brand and the biggest vodka by over double the size of its nearest competitor continued its decline this year, with its total score down 5% on top of a 3% decline the previous year. Smirnoff's 1% volume decline and 4% value decline is symptomatic of its 'middle of the road' positioning that is being threatened from above – from the likes of Absolut up 6% in volume – and from below – from the likes of Svedka, up nearly 20%. Its brand reputation is suffering as a result, scoring 2% lower this year.

2 BACARDI

Bacardi regains its No.2 spot in this year's The Power 100, following an impressive performance on all fronts. Its total score moved up 5% and its brand score up 2%. Bacardi enjoys a privileged position by being not only the favoured child in the Bacardi Martini family but also being almost synonymous with the rum market in general. This makes Bacardi a back bar staple and versatile cocktail ingredient helping build its position in the off-trade too.

3 JOHNNIE WALKER

Johnnie Walker's tenure as the second most powerful spirits brand in the world was short-lived at only one year. This year it returns to its No.3 position despite an impressive performance with volumes growing by a striking 11%, due in large part to its penetration of Far East markets, Korea and China in particular, whose economies were less affected by the recession. This is a complete reversal of its performance the previous year where volumes fell by 11%. Because of this change in direction and improvement in the brand score by 4%, Johnnie Walker managed to grow its total score and may yet challenge Bacardi again next year.

THE TOP 10

4

MARTINI VERMOUTH

Martini Vermouth maintains its position in this year's The Power 100 with no movement in its brand score and a modest 2% increase in its total score. The iconic brand, dating back over 140 years, upholds its relevance with initiatives such as the launch of Martini Gold by Dolce& Gabbana – a collaboration with the famous Italian design duo and an advertising campaign featuring Italian actress Monica Bellucci.

5

ABSOLUT

As predicted in last year's report, Absolut has returned to form under Pernod Ricard ownership, following acquisition the previous year. Absolut has returned to growth and its brand score increased by 2% helping it move up two places, ahead of Jack Daniel's and Hennessy. With Smirnoff's position in decline, Absolut is a real contender for the vodka top spot with its volumes over three times that of nearest competitor Grey Goose. Although with volumes half Smirnoff's size it has some way to go yet.

6

JACK DANIEL'S

Jack Daniel's continued at a steady pace this year with a volume increase of 1% and brand score increase of 2% leading to a total score up a modest 1%. With the US being the major market for Jack Daniel's and this being rather subdued because of economic challenges, Jack Daniel's was unable to experience the sorts of growth witnessed by other brands with a greater geographical spread, particularly in the Far East. Never-the-less, the brand enjoyed a good year and is in a good position for this to be repeated next year.

7

HENNESSY

With solid volume growth of 10% combined with a brand score up 6%, Hennessy had a good year. The brand continues to gain traction with contemporary audiences and build its premium credentials under the stewardship of LVMH. The range of half a dozen product variants creates a ladder for the consumer climb, allowing them to remain with the brand as they grow in age and affluence. As the economy returns to normal premium spirits brands are likely to return to vogue which Hennessy is well positioned to capitalise on.

THE TOP 10

8 CHIVAS REGAL

Chival Regal had an impressive year with net sales up 5% and volumes up 1%. China is now Chivas Regal's largest market which, alongside other Asian markets, has helped propel the brand forward. The distinctive 'Live with Chivalry' advertising campaign seen throughout the world has helped build the brand's profile and leadership in the Ultra-Premium Scotch whisky category. Its brand score improved by 5% which contributed to an overall total score increase of 2%.

9 CAPTAIN MORGAN

Whilst half the size of category leader Bacardi, Captain Morgan is still a dominant force in rum. Increased marketing spend supporting the 'Calling All Captains' campaign, 'Captain and Cola' initiative and the launch of Captain Morgan Lime Bite helped boost Captain Morgan's brand score by 4% this year. This, combined with a steady volume increase of 3% helped its overall score move upwards by the same amount.

10 BALLANTINE'S

A strong position in the increasingly affluent and economically protected Asian markets such as China and Korea saw Ballantine's increase both its volume and value by 4% in the past year. The brand has also been supported by marketing initiatives such as sponsorships of prestigious golf tournaments, special edition bottles and the brand was relaunched to critical acclaim resulting in a strong performance in the important Duty Free market.

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 and the people who have managed them throughout this challenging period and look forward to charting their continued growth and progress in future years.

THE MOST INFLUENTIAL DRINKS INDUSTRY RANKING

8 TOP SECTORS

MOST POWERFUL SECTORS

RANK	CHANGE	SECTOR	TOTAL SCORE	TOTAL BRAND SCORE	BRANDS IN TOP 100
1	-	WHISKY	324%	1446%	26
2	-	VODKA	205%	684%	12
3	1	RUM / CANE	123%	254%	4
4	-1	FLAVOURED SPIRITS	121%	820%	15
5	-	STILL LIGHT WINE	101%	798%	15
6	-	BRANDY	77%	421%	8
7	-	LIGHT APERITIF	62%	159%	3
8	1	SPARKLING	47%	409%	7
9	-1	TEQUILA	43%	232%	4
10	-	GIN / GENEVER	41%	326%	6

9 STRONGEST BRANDS

STRONGEST BRANDS

RANK	BRAND	BRAND SCORE 2011	CHANGE
1	JOHNNIE WALKER	83%	4%
2	JACK DANIEL'S	81%	2%
3	BACARDI	80%	2%
4	HENNESSY	79%	6%
5	MOËT ET CHANDON	77%	1%
6	ABSOLUT	75%	2%
7	SMIRNOFF	75%	-2%
8	CHIVAS REGAL	73%	5%
9	JÄGERMEISTER	71%	6%
10	VEUVE CLICQUOT	71%	1%

MOST POWERFUL WHISKY BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	JOHNNIE WALKER	3	75%	1%	83%	4%
2	JACK DANIEL'S	6	39%	1%	81%	2%
3	CHIVAS REGAL	8	31%	2%	73%	5%
4	BALLENTINE'S	10	25%	-2%	65%	0%
5	DEWARS	14	18%	2%	53%	2%
6	JIM BEAM	19	16%	-3%	60%	-4%
7	CROWN ROYAL	21	14%	1%	60%	4%
8	JAMESON	22	13%	2%	70%	5%
9	GRANT'S	23	13%	3%	50%	-1%
10	J&B	27	12%	-3%	55%	-2%
11	FAMOUS GROUSE	40	8%	0%	58%	0%
12	SEAGRAM'S 7 CROWN	54	6%	1%	40%	-3%
13	BELL'S	55	6%	0%	47%	0%
14	CANADIAN CLUB	59	5%	0%	55%	1%
15	MAKER'S MARK	62	5%	0%	63%	2%
16	TEACHER'S	63	5%	0%	51%	0%
17	GLENFIDDICH	65	5%	0%	64%	2%
18	BLACK VELVET	66	4%	0%	42%	0%
19	WILLIAM LAWSON'S	71	4%	0%	43%	0%
20	CLAN CAMPBELL	72	4%	0%	40%	-2%
21	CANADIAN MIST	73	3%	0%	38%	-3%
22	100 PIPERS	75	3%	-1%	38%	-1%
23	CUTTY SARK	79	3%	0%	50%	4%
24	THE GLENLIVET	80	3%	0%	63%	3%
25	CLAN MACGREGOR	82	3%	0%	51%	12%
26	WILD TURKEY	100	2%	0%	53%	-2%

MOST POWERFUL VODKA BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	SMIRNOFF	1	89%	-5%	75%	-2%
2	ABSOLUT	5	39%	2%	75%	2%
3	GREY GOOSE	20	16%	1%	67%	1%
4	SVEDKA	29	11%	4%	63%	18%
5	STOLICHNAYA	35	10%	1%	57%	-3%
6	SKYY	36	9%	1%	57%	4%
7	FINLANDIA	38	8%	0%	54%	-1%
8	RUSSIAN STANDARD	44	7%	1%	55%	3%
9	KETEL ONE	50	6%	0%	54%	1%
10	WYBOROWA	69	4%	-1%	44%	-3%
11	ERISTOFF	78	3%	0%	42%	-3%
12	THREE OLIVES	87	3%	0%	40%	2%

MOST POWERFUL FLAVOURED SPIRITS BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	JÄGERMEISTER	11	23%	3%	71%	6%
2	BAILEYS	13	20%	-4%	68%	-4%
3	RICARD	17	17%	2%	62%	8%
4	DE KUYPER	24	12%	1%	53%	0%
5	MALIBU	33	10%	0%	58%	0%
6	FERNET-BRANCA	42	7%	-1%	45%	-6%
7	SOUTHERN COMFORT	46	7%	0%	60%	5%
8	KAHLUA	61	5%	0%	55%	1%
9	CAMPARI	64	5%	0%	59%	-1%
10	BOLS LIQUEURS	77	3%	0%	45%	-1%
11	DISARONNO	84	3%	1%	58%	10%
12	GRAND MARNIER	89	3%	-1%	58%	1%
13	COINTREAU	91	3%	-1%	52%	-5%
14	RAMAZZOTTI AMARO	92	3%	NEW ENTRY	42%	NEW ENTRY
15	PASTIS 51	96	2%	0%	36%	-4%

MOST POWERFUL RUM BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	BACARDI	2	78%	5%	80%	2%
2	CAPTAIN MORGAN	9	30%	3%	70%	4%
3	HAVANA CLUB	28	11%	0%	65%	-1%
4	CACIQUE	76	3%	-1%	39%	-6%

MOST POWERFUL WINE BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	GALLO	16	17%	-1%	57%	-5%
2	CONCHA Y TORO	18	16%	0%	63%	-2%
3	ROBERT MONDAVI	32	10%	0%	64%	0%
4	YELLOWTAIL	37	8%	-1%	49%	-4%
5	HARDYS	39	8%	0%	55%	-5%
6	BERINGER	49	6%	-1%	51%	-3%
7	SUTTER HOME	56	6%	0%	47%	-4%
8	JACOB'S CREEK	57	5%	-1%	52%	-5%
9	LINDEMANS	58	5%	0%	52%	-2%
10	BLOSSOM HILL	60	5%	0%	53%	5%
11	TORRES WINE	74	3%	0%	56%	-1%
12	KENDALL JACKSON	81	3%	0%	52%	-3%
13	WOLF BLASS	90	3%	0%	54%	-2%
14	INGLENOOK	94	2%	0%	39%	-3%
15	PENFOLDS	99	2%	0%	56%	-3%

MOST POWERFUL BRANDY BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	HENNESSY	7	39%	1%	79%	6%
2	MARTELL	31	10%	2%	65%	7%
3	DREHER	47	6%	-1%	36%	-4%
4	E&J BRANDY	48	6%	2%	41%	1%
5	RÉMY MARTIN	53	6%	-5%	60%	-5%
6	COURVOISIER	70	4%	0%	58%	1%
7	PAUL MASSON	83	3%	0%	42%	4%
8	METAXA	97	2%	-1%	41%	-2%

MOST POWERFUL LIGHT APERITIF BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	MARTINI VERMOUTH	4	54%	2%	68%	0%
2	CINZANO VERMOUTH	67	4%	1%	48%	0%
3	APEROL	68	4%	0%	43%	-2%

MOST POWEFUL TEQUILA BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	JOSÉ CUERVO	12	21%	-5%	70%	-1%
2	PATRÓN	30	11%	1%	58%	0%
3	SAUZA	34	10%	2%	60%	1%
4	EL JIMADOR	93	2%	0%	45%	2%

MOST POWERFUL CHAMPAGNE & SPARKLING WINE BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	MOËT ET CHANDON	15	18%	2%	77%	1%
2	VEUVE CLICQUOT	26	12%	2%	71%	1%
3	FREIXENET	51	6%	-1%	55%	-6%
4	MUMM	85	3%	-1%	57%	-3%
5	LAURENT PERRIER	86	3%	0%	50%	-6%
6	MARTINI SPARKLING WINE	88	3%	0%	50%	-7%
7	PIPER HEIDSIECK	95	2%	0%	50%	-4%

MOST POWERFUL GIN BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2011	CHANGE	BRAND SCORE 2011	CHANGE
1	GORDON'S GIN	25	12%	0%	57%	0%
2	BOMBAY SAPPHIRE	41	7%	1%	66%	5%
3	BEEFEATER	43	7%	0%	61%	2%
4	TANQUERAY	45	7%	0%	60%	5%
5	SEAGRAM GIN	52	6%	0%	41%	-1%
6	LARIOS	98	2%	NEW ENTRY	42%	NEW ENTRY

SHARE OF MARKET

RANK	BRAND	SCORE
1	BACARDI	9.6
2	SMIRNOFF	9.5
3	JOHNNIE WALKER	9.4
4	JACK DANIEL'S	9.1
5	GALLO	9.0
6	JÄGERMEISTER	8.9
7	MARTINI VERMOUTH	8.9
8	HENNESSY	8.8
9	CONCHA Y TORO	8.4
10	BAILEYS	8.3

FUTURE GROWTH

RANK	BRAND	SCORE
1	MAKER'S MARK	7.1
2	JAMESON	6.8
3	HAVANA CLUB	6.5
4	RUSSIAN STANDARD	6.5
5	JOHNNIE WALKER	6.3
6	MARTELL	6.3
7	JACK DANIEL'S	6.1
8	CONCHA Y TORO	6.1
9	CAPTAIN MORGAN	6.1
10	CHIVAS REGAL	6.1

PREMIUM PRICE POSITIONING

RANK	BRAND	SCORE
1	GREY GOOSE	8.4
2	HENNESSY	7.9
3	PATRÓN	7.8
4	JACK DANIEL'S	7.4
5	BOMBAY SAPPHIRE	7.4
6	ABSOLUT	7.4
7	VEUVE CLICQUOT	7.3
8	CHIVAS REGAL	7.3
9	MAKER'S MARK	7.1
10	MARTELL	7.1

MARKET SCOPE

RANK	BRAND	SCORE
1	JOHNNIE WALKER	9.5
2	SMIRNOFF	9.3
3	BACARDI	9.1
4	JACK DANIEL'S	8.9
5	HENNESSY	8.1
6	MOËT ET CHANDON	8.1
7	MARTINI VERMOUTH	8.0
8	ABSOLUT	7.8
9	CHIVAS REGAL	7.8
10	JÄGERMEISTER	7.8

AWARENESS

RANK	BRAND	SCORE
1	SMIRNOFF	9.4
2	BACARDI	9.4
3	JACK DANIEL'S	9.3
4	JOHNNIE WALKER	9.1
5	ABSOLUT	8.8
6	MOËT ET CHANDON	8.6
7	HENNESSY	8.1
8	MARTINI VERMOUTH	8.1
9	BAILEYS	8.1
10	CHIVAS REGAL	8.0

RELEVANCE

RANK	BRAND	SCORE
1	JOHNNIE WALKER	8.4
2	BACARDI	8.1
3	MOËT ET CHANDON	8.0
4	ABSOLUT	7.9
5	HENNESSY	7.9
6	JACK DANIEL'S	7.8
7	CHIVAS REGAL	7.5
8	JÄGERMEISTER	7.5
9	VEUVE CLICQUOT	7.5
10	CAPTAIN MORGAN	7.3

HERITAGE

RANK	BRAND	SCORE
1	BACARDI	8.6
2	HENNESSY	8.5
3	JOHNNIE WALKER	8.4
4	JACK DANIEL'S	8.3
5	MOËT ET CHANDON	8.1
6	MARTELL	8.0
7	JOSÉ CUERVO	7.8
8	SMIRNOFF	7.8
9	JAMESON	7.8
10	CHIVAS REGAL	7.6

BRAND PERCEPTION

RANK	BRAND	SCORE
1	HENNESSY	8.5
2	JOHNNIE WALKER	8.4
3	JACK DANIEL'S	8.3
4	GREY GOOSE	8.3
5	BACARDI	8.0
6	MOËT ET CHANDON	8.0
7	VEUVE CLICQUOT	8.0
8	CHIVAS REGAL	7.8
9	ABSOLUT	7.8
10	MAKER'S MARK	7.6

BIGGEST BRAND OWNERS

RANK	CHANGE	OWNER	TOTAL SCORE TOTAL	CHANGE	BRAND SCORE TOTAL	CHANGE	NUMBER IN TOP 100	CHANGE
1	-	DIAGEO	294%	-12%	737%	8%	12	-
2	-	PERNOD RICARD	206%	5%	1100%	14%	20	1
3	-	BACARDI MARTINI	182%	12%	470%	-1%	8	-
4	-	LVMH	69%	5%	226%	8%	3	-
5	-	BROWN-FORMAN	60%	1%	278%	4%	5	-
6	-	BEAM GLOBAL	46%	2%	388%	43%	7	1
7	1	CAMPARI	31%	1%	296%	-5%	6	-
8	-1	CONSTELLATION	28%	-3%	211%	-38%	4	-1
9	1	GALLO	24%	1%	97%	-5%	2	-
10	1	MAST-JÄGERMEISTER	23%	3%	71%	6%	1	-
11	2	WILLIAM GRANT & SONS	20%	3%	165%	14%	3	-
12	-	FOSTERS	16%	-2%	213%	-9%	4	-
13	-4	RÉMY COINTREAU	16%	-7%	248%	-17%	5	-
14	-	CONCHA Y TORO	16%	0%	63%	-2%	1	-
15	1	DE KUYPER / BEAM GLOBAL	12%	1%	53%	0%	1	-
16	1	EDRINGTON GROUP	11%	0%	108%	4%	2	-
17	1	PATRÓN GROUP	11%	1%	58%	0%	1	-
18	-3	SPI	10%	-2%	57%	-41%	1	-1
19	-	CASELLA WINES	8%	-1%	49%	-4%	1	-
20	NEW ENTRY	ACCOLADE WINES	8%	8%	55%	55%	1	-
21	-1	FRANTELLI BRANCA	7%	-1%	45%	-6%	1	-
22	2	RUSSIAN STANDARD	7%	1%	55%	3%	1	-
23	-	DIAGEO AND NOLET FAMILY	6%	0%	54%	1%	1	-
24	-3	FREIXINET	6%	-1%	55%	-6%	1	-
25	-3	SUTTER HOME WINERY	6%	0%	47%	-4%	1	-
26	-	TORRES FAMILY	3%	0%	56%	-1%	1	-
27	-	JACKSON FAMILY WINES	3%	0%	52%	-3%	1	-
28	3	ILLVA SARONNO	3%	1%	58%	10%	1	-
29	-1	BERNARD DE NONANCOURT	3%	0%	50%	-6%	1	-
30	-1	PROXIMO SPIRITS	3%	0%	40%	2%	1	-
31	-6	ALEXANDRE MARNIER-LAPOSTOLLE	3%	-1%	58%	1%	1	-
32	-2	THE WINE GROUP	2%	0%	39%	-3%	1	-

INTANGIBLE BUSINESS

11

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	216%	3%	884%	27%	16	-
2	-	USA	158%	11%	956%	98%	17	-
3	-	FRANCE	137%	1%	841%	-3%	14	-
4	-	RUSSIA	105%	-6%	187%	-39%	3	-1
5	-	CUBA	89%	5%	145%	1%	2	-
6	-	ITALY	82%	5%	413%	35%	8	1
7	1	SWEDEN	50%	6%	139%	20%	2	-
8	-1	MEXICO	48%	-3%	286%	2%	5	-
9	2	ENGLAND	36%	2%	283%	14%	5	-
10	-1	IRELAND	32%	-3%	137%	1%	2	-
11	-1	AUSTRALIA	32%	-3%	318%	-20%	6	-
12	1	PUERTO RICO	30%	2%	70%	4%	1	-
13	-1	CANADA	28%	1%	195%	-39%	4	-1
14	-	GERMANY	23%	2%	71%	6%	1	-
15	-	HOLLAND	22%	1%	151%	0%	3	-
16	-	CHILE	16%	0%	63%	-2%	1	-
17	-	SPAIN	12%	2%	154%	36%	3	1
18	-	BARBADOS	10%	0%	58%	0%	1	-
19	-	FINLAND	8%	0%	54%	-1%	1	-
20	-	BRAZIL	6%	-1%	36%	-4%	1	-
21	-	POLAND	4%	-1%	44%	-2%	1	-
22	-	VENEZUELA	3%	-1%	39%	-5%	1	-
23	1	GEORGIA	3%	0%	42%	4%	1	-
24	-1	GREECE	2%	-1%	41%	-2%	1	-

SCOTLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JOHNNIE WALKER	BLENDED SCOTCH	DIAGEO	3
2	CHIVAS REGAL	BLENDED SCOTCH	PERNOD RICARD	8
3	BALLANTINES	BLENDED SCOTCH	PERNOD RICARD	10
4	DEWARS	BLENDED SCOTCH	BACARDI MARTINI	14
5	GRANT'S	BLENDED SCOTCH	WILLIAM GRANT & SONS	23
6	J&B	BLENDED SCOTCH	DIAGEO	27
7	FAMOUS GROUSE	BLENDED SCOTCH	EDRINGTON GROUP	40
8	BELL'S	BLENDED SCOTCH	DIAGEO	55
9	TEACHER'S	BLENDED SCOTCH	BEAM GLOBAL	63
10	GLENFIDDICH	MALT SCOTCH	WILLIAM GRANT & SONS	65
11	WILLIAM LAWSON'S	BLENDED SCOTCH	BACARDI MARTINI	71
12	CLAN CAMPBELL	BLENDED SCOTCH	PERNOD RICARD	72
13	100 PIPERS	BLENDED SCOTCH	PERNOD RICARD	75
14	CUTTY SARK	BLENDED SCOTCH	EDRINGTON GROUP	79
15	THE GLENLIVET	MALT SCOTCH	PERNOD RICARD	80
16	CLAN MACGREGOR	BLENDED SCOTCH	WILLIAM GRANT & SONS	82

USA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JACK DANIEL'S	US WHISKEY	BROWN-FORMAN	6
2	GALLO	STILL LIGHT WINE	GALLO	16
3	JIM BEAM	US WHISKEY	BEAM GLOBAL	19
4	ROBERT MONDAVI	STILL LIGHT WINE	CONSTELLATION	32
5	SKYY	VODKA	CAMPARI	36
6	SOUTHERN COMFORT	LIQUEURS	BROWN-FORMAN	46
7	E&J BRANDY	OTHER BRANDY	GALLO	48
8	BERINGER	STILL LIGHT WINE	FOSTERS	49
9	SEAGRAM GIN	GIN / GENEVER	PERNOD RICARD	52
10	SEAGRAM'S 7 CROWN	US WHISKEY	PERNOD RICARD	54
11	SUTTER HOME	STILL LIGHT WINE	SUTTER HOME WINERY	56
12	BLOSSOM HILL	STILL LIGHT WINE	DIAGEO	60
13	MAKER'S MARK	US WHISKEY	BEAM GLOBAL	62
14	KENDALL JACKSON	STILL LIGHT WINE	JACKSON FAMILY WINES	81
15	PAUL MASSON	OTHER BRANDY	CONSTELLATION	83
16	INGLENOOK	STILL LIGHT WINE	THE WINE GROUP	94
17	WILD TURKEY	US WHISKEY	CAMPARI	100

FRANCE

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	HENNESSY	COGNAC	LVMH	7
2	MOËT ET CHANDON	CHAMPAGNE	LVMH	15
3	RICARD	ANISEED	PERNOD RICARD	17
4	GREY GOOSE	VODKA	BACARDI MARTINI	20
5	VEUVE CLICQUOT	CHAMPAGNE	LVMH	26
6	MARTELL	COGNAC	PERNOD RICARD	31
7	RÉMY MARTIN	COGNAC	REMY COINTREAU	53
8	COURVOISIER	COGNAC	BEAM GLOBAL	70
9	MUMM	CHAMPAGNE	PERNOD RICARD	85
10	LAURENT PERRIER	CHAMPAGNE	BERNARD DE NONANCOURT	86
11	GRAND MARNIER	LIQUEURS	ALEXANDRE MARNIER-LAPOSTOLLE	89
12	COINTREAU	LIQUEURS	REMY COINTREAU	91
13	PIPER HEIDSIECK	CHAMPAGNE	REMY COINTREAU	95
14	PASTIS 51	ANISEED	PERNOD RICARD	96

RUSSIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	SMIRNOFF	VODKA	DIAGEO	1
2	STOLICHNAYA	VODKA	SPI	35
3	RUSSIAN STANDARD	VODKA	RUSSIAN STANDARD	44

CUBA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	BACARDI	RUM / CANE	BACARDI MARTINI	2
2	HAVANA CLUB	RUM / CANE	PERNOD RICARD	28

ITALY

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	MARTINI VERMOUTH	LIGHT APERITIF	BACARDI MARTINI	4
2	FERNET-BRANCA	BITTERS / SPIRIT APERITIFS	FRANTELLI BRANCA	42
3	CAMPARI	BITTERS / SPIRIT APERITIFS	CAMPARI	64
4	CINZANO VERMOUTH	LIGHT APERITIF	CAMPARI	67
5	APEROL	LIGHT APERITIF	CAMPARI	68
6	DISARONNO	LIQUEURS	ILLVA SARONNO	84
7	MARTINI SPARKLING WINE	OTHER SPARKLING	BACARDI MARTINI	88
8	RAMAZZOTTI AMARO	BITTERS / SPIRIT APERITIFS	PERNOD RICARD	92

SWEDEN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	ABSOLUT	VODKA	PERNOD RICARD	5
2	SVEDKA	VODKA	CONSTELLATION	29

MEXICO

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JOSÉ CUERVO	TEQUILA	DIAGEO	12
2	PATRÓN	TEQUILA	PATRÓN GROUP	30
3	SAUZA	TEQUILA	BEAM GLOBAL	34
4	KAHLUA	LIQUEURS	PERNOD RICARD	61
5	EL JIMADOR	TEQUILA	BROWN-FORMAN	93

IRELAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	BAILEYS	LIQUEURS	DIAGEO	13
2	JAMESON	BLENDED IRISH WHISKEY	PERNOD RICARD	22

ENGLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	GORDON'S GIN	GIN / GENEVER	DIAGEO	25
2	BOMBAY SAPPHIRE	GIN / GENEVER	BACARDI MARTINI	41
3	BEEFEATER	GIN / GENEVER	PERNOD RICARD	43
4	TANQUERAY	GIN / GENEVER	DIAGEO	45
5	THREE OLIVES	VODKA	PROXIMO SPIRITS	87

CANADA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CROWN ROYAL	CANADIAN WHISKY	DIAGEO	21
2	CANADIAN CLUB	CANADIAN WHISKY	BEAM GLOBAL	59
3	BLACK VELVET	CANADIAN WHISKY	CONSTELLATION	66
4	CANADIAN MIST	CANADIAN WHISKY	BROWN-FORMAN	73

PUERTO RICO

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CAPTAIN MORGAN	RUM / CANE	DIAGEO	9

AUSTRALIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	YELLOWTAIL	STILL LIGHT WINE	CASELLA WINES	37
2	HARDYS	STILL LIGHT WINE	ACCOLADE WINES	39
3	JACOB'S CREEK	STILL LIGHT WINE	PERNOD RICARD	57
4	LINDEMANS	STILL LIGHT WINE	FOSTERS	58
5	WOLF BLASS	STILL LIGHT WINE	FOSTERS	90
6	PENFOLDS	STILL LIGHT WINE	FOSTERS	99

GERMANY

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JÄGERMEISTER	BITTERS / SPIRIT APERITIFS	MAST-JÄGERMEISTER	11

HOLLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	DE KUYPER	LIQUEURS	DE KUYPER / BEAM GLOBAL	24
2	KETEL ONE	VODKA	DIAGEO AND NOLET FAMILY	50
3	BOLS LIQUEURS	LIQUEURS	REMY COINTREAU	77

CHILE

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

SPAIN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	FREIXENET	OTHER SPARKLING	FREIXINET	52
2	TORRES WINE	STILL LIGHT WINE	TORRES FAMILY	74
3	LARIOS	GIN / GENEVER	BEAM GLOBAL	98

BARBADOS

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	MALIBU	LIQUEURS	PERNOD RICARD	33

FINLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	FINLANDIA	VODKA	BROWN-FORMAN	38

BRAZIL

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	DREHER	OTHER BRANDY	CAMPARI	47

POLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	WYBOROWA	VODKA	PERNOD RICARD	69

VENEZUELA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CACIQUE	RUM / CANE	DIAGEO	76

GREECE

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	METAXA	OTHER BRANDY	REMY COINTREAU	97

GEORGIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	ERISTOFF	VODKA	BACARDI MARTINI	78

THE TOP 100

Rank	Rank change	Brand	Sub category	Owner	Country	Total score 2011	Total score difference	Brand score 2011	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
1	0	SMIRNOFF	VODKA	DIAGEO	RUSSIA	88.9%	-5%	75%	-2%	9.5	4.6	5.3	9.3	9.4	6.6	7.8	7.5
2	1	BACARDI	RUM / CANE	BACARDI MARTINI	CUBA	77.7%	5%	80%	2%	9.6	5.8	5.8	9.1	9.4	8.1	8.6	8.0
3	-1	JOHNNIE WALKER	BLENDED SCOTCH	DIAGEO	SCOTLAND	75.4%	1%	83%	4%	9.4	6.3	7.0	9.5	9.1	8.4	8.4	8.4
4	0	MARTINI VERMOUTH	LIGHT APERITIF	BACARDI MARTINI	ITALY	54.0%	2%	68%	0%	8.9	4.6	5.0	8.0	8.1	5.8	7.3	6.8
5	2	ABSOLUT	VODKA	PERNOD RICARD	SWEDEN	39.3%	2%	75%	2%	8.0	5.5	7.4	7.8	8.8	7.9	7.3	7.8
6	0	JACK DANIEL'S	US WHISKEY	BROWN-FORMAN	USA	39.1%	1%	81%	2%	9.1	6.1	7.4	8.9	9.3	7.8	8.3	8.3
7	-2	HENNESSY	COGNAC	LVMH	FRANCE	38.9%	1%	79%	6%	8.8	5.6	7.9	8.1	8.1	7.9	8.5	8.5
8	0	CHIVAS REGAL	BLENDED SCOTCH	PERNOD RICARD	SCOTLAND	31.0%	2%	73%	5%	6.4	6.1	7.3	7.8	8.0	7.5	7.6	7.8
9	0	CAPTAIN MORGAN	RUM / CANE	DIAGEO	PUERTO RICO	30.4%	3%	70%	4%	7.6	6.1	5.9	7.1	7.8	7.3	7.4	7.1
10	0	BALLANTINE'S	BLENDED SCOTCH	PERNOD RICARD	SCOTLAND	24.7%	-2%	65%	0%	6.5	5.0	6.1	7.0	6.7	6.3	7.1	7.0
11	2	JÄGERMEISTER	BITTERS / SPIRIT APERITIFS	MAST-JÄGERMEISTER	GERMANY	23.4%	3%	71%	6%	8.9	5.4	6.4	7.8	7.8	7.5	6.1	7.0
12	-1	JOSÉ CUERVO	TEQUILA	DIAGEO	MEXICO	20.8%	-5%	70%	-1%	8.1	5.0	6.1	7.5	7.6	6.8	7.8	7.3
13	-1	BAILEYS	LIQUEURS	DIAGEO	IRELAND	19.5%	-4%	68%	-4%	8.3	4.4	5.3	7.1	8.1	7.0	6.9	7.1
14	2	DEWARS	BLENDED SCOTCH	BACARDI MARTINI	SCOTLAND	18.1%	2%	53%	2%	5.0	5.6	5.1	5.0	5.0	5.3	6.6	5.0
15	3	MOËT ET CHANDON	CHAMPAGNE	LVMH	FRANCE	17.9%	2%	77%	1%	8.1	5.8	6.5	8.1	8.6	8.0	8.1	8.0
16	-2	GALLO	STILL LIGHT WINE	GALLO	USA	17.4%	-1%	57%	-5%	9.0	4.5	3.1	6.4	7.3	4.5	5.4	5.1
17	3	RICARD	ANISEED	PERNOD RICARD	FRANCE	16.7%	2%	62%	8%	7.5	4.3	5.4	6.4	6.6	5.6	7.3	6.4
18	-1	CONCHA Y TORO	STILL LIGHT WINE	CONCHA Y TORO	CHILE	16.1%	0%	63%	-2%	8.4	6.1	4.3	7.3	6.8	6.0	5.5	5.9
19	-4	JIM BEAM	US WHISKEY	BEAM GLOBAL	USA	15.7%	-3%	60%	-4%	7.0	4.9	5.3	5.0	5.9	5.8	7.6	6.4
20	1	GREY GOOSE	VODKA	BACARDI MARTINI	FRANCE	15.5%	1%	67%	1%	6.4	6.0	8.4	5.6	7.0	7.3	4.8	8.3
21	1	CROWN ROYAL	CANADIAN WHISKY	DIAGEO	CANADA	14.4%	1%	60%	4%	6.8	4.6	6.3	5.9	6.0	5.9	6.1	6.4
22	4	JAMESON	BLENDED IRISH WHISKEY	PERNOD RICARD	IRELAND	12.9%	2%	70%	5%	7.3	6.8	6.6	7.0	6.8	6.5	7.8	7.1
23	9	GRANT'S	BLENDED SCOTCH	WILLIAM GRANT & SONS	SCOTLAND	12.6%	3%	50%	-1%	5.9	4.4	4.4	5.8	4.8	4.5	5.5	5.1
24	0	DE KUYPER / BEAM GLOBAL	LIQUEURS	DE KUYPER / BEAM GLOBAL	HOLLAND	12.5%	1%	53%	0%	6.5	3.9	4.3	6.0	5.8	4.9	5.9	4.9
25	-2	GORDON'S GIN	GIN / GENEVER	DIAGEO	ENGLAND	12.3%	0%	57%	0%	7.5	3.9	4.8	6.1	6.8	5.1	5.9	5.6
26	2	VEUVE CLICQUOT	CHAMPAGNE	LVMH	FRANCE	12.2%	2%	71%	1%	6.0	5.5	7.3	7.1	7.5	7.5	7.5	8.0
27	-8	J&B	BLENDED SCOTCH	DIAGEO	SCOTLAND	12.0%	-3%	55%	-2%	6.0	3.0	4.8	6.0	6.3	5.4	6.8	6.3
28	-3	HAVANA CLUB	RUM / CANE	PERNOD RICARD	CUBA	11.3%	0%	65%	-1%	5.3	6.5	6.4	6.0	6.5	6.9	7.4	7.1
29	17	SVEDKA	VODKA	CONSTELLATION	SWEDEN	10.8%	4%	63%	18%	5.9	5.8	5.5	6.1	7.1	6.5	7.0	6.9

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30	-1	PATRÓN	TEQUILA	PATRÓN GROUP	MEXICO	10.6%	1%	58%	0%	4.4	5.8	7.8	4.5	5.5	6.1	5.0	7.0
31	5	MARTELL	COGNAC	PERNOD RICARD	FRANCE	10.2%	2%	65%	7%	4.9	6.3	7.1	6.4	6.4	5.9	8.0	7.0
32	-1	ROBERT MONDAVI	STILL LIGHT WINE	CONSTELLATION	USA	9.9%	0%	64%	0%	6.9	5.6	5.4	6.5	7.3	6.5	6.3	6.5
33	-3	MALIBU	LIQUEURS	PERNOD RICARD	BARBADOS	9.7%	0%	58%	0%	5.6	4.5	5.4	6.6	7.0	6.0	5.0	6.4
34	6	SAUZA	TEQUILA	BEAM GLOBAL	MEXICO	9.6%	2%	60%	1%	5.4	5.1	5.6	6.3	6.3	6.1	6.6	6.3
35	-2	STOLICHNAYA	VODKA	SPI	RUSSIA	9.6%	1%	57%	-3%	5.5	3.9	5.6	5.6	6.3	5.8	6.9	5.8
36	-1	SKYY	VODKA	CAMPARI	USA	9.3%	1%	57%	4%	6.0	5.4	5.8	5.0	6.0	6.0	5.1	6.5
37	-3	YELLOWTAIL	STILL LIGHT WINE	CASELLA WINES	AUSTRALIA	8.3%	-1%	49%	-4%	7.1	3.9	3.6	5.9	6.4	4.8	3.4	4.4
38	0	FINLANDIA	VODKA	BROWN-FORMAN	FINLAND	8.1%	0%	54%	-1%	5.0	4.6	5.8	5.6	5.8	5.3	5.4	5.9
39	-2	HARDYS	STILL LIGHT WINE	ACCOLADE WINES	AUSTRALIA	8.0%	0%	55%	-5%	6.1	5.0	4.3	6.1	6.5	5.5	5.8	5.0
40	-1	FAMOUS GROUSE	BLENDED SCOTCH	EDRINGTON GROUP	SCOTLAND	7.8%	0%	58%	0%	4.0	4.9	5.5	6.4	6.1	6.3	6.5	6.5
41	11	BOMBAY SAPPHIRE	GIN / GENEVER	BACARDI MARTINI	ENGLAND	7.2%	1%	66%	5%	5.4	5.9	7.4	6.4	7.0	6.9	6.5	7.1
42	-1	FERNET-BRANCA	BITTERS / SPIRIT APERITIFS	FRANTELLI BRANCA	ITALY	7.2%	-1%	45%	-6%	5.1	4.1	4.4	4.5	4.1	3.6	5.3	4.8
43	2	BEEFEATER	GIN / GENEVER	PERNOD RICARD	ENGLAND	6.9%	0%	61%	2%	5.8	4.6	6.0	6.8	6.8	5.8	6.6	6.5
44	10	RUSSIAN STANDARD	VODKA	RUSSIAN STANDARD	RUSSIA	6.9%	1%	55%	3%	4.9	6.5	6.0	5.5	4.9	6.0	5.3	5.2
45	3	TANQUERAY	GIN / GENEVER	DIAGEO	ENGLAND	6.8%	0%	60%	5%	4.3	4.3	6.9	5.6	6.6	6.4	6.6	7.0
46	4	SOUTHERN COMFORT	LIQUEURS	BROWN-FORMAN	USA	6.6%	0%	60%	5%	5.8	4.1	6.0	6.4	6.9	6.3	5.9	6.6
47	-3	DREHER	OTHER BRANDY	CAMPARI	BRAZIL	6.3%	-1%	36%	-4%	6.4	3.0	3.0	2.9	2.9	3.5	3.3	3.6
48	16	E&J BRANDY	OTHER BRANDY	GALLO	USA	6.3%	2%	41%	1%	5.6	3.9	3.3	3.5	4.0	3.6	4.6	4.1
49	-7	BERINGER	STILL LIGHT WINE	FOSTERS	USA	6.3%	-1%	51%	-3%	6.4	3.5	4.1	5.0	5.9	4.9	5.6	5.1
50	3	KETEL ONE	VODKA	DIAGEO AND NOLET FAMILY	HOLLAND	6.2%	0%	54%	1%	4.0	5.3	6.9	4.6	5.3	5.6	4.8	6.6
51	-8	FREIXENET	OTHER SPARKLING	FREIXINET	SPAIN	6.2%	-1%	55%	-6%	7.9	3.9	4.5	6.4	5.6	5.1	5.5	5.1
52	-3	SEAGRAM GIN	GIN / GENEVER	PERNOD RICARD	USA	6.0%	0%	41%	-1%	5.5	4.0	3.5	3.4	4.1	3.6	4.6	4.0
53	-26	RÉMY MARTIN	COGNAC	REMY COINTREAU	FRANCE	5.9%	-5%	60%	-5%	4.0	4.8	6.5	6.1	6.3	6.1	7.6	6.9
54	4	SEAGRAM'S 7 CROWN	US WHISKEY	PERNOD RICARD	USA	5.8%	1%	40%	-3%	5.0	2.8	3.3	3.5	4.6	4.0	4.6	4.1
55	1	BELL'S	BLENDED SCOTCH	DIAGEO	SCOTLAND	5.7%	0%	47%	0%	4.3	4.4	3.9	4.9	5.3	4.8	5.6	4.8
56	-5	SUTTER HOME	STILL LIGHT WINE	SUTTER HOME WINERY	USA	5.7%	0%	47%	-4%	6.6	3.8	3.5	4.6	5.4	4.3	4.6	4.5
57	-10	JACOB'S CREEK	STILL LIGHT WINE	PERNOD RICARD	AUSTRALIA	5.5%	-1%	52%	-5%	6.1	3.6	4.0	6.5	6.4	5.1	4.8	4.9
58	-3	LINDEMANS	STILL LIGHT WINE	FOSTERS	AUSTRALIA	5.3%	0%	52%	-2%	5.8	3.9	4.6	6.0	5.6	5.3	5.3	5.4
59	-2	CANADIAN CLUB	CANADIAN WHISKY	BEAM GLOBAL	CANADA	5.2%	0%	55%	1%	4.5	3.8	5.0	5.9	6.8	5.5	6.9	5.9

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60	5	BLOSSOM HILL	STILL LIGHT WINE	DIAGEO	USA	4.9%	0%	53%	5%	6.3	4.8	5.3	4.9	6.0	5.3	4.9	5.4
61	2	KAHLUA	LIQUEURS	PERNOD RICARD	MEXICO	4.8%	0%	55%	1%	4.3	3.9	5.1	6.0	6.5	5.6	6.1	6.1
62	4	MAKER'S MARK	US WHISKEY	BEAM GLOBAL	USA	4.8%	0%	63%	2%	3.5	7.1	7.1	5.6	5.9	6.4	7.0	7.6
63	-1	TEACHER'S	BLENDED SCOTCH	BEAM GLOBAL	SCOTLAND	4.7%	0%	51%	0%	4.1	4.6	4.3	5.4	5.5	5.1	6.3	5.5
64	-4	CAMPARI	BITTERS / SPIRIT APERITIFS	CAMPARI	ITALY	4.6%	0%	59%	-1%	5.1	5.5	5.0	6.1	6.5	5.3	7.2	6.5
65	-4	GLENFIDDICH	MALT SCOTCH	WILLIAM GRANT & SONS	SCOTLAND	4.6%	0%	64%	2%	5.4	5.6	6.4	6.4	7.0	6.0	7.4	7.0
66	1	BLACK VELVET	CANADIAN WHISKY	CONSTELLATION	CANADA	4.4%	0%	42%	0%	4.4	3.6	3.9	4.1	4.3	4.0	5.4	4.3
67	4	CINZANO VERMOUTH	LIGHT APERITIF	CAMPARI	ITALY	4.4%	1%	48%	0%	3.9	3.6	4.5	5.8	5.4	4.4	6.1	5.0
68	2	APEROL	LIGHT APERITIF	CAMPARI	ITALY	4.0%	0%	43%	-2%	3.9	5.8	4.8	3.8	3.4	3.8	4.5	4.6
69	-10	WYBOROWA	VODKA	PERNOD RICARD	POLAND	4.0%	-1%	44%	-3%	3.6	3.5	5.1	5.0	4.4	4.4	4.6	4.4
70	6	COURVOISIER	COGNAC	BEAM GLOBAL	FRANCE	3.8%	0%	58%	1%	3.1	3.9	6.0	6.0	7.0	6.0	7.6	6.4
71	7	WILLIAM LAWSON'S	BLENDED SCOTCH	BACARDI MARTINI	SCOTLAND	3.6%	0%	43%	0%	3.0	4.3	4.4	4.1	3.9	4.8	4.8	5.1
72	1	CLAN CAMPBELL	BLENDED SCOTCH	PERNOD RICARD	SCOTLAND	3.5%	0%	40%	-2%	3.4	3.8	4.1	4.1	3.8	3.6	4.8	4.5
73	-1	CANADIAN MIST	CANADIAN WHISKY	BROWN-FORMAN	CANADA	3.5%	0%	38%	-3%	3.8	3.3	3.6	3.9	3.8	3.4	4.9	3.9
74	5	TORRES WINE	STILL LIGHT WINE	TORRES FAMILY	SPAIN	3.3%	0%	56%	-1%	4.5	5.5	5.0	6.1	6.0	6.0	6.0	6.0
75	-7	100 PIPERS	BLENDED SCOTCH	PERNOD RICARD	SCOTLAND	3.3%	-1%	38%	-1%	3.4	2.6	3.5	4.1	4.1	4.0	5.0	3.6
76	-7	CACIQUE	RUM / CANE	DIAGEO	VENEZUELA	3.3%	-1%	39%	-6%	3.3	3.9	3.9	4.0	3.6	3.5	4.6	4.1
77	4	BOLS LIQUEURS	LIQUEURS	REMY COINTREAU	HOLLAND	3.2%	0%	45%	-1%	4.0	4.6	3.6	5.1	4.3	4.0	5.6	4.4
78	7	ERISTOFF	VODKA	BACARDI MARTINI	GEORGIA	3.2%	0%	42%	-3%	3.8	5.4	4.3	4.1	3.5	4.4	3.9	4.6
79	3	CUTTY SARK	BLENDED SCOTCH	EDRINGTON GROUP	SCOTLAND	3.1%	0%	50%	4%	2.9	3.6	4.6	5.1	5.9	5.4	6.6	6.1
80	10	THE GLENLIVET	MALT SCOTCH	PERNOD RICARD	SCOTLAND	3.0%	0%	63%	3%	4.6	5.9	7.0	6.0	6.1	6.3	7.1	7.3
81	2	KENDALL JACKSON	STILL LIGHT WINE	JACKSON FAMILY WINES	USA	3.0%	0%	52%	-3%	4.8	5.0	4.9	5.1	5.6	5.5	5.0	5.6
82	7	CLAN MACGREGOR	BLENDED SCOTCH	WILLIAM GRANT & SONS	SCOTLAND	2.9%	0%	51%	12%	3.1	4.4	5.1	5.1	5.4	5.5	6.3	6.0
83	8	PAUL MASSON	OTHER BRANDY	CONSTELLATION	USA	2.9%	0%	42%	4%	3.3	4.6	4.1	4.1	4.1	4.1	4.9	4.3
84	14	DISARONNO	LIQUEURS	ILLVA SARONNO	ITALY	2.9%	1%	58%	10%	3.6	4.1	6.1	6.6	6.4	6.0	7.0	6.6
85	-8	MUMM	CHAMPAGNE	PERNOD RICARD	FRANCE	2.8%	-1%	57%	-3%	4.0	3.6	5.6	6.4	6.6	6.1	7.4	5.9
86	1	LAURENT PERRIER	CHAMPAGNE	BERNARD DE NONANCOURT	FRANCE	2.8%	0%	50%	-6%	3.5	3.8	5.4	5.6	4.5	4.5	6.4	6.0
87	7	THREE OLIVES	VODKA	PROXIMO SPIRITS	ENGLAND	2.7%	0%	40%	2%	3.0	4.9	5.5	3.8	4.0	4.1	2.5	4.5
88	-4	MARTINI SPARKLING WINE	OTHER SPARKLING	BACARDI MARTINI	ITALY	2.6%	0%	50%	-7%	5.6	4.8	3.9	5.8	5.3	4.8	5.6	4.5

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89	-15	GRAND MARNIER	LIQUEURS	ALEXANDRE MARNIER-LAPOSTOLLE	FRANCE	2.6%	-1%	58%	1%	3.8	5.0	6.1	6.4	6.3	5.6	7.0	6.1
90	-4	WOLF BLASS	STILL LIGHT WINE	FOSTERS	AUSTRALIA	2.6%	0%	54%	-2%	4.5	3.9	5.0	6.0	6.0	6.1	5.8	5.8
91	-16	COINTREAU	LIQUEURS	REMY COINTREAU	FRANCE	2.6%	-1%	52%	-5%	3.0	3.6	5.6	5.9	5.4	5.6	6.1	6.0
92	New entry	RAMAZZOTTI AMARO	BITTERS / SPIRIT APERITIFS	PERNOD RICARD	ITALY	2.6%	1%	42%	1%	3.1	3.5	4.5	4.4	3.6	3.9	5.4	5.1
93	6	EL JIMADOR	TEQUILA	BROWN-FORMAN	MEXICO	2.4%	0%	45%	2%	3.2	4.4	4.4	4.2	4.0	5.0	5.5	5.0
94	1	INGLENOOK	STILL LIGHT WINE	THE WINE GROUP	USA	2.4%	0%	39%	-3%	4.2	3.4	3.0	4.3	4.3	3.9	4.0	3.9
95	-3	PIPER HEIDSIECK	CHAMPAGNE	REMY COINTREAU	FRANCE	2.3%	0%	50%	-4%	3.3	3.6	4.4	5.9	5.8	5.0	7.0	5.5
96	-8	PASTIS 51	ANISEED	PERNOD RICARD	FRANCE	2.3%	0%	36%	-4%	3.4	2.3	3.9	3.0	3.1	3.1	5.9	4.5
97	-17	METAXA	OTHER BRANDY	REMY COINTREAU	GREECE	2.3%	-1%	41%	-2%	2.9	4.5	4.0	3.6	4.0	4.0	5.6	4.4
98	New entry	LARIOS	GIN / GENEVER	BEAM GLOBAL	SPAIN	2.3%	1%	42%	7%	3.6	3.5	4.6	4.0	3.6	4.3	5.4	4.9
99	-3	PENFOLDS	STILL LIGHT WINE	FOSTERS	AUSTRALIA	2.2%	0%	56%	-3%	3.6	3.9	5.6	6.3	6.1	6.1	6.8	6.6
100	0	WILD TURKEY	US WHISKEY	CAMPARI	USA	2.2%	0%	53%	-2%	2.8	5.0	5.8	5.5	5.5	5.2	6.4	6.1

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