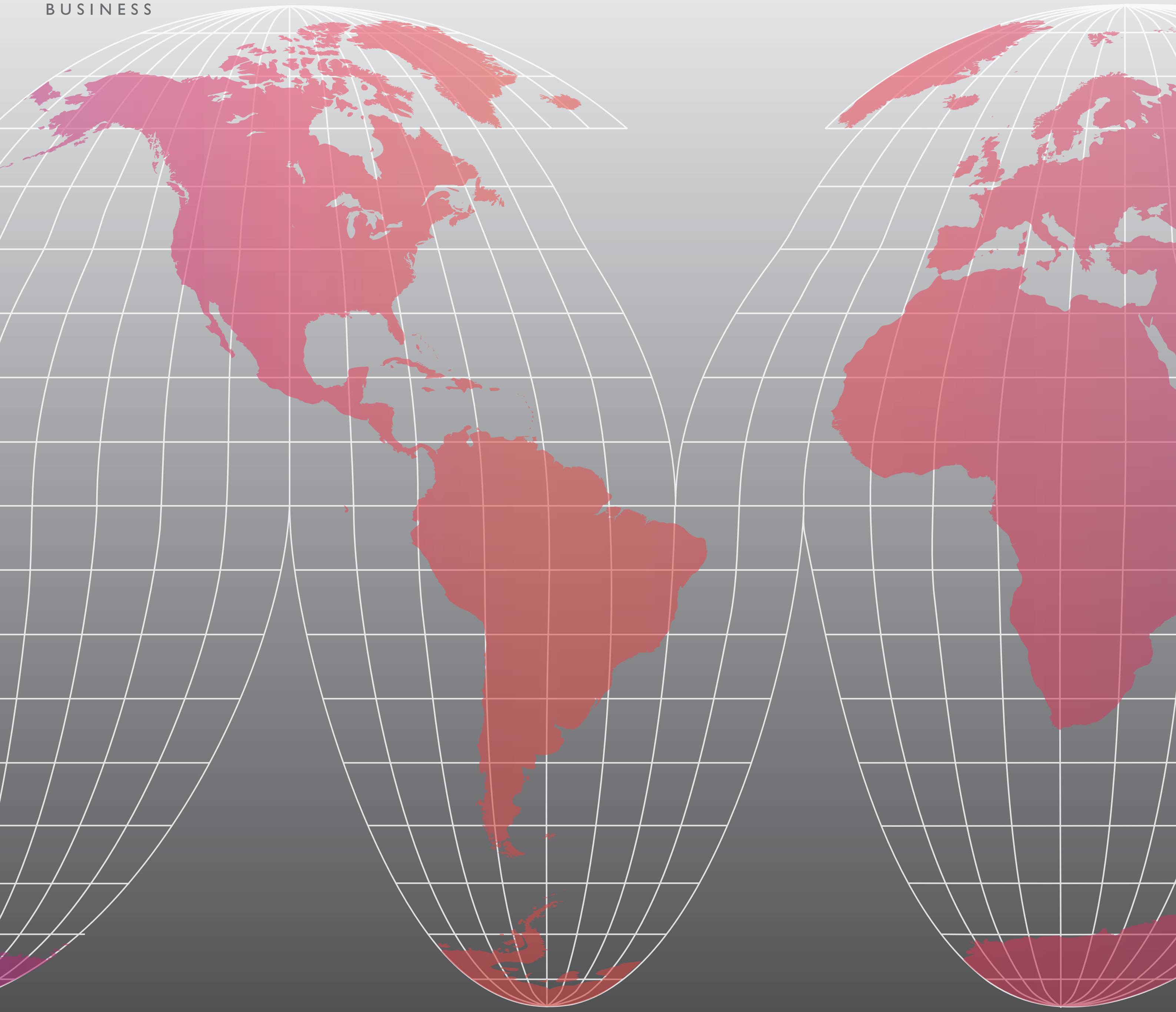
INTANGIBLE BUSINESS



THE POWER 100
THE WORLD'S MOST POWERFUL SPIRITS & WINE BRANDS, 2010

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INTANGIBLE BUSINESS

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INTRODUCTION

The full impact of the global economic recession is now fully evident. The 15 year trend towards premium has reversed with a flight to value. Consumers have shunned the biggest brands with the top 10 in The Power 100, 2010 losing as much value as the total from the remaining top 100 brands.

The main beneficiaries of the trend have been the newer, nimble brands such as Russian Standard, and brands given a new lease of life, such as Svedka and Aperol, by companies that really understand their market and are able to take advantage of that knowledge. This drive to value is fuelling greater consumer choice with a greater range of options now available.

The whisky and vodka categories continue to battle it out. Although new entrants from both categories appear in the top 100 in 2010, vodka continues to close the gap with market leader whisky. Champagne brands took the biggest hit with many established brands falling out of The Power 100 in 2010.

Whether or not consumers return to the bigger brands once their economic situation improves will be one of the most interesting trends over the coming years. Or perhaps greater choice and innovation has changed the landscape for good.

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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 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.

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 as a director of 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.

CHRIS LUCAS, *CEO of Russian Standard Vodka International*

Chris manages sales, marketing and new market development across Russian Standard Vodka's rapidly growing international footprint. Previously, Lucas was based in Moscow, where he oversaw the international development of the Russian Standard Vodka portfolio, as Global Marketing Director. Prior to joining Russian Standard in 2005, Lucas spent 15 years working for Pernod Ricard managing various sales and marketing assignments across America, Western and Eastern Europe. Throughout his professional career in the beverage industry, Lucas has worked on sales and marketing development for premium spirits brands including Chivas whisky, Havana Club Rum and Grand Marnier liqueurs in markets including Canada, France and the UK. He was also responsible for the takeover and relaunch of the Polish vodka brands, Wyborowa and Żubrówka, which were acquired by Pernod Ricard in 2001.

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.

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KEY ISSUES

GLOBAL RECESSION

The global recession hit the drinks industry hard. Every category felt the pressure with on trade leading the way. The biggest brands were hit hardest with the top 10 losing as much value as the remaining brands in the top 100 combined. With adversity comes opportunity and many brands were able to capitalise on the stagnant market leaders and attract consumers with their value propositions. Now that the consumer has traded down and experimented with new brands, will they trade back up to the market leader once their economic situation improves? Or will they try something else or develop a different repertoire of choices?

DRIVE TO VALUE

Consumers are increasingly focused on value options and are altering their purchasing behaviour to get the most out of their money. Ultimately, this translates to greater consumption of drinks at home, buying bigger bottles and choosing less expensive brands.

With consumers trading down to value options, market leaders are having to rethink their strategies, as Diageo is finding out. To protect Smirnoff's premium status from new premium entrants, such as Absolut and Grey Goose, Diageo introduced Ketel One in the ultra-premium category and Cîroc in the super premium categories. Now Smirnoff's equity is being challenged from below, from brands such as Svedka which has grown significantly during the recession in the key US market, Diageo, therefore is planning the launch of two new value brands, Rökk, a Swedish-made vodka to retail at $13 per bottle in the US, and Ursus which is to be launched solely in the US market.

GLOBAL WINE BRANDS

A global wine brand used to be anathema. Restrictions on supply, fears of overstretch and dilution of heritage used to be barriers. The benefits of brands with aiding consumer decision making, encouraging trial, increasing loyalty, and improving volume and margin growth are now unavoidable in the wine category. Several wine brands are successfully emerging as the first truly global wine brands. Concha y Toro, Gallo and Hardys lead the pack with Yellowtail hot on their heels. Other wine brands such as Robert Mondavi, Beringer and Jacob's Creek are also emerging as contenders.

THE GROUPS

Big isn't always better, as many a drinks group has found out. Groups such as Diageo, Pernod Ricard and Beam Global are burdened with high levels of debt, have an enormous number of brands to manage, and have struggled to keep their highly premium brands going in the global recession. Within Pernod Ricard, for instance, the best performances came from the smaller brands, two of which enter The Power 100 for the first time in 2010 - Wyborowa and Clan Campbell.

On the other side, smaller established groups are focused on managing fewer brands, many of which operate below the super premium mark which has given them an advantage.

- Remy Cointreau has successfully steered Remy Martin through a difficult recession and also carefully managed Metaxa which is one of the best performers in The Power 100, 2010.
- Campari Group has also shown great accomplishment in its management of Aperol in particular which has taken on a new lease of life in its domestic Italian market. Campari Group's acquisition of Wild Turkey – which just creeps into the top 100 at number 100 – is a smart move which gives it a greater ability to penetrate further the US market with Skyy and the group's other brands.
- Constellation has the highest new entrant this year with its Svedka brand, which operates effectively at value price points in the US market.
- Out of the premier division of premier spirits and wine groups Brown-Forman has fared the best during this period of economic turmoil out of the bigger groups, with an impressive performance from its flagship Jack Daniel's brand.

Newer, up and coming organisations such as Russian Standard, Patron Group and Proximo Spirits, with its Three Olives vodka brand, demonstrate that a tightly focused business run by people who are really close to the market and understand their brands is a successful formula. A good performance from Jim Beam also bodes well for Beam Global which is beginning to get its act together in the US after a tough few years following its acquisition of Allied Domecq brands.

NEW ENTRANTS

The two biggest categories, whisky and vodka extended their positions in the top 100 in 2010. Of the nine new entrants, four were vodkas and four were whiskies.

BRAND	RANK
SVEDKA	46
RUSSIAN STANDARD	54
WYBOROWA	59
APEROL	70
CLAN CAMPBELL	73
WILLIAM LAWSON'S	78
CLAN MACGREGOR	89
THREE OLIVES	94
WILD TURKEY	100

EXITS

BRAND	TOTAL SCORE	CHANGE	BRAND SCORE	CHANGE
BANROCK STATION	3.0%	-1%	43%	0%
CASTILLO RUM	3.0%	-1%	33%	4%
DOM PERIGNON	3.0%	-1%	71%	-3%
KUMALA	3.0%	-1%	43%	-4%
LANSON	2.0%	-0%	47%	2%
NICOLAS FEUILLATTE	3.0%	-1%	50%	-7%
RAMAZZOTTI AMARI	3.0%	-1%	40%	1%
TAITTINGER	3.0%	-1%	60%	-4%
THE MACALLAN	3.0%	-0%	65%	-4%

THE BIGGEST MOVERS GOING UP

METAXA

METAXA, +17 PLACES

Metaxa is an established Greek brandy that under Remy Cointreau's stewardship was the only brandy to improve its position in The Power 100, 2010 and was the highest climber.

BOLS

BOLS LIQUEURS, +17 PLACES

The combination of an improved brand score from the expert panel and impressive volume growth fuelled by Bols' continue penetration into the cocktail market propelled it up 17 places in 2010.

Grand Marnier

GRAND MARNIER, +12 PLACES

Grand Marnier, the drinks cupboard staple for cooking and cocktails, proved its relevance in its 130th year with a brand score up 8% and increase of 12 places in the ranking.

MARTINI

MARTINI SPARKLING WINE, +11 PLACES

Martini took advantage of Champagne's decline with its more value focused sparkling wine brand, increasing both volumes and brand score to move up 11 places.

ERISTOFF

ERISTOFF, +9 PLACES

Eristoff outshone Bacardi's lead vodka, Grey Goose, proving that value orientated vodkas are the place to be this year. A new entrant last year, Eristoff has certainly proven its credentials this year.

PAUL MASSON Winery

PAUL MASSON, +8 PLACES

Paul Masson was one of the few brandy brands to increase volumes this year and this, combined with its higher brand score helped it shoot up 8 places.

L LINDEMANS

LINDEMANS, +8 PLACES

Fosters' Lindemans brand was rated 5% stronger by the panel this year, testament to the increased importance on brands in the wine category and the brand's distinct Australian heritage.

Havana Club El Ron de Cuba

HAVANA CLUB, +7 PLACES

Havana Club, owned by Pernod Ricard, leveraged its Cuban origin, music associations and cocktail mixability to compete effectively in the premium rum market, improving its volumes, brand score and overall score – an unusual example of a successful premium brand this year.

ROBERT MONDAVI, +6 PLACES

Robert Mondavi is reacting well under Constellation's management and is one of the highest moving wine brands in The Power 100, 2010. It is fast emerging as one of the world's leading wine brands.

REMY MARTIN, +6 PLACES

Remy Martin dispelled fears over consumers trading down in a recession and proved resilient, increasing its volume with its versatility as both a cocktail ingredient and spirit drunk neat.

BIGGEST RISERS

BY TOTAL SCORE

BRAND	CHANGE
GRAND MARNIER	1%
BOLS LIQUEURS	1%
METAXA	1%
GALLO	1%
LINDEMANS	1%
CACIQUE	1%
MARTINI SPARKLING WINE	0%
REMY MARTIN	0%
BLACK VELVET	0%
PAUL MASSON	0%

BY BRAND SCORE

BRAND	CHANGE
MARTINI SPARKLING WINE	9%
SMIRNOFF	8%
KENDALL JACKSON	8%
GRAND MARNIER	8%
PASTIS 51	8%
CACIQUE	7%
METAXA	7%
PAUL MASSON	7%
BOLS LIQUEURS	6%
BLACK VELVET	6%

BY RANK

BRAND	CHANGE
METAXA	17
BOLS LIQUEURS	17
GRAND MARNIER	12
MARTINI SPARKLING WINE	11
ERISTOFF	9
PAUL MASSON	8
LINDEMANS	8
HAVANA CLUB	7
ROBERT MONDAVI	6
REMY MARTIN	6

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THE BIGGEST MOVERS GOING DOWN

EL JIMADOR, -37 PLACES
el Jimador suffered a big whammy with falling volumes, brand score, total score and rank – performing worse than the category as a whole.

COINTREAU, -21 PLACES
Cointreau fell victim to the recession as it failed to establish itself as a must-have cocktail ingredient on the on trade circuit.

CUTTY SARK, -15 PLACES
Cutty Sark's attempt to rejuvenate its image with an association with artists is failing to reverse its decline, despite its distinct branding and heritage.

LAURENT PERRIER, -15 PLACES
Champagne being one of the hardest hit during the recession was inevitably going to impact established, powerful brands such as Laurent Perrier – an unfortunate victim which is bound to bounce back.

THE GLENLIVET, -14 PLACES
An established brand that held its own within the whisky category in The Power 100, 2010 but whose ranking was penalised by better performances from brands in other categories.

PIPER HEIDSIECK, -14 PLACES
Another victim of the Champagne market's decline, Piper Heidsieck lost out to consumers trading down to other sparkling wine variants.

COURVOISIER, -12 PLACES
Whilst still a strong brand, Courvoisier lost out to better performing brands in The Power 100, 2010, plunging 12 places following its decline in volume and brand score.

MOSKOVSKAYA, -12 PLACES
SPI's Moskovkaya is rather lost in the crowded vodka market. Many new entrants and growth from established brands are outstripping Stolichnaya stable mate.

CINZANO VERMOUTH, -11 PLACES

Campari's Cinzano Vermouth rather struggled to keep up in The Power 100, 2010 with a sharp volume decline and brand score contributing to its 11 place drop.

WOLF BLASS, -11 PLACES

Wolf Blass failed to keep pace with other global wine brands, with management attention perhaps focused on improving Lindemans and Beringer which it succeeded in doing.

BIGGEST FALLERS

BY TOTAL SCORE

BRAND	CHANGE
JOHNNIE WALKER	-20%
BACARDI	-13%
HENNESSY	-10%
HARDYS	-9%
ABSOLUT	-8%
BAILEYS	-7%
CHIVAS REGAL	-6%
MARTINI VERMOUTH	-6%
MOET ET CHANDON	-4%
J & B	-4%

BY RANK

BRAND	CHANGE
EL JIMADOR	-37
COINTREAU	-21
CUTTY SARK	-15
LAURENT PERRIER	-14
THE GLENLIVET	-14
PIPER HEIDSIECK	-14
COURVOISIER	-12
MOSKOWSKAYA	-12
CINZANO VERMOUTH	-11
WOLF BLASS	-11

BY BRAND SCORE

BRAND	CHANGE
HENNESSY	-9%
THE GLENLIVET	-8%
MARTELL	-8%
GLENFIDDICH	-6%
EL JIMADOR	-6%
COURVOISIER	-5%
JAMESON	-5%
TEACHERS	-5%
CROWN ROYAL	-5%
CHIVAS REGAL	-4%

THE TOP 10

Every brand in the top 10 lost value in this year's The Power 100. They lost nearly as much value as the remaining brands put together. This symptom of the recession proves the adage the bigger you are, the harder you fall. These brands fell especially hard with the added threat from value options and a greater variety of choice – consumers reacted against the big brands and migrated to newer, cheaper alternatives.

As the world comes out of recession and affluence returns, the challenge for these biggest brands will be to attract consumers back.

1 SMIRNOFF

'Smirnoff the untouchable' has become 'Smirnoff the vulnerable'. Despite launching a wide range of flavoured variants and a number of quality variants, Smirnoff was unable to stop the inevitable decline in volume. Its brand score increased by 8% but it faces fresh challenges at the top end from Absolut, now in its second year under Pernod Ricard's management, and others such as Russian Standard, Skyy and Grey Goose. It is also being undermined from below, from the likes of Svedka – the highest new entrant in 2010 – and Eristoff. Diageo's plans for its own value vodkas may protect its decline but whatever happens, Smirnoff will have to fight hard.

2 JOHNNIE WALKER

Johnnie Walker has had a pretty tough year with volumes down 11% and its brand rating falling 4%. However, Johnnie Walker still remains the most powerful whisky brand in the world outstripping its nearest rivals by some margin – three times bigger than its nearest Scotch rival, J&B, and 50% bigger than its nearest US whiskey rival, Jack Daniel's. With a heritage dating back 200 years, an inventory that can date back a generation, and a five-strong product range that successfully segments taste and quality profiles, Johnnie Walker will take some catching.

3 BACARDI

Bacardi is a consistent strong performer in this year's The Power 100, virtually being the rum market. However, even this power brand was not immune to the forces of economic malaise. Its volumes fell as did its brand rating although it managed to keep its bronze position in The Power 100, 2010. As Barcardi Martini's flagship brand, Bacardi enjoys significant attention and resource to maintain its dominance of the rum market, successfully leveraging its relationship with music which helps drive relevance and volume in the nightclubs and bars on which it so much depends.

THE TOP 10

4

MARTINI VERMOUTH

The sustained appeal of cocktails and Martini's consistent association and sponsorship of glamorous events such as motor sport helped prevent a significant fall in sales this year. Its brand rating was 2% lower than last year which resulted in an overall decline of 6%. Positioning Martini as a versatile summer long drink and pitcher option when mixed with fruit juice will extend the brand's relevance and opportunities for consumption. Martini's domestic market continues to provide a firm base from which further international penetration is managed.

5

HENNESSY

French brand Hennessy is the most powerful cognac brand in the world. Luxuries, such as Hennessy, are one of the first discretionary purchases to be avoided in a recession, which inevitably had a negative impact on its volumes, affecting its score in The Power 100, 2010. The Hennessy brand remains incredibly strong and continues to be a hit with the rap community which has adopted the brand as its own. This association with some of the world's hippest stars ensures Hennessy's continued cultural relevance and presence among the world's most powerful spirits brands.

6

JACK DANIEL'S

Its iconic square bottle and black and white label help differentiate Jack Daniel's from the rest of the whiskey market. Jack Daniel's volumes increased slightly in one of the most difficult years for a generation, testament to the brand's strength and loyal following. It is rewarded by moving up one place in The Power 100, 2010.

7

ABSOLUT

Absolut's transition to the Pernod Ricard stable has inevitably resulted in a, most likely temporary, decline in volume. The brand has also lost its status as the world's strongest vodka brand to Smirnoff. However, Absolut's history of innovative marketing activities, that have given it its unique position in the market, gives the brand a solid platform from which to regain its crown.

THE TOP 10

8

CHIVAS REGAL

Like most brands, Chivas Regal was affected by the recession, losing volume for the first time in years. The brand's premium range of aged whisky continues to be appreciated as one of the finest in the world. Pernod Ricard enhances the brand's premium status with sponsorship of premium creative events such as Chivas and Cannes Film Festival.

9

CAPTAIN MORGAN

Captain Morgan enters the top 10 in for the first time in The Power 100, 2010, moving up two places, displacing Baileys whose volumes fell 11%. Captain Morgan, reached the top 10 on its own merits, carefully steered by Diageo and entering into the spirit of social media trend, accumulating over 200,000 Facebook fans.

10

BALLANTINE'S

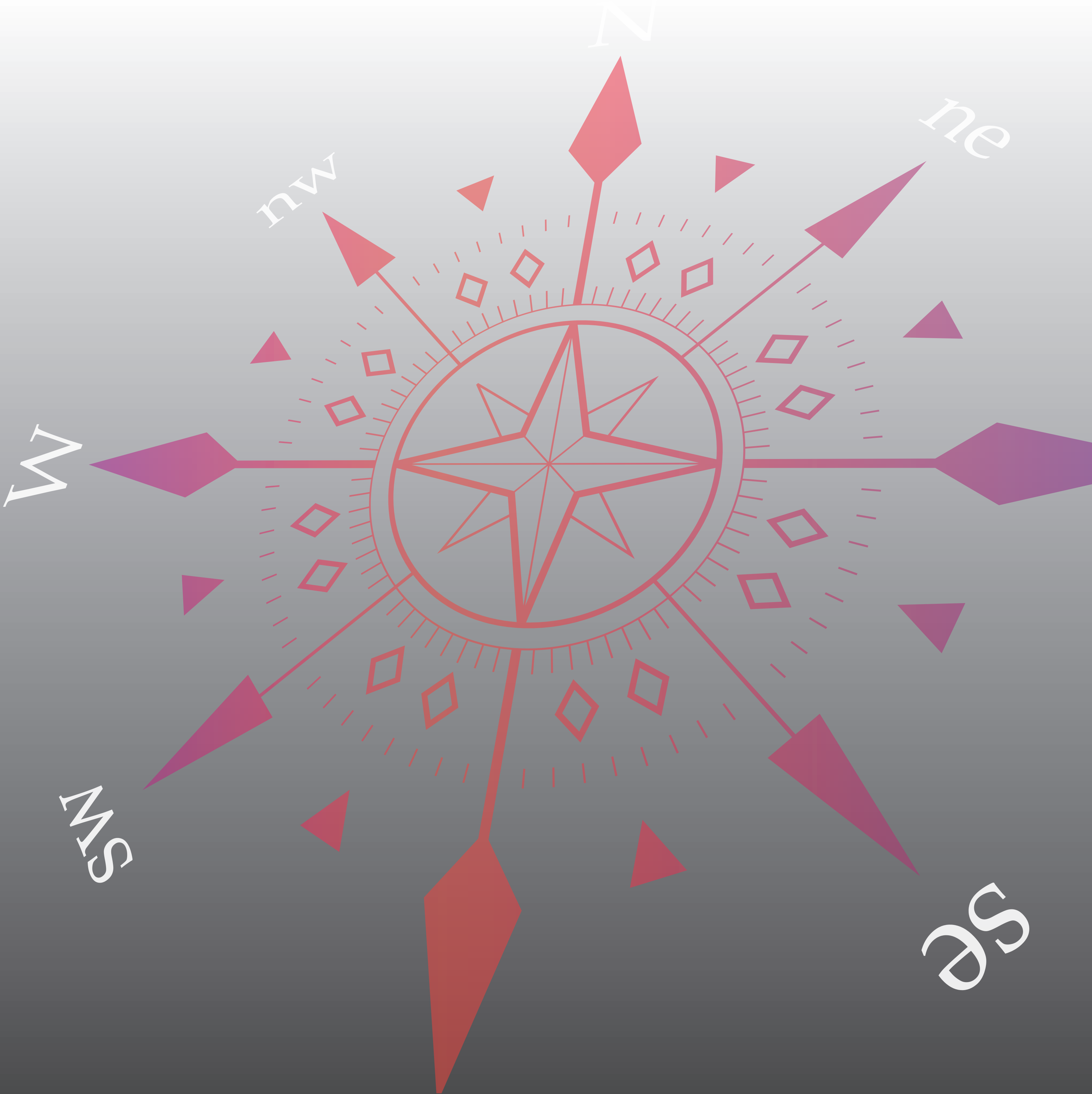
Ballentine's held its position in the top 10 in The Power 100, 2010. Its six-strong range caters for different tastes, giving consumers choice without having to leave the brand. The brand is beginning to make inroads into the lucrative cocktail market which will not only increase its volumes but will introduce the Ballantine's brand to a new generation of loyal followers.

STAR PERFORMANCE

STAR PERFORMERS

Each year, Intangible Business would like to recognise those brands which warrant particular attention. Not the biggest. Not the best. Just the brands which have performed especially well. We have therefore launched the Intangible Business Star Performance Award.

14 brands are recipients of the inaugural Star Performance Award in 2010. In one of the most difficult years' trading for a generation, these brands have all performed exceptionally well, outperforming their category and the market. We would like to extend our congratulations to these brands and the people who manage them. These are the ones to watch and rightly deserve this accreditation.



THE MOST INFLUENTIAL DRINKS INDUSTRY RANKING

THE POWER 100
POWER BRAND 2010
From Intangible Business

8

TOP SECTORS

MOST POWERFUL SECTORS

RANK	CHANGE	SECTOR	TOTAL SCORE	TOTAL BRAND SCORE	BRANDS IN TOP 100
1	-	WHISKY	321%	1456%	27
2	-	VODKA	202%	704%	13
3	-	FLAVOURED SPIRITS	120%	768%	14
4	-	RUM / CANE	116%	254%	4
5	-	STILL LIGHT WINE	105%	835%	15
6	-	BRANDY	79%	414%	8
7	1	LIGHT APERITIF	59%	161%	3
8	1	TEQUILA	46%	230%	4
9	-2	SPARKLING	45%	433%	7
10	-	GIN / GENEVER	38%	272%	5

9 STRONGEST BRANDS

STRONGEST BRANDS

RANK	BRAND	BRAND SCORE 2010	CHANGE
1	JACK DANIEL'S	80%	1%
2	JOHNNIE WALKER	79%	-4%
3	BACARDI	78%	-3%
4	SMIRNOFF	76%	8%
5	MOET ET CHANDON	75%	-0%
6	ABSOLUT	73%	-1%
7	HENNESSY	73%	-9%
8	BAILEYS	71%	-3%
9	JOSE CUERVO	71%	2%
10	VEUVE CLICQUOT	70%	-0%

MOST POWERFUL WHISKY BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	JOHNNIE WALKER	2	74%	-20%	79%	-4%
2	JACK DANIEL'S	6	38%	-2%	80%	1%
3	CHIVAS REGAL	8	29%	-6%	68%	-4%
4	BALLANTINE'S	10	26%	-4%	64%	-2%
5	JIM BEAM	15	18%	-1%	63%	3%
6	DEWARS	16	16%	-3%	51%	-3%
7	J & B	19	15%	-4%	57%	-1%
8	CROWN ROYAL	22	13%	-4%	56%	-5%
9	JAMESON	26	11%	-1%	64%	-5%
10	GRANTS	32	9%	-4%	51%	-3%
11	FAMOUS GROUSE	39	8%	-0%	58%	5%
12	BELL'S	56	5%	-0%	47%	-1%
13	CANADIAN CLUB	57	5%	-1%	54%	-3%
14	SEAGRAM'S 7 CROWN	58	5%	-0%	42%	2%
15	GLENFIDDICH	61	5%	-1%	62%	-6%
16	TEACHER'S	62	5%	-1%	51%	-5%
17	MAKER'S MARK	66	4%	0%	61%	-3%
18	BLACK VELVET	67	4%	0%	43%	6%
19	100 PIPERS	68	4%	-1%	39%	1%
20	CANADIAN MIST	72	4%	-0%	41%	4%
21	CLAN CAMPBELL	73	4%	NEW ENTRY	42%	NEW ENTRY
22	WILLIAM LAWSON'S	78	3%	NEW ENTRY	43%	NEW ENTRY
23	CUTTY SARK	82	3%	-1%	46%	-2%
24	CLAN MACGREGOR	89	3%	NEW ENTRY	39%	NEW ENTRY
25	THE GLENLIVET	90	3%	-1%	60%	-8%
26	SEAGRAM V.O.	97	2%	-0%	39%	3%
27	WILD TURKEY	100	2%	NEW ENTRY	55%	NEW ENTRY

MOST POWERFUL VODKA BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	SMIRNOFF	1	94%	-3%	76%	8%
2	ABSOLUT	7	37%	-8%	73%	-1%
3	GREY GOOSE	21	15%	-1%	67%	3%
4	STOLICHNAYA	33	9%	-3%	60%	-4%
5	SKYY	35	9%	-1%	53%	-2%
6	FINLANDIA	38	8%	0%	55%	3%
7	SVEDKA	46	7%	NEW ENTRY	46%	NEW ENTRY
8	KETEL ONE	53	6%	0%	53%	3%
9	RUSSIAN STANDARD	54	6%	NEW ENTRY	52%	NEW ENTRY
10	WYBOROWA	59	5%	NEW ENTRY	46%	NEW ENTRY
11	ERISTOFF	85	3%	0%	46%	6%
12	MOSKOWSKAYA	93	3%	-0%	38%	3%
13	THREE OLIVES	94	3%	NEW ENTRY	39%	NEW ENTRY

MOST POWERFUL FLAVOURED SPIRITS BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	BAILEYS	12	24%	-7%	71%	-3%
2	JAEGERMEISTER	13	21%	-2%	65%	-1%
3	RICARD	20	15%	-1%	54%	1%
4	DE KUYPER	24	11%	-2%	52%	-0%
5	MALIBU	30	10%	-2%	58%	-1%
6	FERNET-BRANCA	41	8%	-1%	51%	-1%
7	SOUTHERN COMFORT	50	6%	-1%	55%	1%
8	CAMPARI BITTERS	60	5%	-1%	60%	-1%
9	KAHLUA	63	5%	-1%	53%	3%
10	GRAND MARNIER	74	4%	1%	57%	8%
11	COINTREAU	75	4%	-2%	57%	-1%
12	BOLS LIQUEURS	81	3%	1%	46%	6%
13	PASTIS 51	88	3%	0%	41%	8%
14	DI SARONNO	98	2%	-0%	49%	4%

MOST POWERFUL RUM BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	BACARDI	3	73%	-13%	78%	-3%
2	CAPTAIN MORGAN	9	28%	-2%	66%	0%
3	HAVANA CLUB	25	11%	-0%	66%	1%
4	CACIQUE	69	4%	1%	44%	7%

MOST POWERFUL WINE BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	GALLO	14	19%	1%	62%	5%
2	CONCHA Y TORO	17	16%	0%	65%	3%
3	ROBERT MONDAVI	31	9%	-0%	64%	5%
4	YELLOWTAIL	34	9%	-1%	53%	-1%
5	HARDYS	37	8%	-9%	60%	2%
6	BERINGER	42	7%	-1%	53%	1%
7	JACOB'S CREEK	47	7%	-1%	56%	-1%
8	SUTTER HOME	51	6%	0%	51%	5%
9	LINDEMANS	55	6%	1%	54%	5%
10	BLOSSOM HILL	65	4%	0%	49%	5%
11	TORRES WINE	79	3%	0%	58%	3%
12	KENDALL JACKSON	83	3%	0%	55%	8%
13	WOLF BLASS	86	3%	-0%	56%	-2%
14	INGLENOOK	95	3%	-0%	42%	0%
15	PENFOLDS	96	3%	-0%	59%	4%

MOST POWERFUL BRANDY BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	HENNESSY	5	38%	-10%	73%	-9%
2	REMY MARTIN	27	11%	0%	66%	-2%
3	MARTELL	36	9%	-3%	58%	-8%
4	DREHER	44	7%	-1%	40%	2%
5	E & J BRANDY	64	5%	0%	40%	5%
6	COURVOISIER	76	4%	-1%	57%	-5%
7	METAXA	80	3%	1%	43%	7%
8	PAUL MASSON	91	3%	0%	37%	7%

MOST POWERFUL LIGHT APERITIF BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	MARTINI VERMOUTH	4	52%	-6%	68%	-2%
2	APEROL	70	4%	NEW ENTRY	45%	NEW ENTRY
3	CINZANO VERMOUTH	71	4%	-2%	48%	-3%

MOST POWEFUL TEQUILA BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	JOSE CUERVO	11	26%	-0%	71%	2%
2	PATRON	29	10%	-0%	58%	3%
3	SAUZA	40	8%	-2%	59%	1%
4	EL JIMADOR	99	2%	-3%	43%	-6%

MOST POWERFUL CHAMPAGNE & SPARKLING WINE BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	MOET ET CHANDON	18	16%	-4%	75%	0%
2	VEUVE CLICQUOT	28	11%	-3%	70%	0%
3	FREIXENET	43	7%	0%	61%	3%
4	MUMM	77	4%	0%	60%	1%
5	MARTINI SPARKLING WINE	84	3%	0%	58%	9%
6	LAURENT PERRIER	87	3%	-1%	55%	-2%
7	PIPER HEIDSIECK	92	3%	-1%	54%	0%

MOST POWERFUL GIN BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2010	CHANGE	BRAND SCORE 2010	CHANGE
1	GORDON'S GIN	23	12%	-1%	57%	1%
2	BEEFEATER	45	7%	-1%	59%	1%
3	TANQUERAY	48	7%	-1%	55%	1%
4	SEAGRAM GIN	49	6%	-1%	42%	2%
5	BOMBAY	52	6%	-0%	60%	1%

SHARE OF MARKET

RANK	BRAND	SCORE
1	SMIRNOFF	9.9
2	BACARDI	9.6
3	JOHNNIE WALKER	9.3
4	GALLO	9.2
5	MARTINI VERMOUTH	9.1
6	JACK DANIEL'S	8.4
7	BAILEYS	8.3
8	CONCHA Y TORO	8.3
9	JOSE CUERVO	8.0
10	JAEGERMEISTER	8.0

FUTURE GROWTH

RANK	BRAND	SCORE
1	MAKER'S MARK	7.0
2	CONCHA Y TORO	6.4
3	REMY MARTIN	6.4
4	HAVANA CLUB	6.4
5	RUSSIAN STANDARD	6.4
6	JACK DANIEL'S	6.3
7	SVEDKA	6.3
8	JAMESON	6.1
9	CAPTAIN MORGAN	6.1
10	PATRON	6.1

PREMIUM PRICE POSITIONING

RANK	BRAND	SCORE
1	GREY GOOSE	8.6
2	PATRON	7.9
3	HENNESSY	7.7
4	KETEL ONE	7.4
5	MAKER'S MARK	7.3
6	REMY MARTIN	7.3
7	BOMBAY	7.3
8	VEUVE CLICQUOT	7.3
9	JACK DANIEL'S	7.1
10	CHIVAS REGAL	7.0

MARKET SCOPE

RANK	BRAND	SCORE
1	SMIRNOFF	9.3
2	JOHNNIE WALKER	9.1
3	BACARDI	9.0
4	JACK DANIEL'S	8.7
5	MOET ET CHANDON	8.0
6	BAILEYS	7.9
7	ABSOLUT	7.7
8	CHIVAS REGAL	7.6
9	MARTINI VERMOUTH	7.6
10	HENNESSY	7.4

AWARENESS

RANK	BRAND	SCORE
1	SMIRNOFF	9.4
2	JOHNNIE WALKER	9.3
3	BACARDI	9.3
4	JACK DANIEL'S	9.0
5	MOET ET CHANDON	8.7
6	BAILEYS	8.6
7	ABSOLUT	8.6
8	JOSE CUERVO	8.0
9	MARTINI VERMOUTH	7.9
10	HENNESSY	7.7

RELEVANCE

RANK	BRAND	SCORE
1	BACARDI	8.1
2	MOET ET CHANDON	8.0
3	JACK DANIEL'S	7.7
4	ABSOLUT	7.7
5	BAILEYS	7.6
6	JOHNNIE WALKER	7.4
7	VEUVE CLICQUOT	7.4
8	SMIRNOFF	7.3
9	CAPTAIN MORGAN	7.3
10	HAVANA CLUB	7.3

HERITAGE

RANK	BRAND	SCORE
1	BACARDI	8.7
2	JOHNNIE WALKER	8.6
3	SMIRNOFF	8.6
4	MOET ET CHANDON	8.4
5	JACK DANIELS	8.3
6	VEUVE CLICQUOT	8.1
7	HENNESSY	8.1
8	HAVANA CLUB	7.9
9	REMY MARTIN	7.9
10	COURVOISIER	7.7

BRAND PERCEPTION

RANK	BRAND	SCORE
1	GREY GOOSE	8.3
2	JACK DANIEL'S	8.1
3	ABSOLUT	8.1
4	JOHNNIE WALKER	8.0
5	HENNESSY	8.0
6	BACARDI	7.7
7	SMIRNOFF	7.6
8	VEUVE CLICQUOT	7.6
9	HAVANA CLUB	7.6
10	CHIVAS REGAL	7.6

10 BIGGEST BRAND OWNERS

RANK	CHANGE	OWNER	TOTAL SCORE TOTAL	CHANGE	BRAND SCORE TOTAL	CHANGE	NUMBER IN TOP 100	CHANGE
1	-	DIAGEO	306%	-43%	728%	12%	12	-
2	-	PERNOD RICARD	201%	-25%	1086%	41%	20	1
3	-	BACARDI MARTINI	170%	-22%	471%	20%	8	-1
4	-	LVMH	64%	-21%	218%	-81%	3	-1
5	-	BROWN-FORMAN	58%	-6%	274%	3%	5	1
6	-	BEAM GLOBAL	44%	-6%	345%	-12%	6	-
7	-	CONSTELLATION	31%	-4%	249%	22%	5	-
8	-	CAMPARI	30%	2%	301%	96%	6	2
9	-	REMY COINTREAU	24%	-1%	266%	10%	5	-
10	1	GALLO	23%	1%	102%	10%	2	-
11	-1	MAST-JAGERMEISTER	21%	-2%	65%	-1%	1	-
12	1	FOSTERS	18%	-1%	222%	8%	4	-
13	-1	WILLIAM GRANT & SONS	17%	-2%	152%	30%	3	-1
14	-	CONCHA Y TORO	16%	0%	65%	3%	1	-
15	-	SPI	11%	-3%	97%	-1%	2	-
16	-	DE KUYPER	11%	-2%	52%	-0%	1	-
17	-	EDRINGTON GROUP	11%	0%	104%	-14%	2	-
18	-	PATRON GROUP	10%	-0%	58%	3%	1	-
19	-	CASELLA WINES	9%	-1%	53%	-1%	1	-
20	-	FRANTELLI BRANCA	8%	-1%	51%	-1%	1	-
21	-	FREIXINET	7%	-0%	61%	3%	1	-
22	-	SUTTER HOME WINERY	6%	0%	6%	-40%	1	-
23	-	DIAGEO AND NOLET FAMILY	6%	0%	53%	3%	1	-
24	NEW ENTRY	RUSSIAN STANDARD	6%	-	52%	-	1	-
25	NEW ENTRY	ALEXANDRE MARNIER-LAPOSTOLLE	4%	-	57%	-	1	-
26	-	TORRES FAMILY	3%	0%	58%	3%	1	-
27	1	JACKSON FAMILY WINES	3%	0%	55%	8%	1	-
28	-3	BERNARD DE NONANCOURT	3%	-1%	55%	-2%	1	-
29	NEW ENTRY	PROXIMO SPIRITS	3%	-	39%	-	1	-
30	-1	THE WINE GROUP	3%	-0%	42%	0%	1	-
31	2	ILLVA SARONNO	2%	-0%	49%	4%	1	-

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	213%	-39%	857%	27%	16	2
2	-	USA	147%	-32%	858%	-60%	17	-1
3	-	FRANCE	136%	-37%	844%	-236%	14	-4
4	-	RUSSIA	111%	-3%	226%	19%	4	-
5	-	CUBA	84%	-15%	144%	-35%	2	-1
6	-	ITALY	77%	-8%	378%	11%	7	-
7	-	MEXICO	51%	-6%	284%	4%	5	-
8	-	SWEDEN	44%	-1%	119%	44%	2	1
9	-	IRELAND	35%	-9%	136%	-9%	2	-
10	-	AUSTRALIA	35%	4%	338%	22%	6	-
11	-	ENGLAND	34%	-1%	269%	43%	5	1
12	-	CANADA	29%	-4%	234%	4%	5	-
13	-	PUERTO RICO	28%	-2%	66%	0%	1	-
14	-	GERMANY	21%	-2%	65%	-1%	1	-
15	-	HOLLAND	21%	-1%	151%	9%	3	-
16	-	CHILE	16%	0%	65%	3%	1	-
17	-	SPAIN	10%	-0%	118%	6%	2	-
18	NEW ENTRY	BARBADOS	10%	NEW ENTRY	58%	NEW ENTRY	1	NEW ENTRY
19	-1	FINLAND	8%	0%	55%	3%	1	-
20	-1	BRAZIL	7%	-1%	40%	2%	1	-
21	NEW ENTRY	POLAND	5%	NEW ENTRY	46%	NEW ENTRY	1	NEW ENTRY
22	-2	VENEZUELA	4%	1%	44%	7%	1	-
23	-1	GREECE	3%	1%	43%	7%	1	-
24	NEW ENTRY	GEORGIA	3%	NEW ENTRY	46%	NEW ENTRY	1	NEW ENTRY

SCOTLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JOHNNIE WALKER	BLENDED SCOTCH	DIAGEO	2
2	CHIVAS REGAL	BLENDED SCOTCH	PERNOD RICARD	8
3	BALLANTINE'S	BLENDED SCOTCH	PERNOD RICARD	10
4	DEWARS	BLENDED SCOTCH	BACARDI MARTINI	16
5	J & B	BLENDED SCOTCH	DIAGEO	19
6	GRANT'S	BLENDED SCOTCH	WILLIAM GRANT & SONS	32
7	FAMOUS GROUSE	BLENDED SCOTCH	EDRINGTON GROUP	39
8	BELL'S	BLENDED SCOTCH	DIAGEO	56
9	GLENFIDDICH	MALT SCOTCH	WILLIAM GRANT & SONS	61
10	TEACHER'S	BLENDED SCOTCH	BEAM GLOBAL	62
11	100 PIPERS	BLENDED SCOTCH	PERNOD RICARD	68
12	CLAN CAMPBELL	BLENDED SCOTCH	PERNOD RICARD	73
13	WILLIAM LAWSON'S	BLENDED SCOTCH	BACARDI MARTINI	78
14	CUTTY SARK	BLENDED SCOTCH	BERRY BROTHERS AND RUDD	82
15	CLAN MACGREGOR	BLENDED SCOTCH	WILLIAM GRANT & SONS	89
16	THE GLENLIVET	MALT SCOTCH	PERNOD RICARD	90

USA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JACK DANIEL'S	US WHISKEY	BROWN-FORMAN	6
2	GALLO	STILL LIGHT WINE	GALLO	14
3	JIM BEAM	US WHISKEY	BEAM GLOBAL	15
4	ROBERT MONDAVI	STILL LIGHT WINE	CONSTELLATION	31
5	SKYY	VODKA	CAMPARI	35
6	BERINGER	STILL LIGHT WINE	FOSTERS	42
7	SEAGRAM GIN	GIN / GENEVER	PERNOD RICARD	49
8	SOUTHERN COMFORT	LIQUEURS	BROWN-FORMAN	50
9	SUTTER HOME	STILL LIGHT WINE	SUTTER HOME WINERY	51
10	SEAGRAM'S 7 CROWN	US WHISKEY	PERNOD RICARD	58
11	E & J BRANDY	OTHER BRANDY	GALLO	64
12	BLOSSOM HILL	STILL LIGHT WINE	DIAGEO	65
13	MAKERS MARK	US WHISKEY	BEAM GLOBAL	66
14	KENDALL JACKSON	STILL LIGHT WINE	JACKSON FAMILY WINES	83
15	PAUL MASSON	OTHER BRANDY	CONSTELLATION	91
16	INGLENOOK	STILL LIGHT WINE	THE WINE GROUP	95
17	WILD TURKEY	US WHISKEY	CAMPARI	100

FRANCE

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	HENNESSY	COGNAC	LVMH	5
2	MOET ET CHANDON	CHAMPAGNE	LVMH	18
3	RICARD	ANISEED	PERNOD RICARD	20
4	GREY GOOSE	VODKA	BACARDI MARTINI	21
5	REMY MARTIN	COGNAC	REMY COINTREAU	27
6	VEUVE CLICQUOT	CHAMPAGNE	LVMH	28
7	MARTELL	COGNAC	PERNOD RICARD	36
8	GRAND MARNIER	LIQUEURS	ALEXANDRE MARNIER-LAPOSTOLLE	74
9	COINTREAU	LIQUEURS	REMY COINTREAU	75
10	COURVOISIER	COGNAC	BEAM GLOBAL	76
11	MUMM	CHAMPAGNE	PERNOD RICARD	77
12	LAURENT PERRIER	CHAMPAGNE	BERNARD DE NONANCOURT	87
13	PASTIS 51	ANISEED	PERNOD RICARD	88
14	PIPER HEIDSIECK	CHAMPAGNE	REMY COINTREAU	92

RUSSIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	SMIRNOFF	VODKA	DIAGEO	1
2	STOLICHNAYA	VODKA	SPI	33
3	RUSSIAN STANDARD	VODKA	RUSSIAN STANDARD	54
4	MOSKOWSKAYA	VODKA	SPI	93

CUBA

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

RUSSIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	MARTINI VERMOUTH	LIGHT APERITIF	BACARDI MARTINI	4
2	FERNET-BRANCA	BITTERS / SPIRIT APERITIFS	FRANTELLI BRANCA	41
3	CAMPARI BITTERS	BITTERS / SPIRIT APERITIFS	CAMPARI	60
4	APEROL	LIGHT APERITIF	CAMPARI	70
5	CINZANO VERMOUTH	LIGHT APERITIF	CAMPARI	71
6	MARTINI SPARKLING WINE	OTHER SPARKLING	BACARDI MARTINI	84
7	DI SARONNO	LIQUEURS	ILLVA SARONNO	98

SWEDEN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	ABSOLUT	VODKA	PERNOD RICARD	7
2	SVEDKA	VODKA	CONSTELLATION	46

MEXICO

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JOSE CUERVO	TEQUILA	DIAGEO	11
2	PATRON	TEQUILA	PATRON GROUP	29
3	SAUZA	TEQUILA	BEAM GLOBAL	40
4	KAHLUA	LIQUEURS	PERNOD RICARD	63
5	EL JIMADOR	TEQUILA	BROWN-FORMAN	99

IRELAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	BAILEYS	LIQUEURS	DIAGEO	12
2	JAMESON	BLENDED IRISH WHISKEY	PERNOD RICARD	26

ENGLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	GORDON'S GIN	GIN / GENEVER	DIAGEO	23
2	BEEFEATER	GIN / GENEVER	PERNOD RICARD	45
3	TANQUERAY	GIN / GENEVER	DIAGEO	48
4	BOMBAY	GIN / GENEVER	BACARDI MARTINI	52
5	THREE OLIVES	VODKA	PROXIMO SPIRITS	94

CANADA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CROWN ROYAL	CANADIAN WHISKY	DIAGEO	22
2	CANADIAN CLUB	CANADIAN WHISKY	BEAM GLOBAL	57
3	BLACK VELVET	CANADIAN WHISKY	CONSTELLATION	67
4	CANADIAN MIST	CANADIAN WHISKY	BROWN-FORMAN	72
5	SEAGRAM V.O.	CANADIAN WHISKY	PERNOD RICARD	97

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	34
2	HARDYS	STILL LIGHT WINE	CONSTELLATION	37
3	JACOBS CREEK	STILL LIGHT WINE	PERNOD RICARD	47
4	LINDEMANS	STILL LIGHT WINE	FOSTERS	55
5	WOLF BLASS	STILL LIGHT WINE	FOSTERS	86
6	PENFOLDS	STILL LIGHT WINE	FOSTERS	96

GERMANY

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JAEGERMEISTER	BITTERS / SPIRIT APERITIFS	MAST-JAGERMEISTER	13

HOLLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	DE KUYPER	LIQUEURS	DE KUYPER	24
2	KETEL ONE	VODKA	DIAGEO AND NOLET FAMILY	53
3	BOLS LIQUEURS	LIQUEURS	REMY COINTREAU	81

CHILE

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CONCHA Y TORO	STILL LIGHT WINE	CONCHA Y TORO	17

SPAIN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	FREIXENET	OTHER SPARKLING	FREIXINET	43
2	TORRES WINE	STILL LIGHT WINE	TORRES FAMILY	79

BARBADOS

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	MALIBU	LIQUEURS	PERNOD RICARD	30

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	44

POLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	WYBOROWA	VODKA	PERNOD RICARD	59

VENEZUELA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CACIQUE	RUM / CANE	DIAGEO	69

GREECE

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	METAXA	OTHER BRANDY	REMY COINTREAU	80

GEORGIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	ERISTOFF	VODKA	BACARDI MARTINI	85

THE TOP 100

Rank	Rank change	Brand	Sub category	Owner	Country	Total score 2010	Total score difference	Brand score 2010	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
1	0	SMIRNOFF	Vodka	Diageo	Russia	93.6%	-3%	76%	8%	9.9	4.3	4.9	9.3	9.4	7.3	8.6	7.6
2	0	JOHNNIE WALKER	Blended Scotch	Diageo	Scotland	74.0%	-20%	79%	-4%	9.3	4.6	6.7	9.1	9.3	7.4	8.6	8.0
3	0	BACARDI	Rum / Cane	Bacardi Martini	Cuba	72.7%	-13%	78%	-3%	9.6	4.6	5.4	9.0	9.3	8.1	8.7	7.7
4	0	MARTINI VERMOUTH	Light Aperitif	Bacardi Martini	Italy	51.6%	-6%	68%	-2%	9.1	4.3	5.6	7.6	7.9	5.6	7.6	6.7
5	0	HENNESSY	Cognac	LVMH	France	38.2%	-10%	73%	-9%	7.9	4.7	7.7	7.4	7.7	6.7	8.1	8.0
6	1	JACK DANIEL'S	US Whiskey	Brown-Forman	USA	37.7%	-2%	80%	1%	8.4	6.3	7.1	8.7	9.0	7.7	8.3	8.1
7	-1	ABSOLUT	Vodka	Pernod Ricard	Sweden	37.2%	-8%	73%	-1%	7.9	4.7	6.7	7.7	8.6	7.7	7.0	8.1
8	0	CHIVAS REGAL	Blended Scotch	Pernod Ricard	Scotland	28.6%	-6%	68%	-4%	5.4	4.9	7.0	7.6	7.4	7.1	7.4	7.6
9	2	CAPTAIN MORGAN	Rum / Cane	Diageo	Puerto Rico	27.8%	-2%	66%	0%	6.5	6.1	5.6	6.4	7.1	7.3	6.7	7.1
10	0	BALLANTINE'S	Blended Scotch	Pernod Ricard	Scotland	26.3%	-4%	64%	-2%	6.4	4.9	6.1	7.0	6.7	6.3	7.1	6.9
11	1	JOSE CUERVO	Tequila	Diageo	Mexico	25.5%	-0%	71%	2%	8.0	6.0	5.9	7.3	8.0	6.7	7.6	7.3
12	-3	BAILEYS	Liqueurs	Diageo	Ireland	23.9%	-7%	71%	-3%	8.3	5.3	6.3	7.9	8.6	7.6	6.1	7.0
13	0	JAEGERMEISTER	Bitters / Spirit Aperitifs	Mast-Jagermeister	Germany	20.7%	-2%	65%	-1%	8.0	5.6	6.0	6.1	7.0	5.7	6.6	6.7
14	4	GALLO	Still Light Wine	Gallo	USA	18.5%	1%	62%	5%	9.2	5.7	4.3	7.3	7.1	5.0	5.4	5.3
15	2	JIM BEAM	US Whiskey	Beam Global	USA	18.2%	-1%	63%	3%	6.3	4.9	5.3	6.7	7.0	6.6	7.3	6.7
16	-1	DEWARS	Blended Scotch	Bacardi Martini	Scotland	16.5%	-3%	51%	-3%	4.0	4.0	5.1	5.3	5.0	5.3	6.6	5.9
17	5	CONCHA Y TORO	Still Light Wine	Concha y Toro	Chile	16.1%	0%	65%	3%	8.3	6.4	5.1	7.4	6.6	6.1	5.9	6.0
18	-4	MOET ET CHANDON	Champagne	LVMH	France	15.5%	-4%	75%	-0%	7.7	5.1	6.9	8.0	8.7	8.0	8.4	7.4
19	-3	J & B	Blended Scotch	Diageo	Scotland	15.1%	-4%	57%	-1%	5.4	3.0	5.4	5.9	6.4	6.0	7.0	6.6
20	1	RICARD	Aniseed	Pernod Ricard	France	14.6%	-1%	54%	1%	7.1	3.4	5.7	4.0	5.1	4.4	7.1	6.3
21	2	GREY GOOSE	Vodka	Bacardi Martini	France	14.6%	-1%	67%	3%	5.9	5.4	8.6	5.4	6.9	7.1	5.6	8.3
22	-2	CROWN ROYAL	Canadian Whisky	Diageo	Canada	13.5%	-4%	56%	-5%	6.6	4.3	5.9	5.1	5.6	5.6	6.1	5.7
23	2	GORDON'S GIN	Gin / Genever	Diageo	England	12.0%	-1%	57%	1%	6.9	3.4	5.0	5.9	6.9	5.1	6.7	5.7
24	2	DE KUYPER	Liqueurs	De Kuyper	Holland	11.4%	-2%	52%	-0%	5.6	3.6	4.3	5.9	5.7	5.4	6.1	5.0
25	7	HAVANA CLUB	Rum / Cane	Pernod Ricard	Cuba	11.2%	-0%	66%	1%	4.1	6.4	6.4	6.6	6.4	7.3	7.9	7.6
26	2	JAMESON	Blended Irish Whiskey	Pernod Ricard	Ireland	11.1%	-1%	64%	-5%	6.9	6.1	5.7	6.6	6.1	6.0	7.3	6.9
27	6	REMY MARTIN	Cognac	Remy Cointreau	France	10.8%	0%	66%	-2%	4.7	6.4	7.3	6.3	6.7	6.0	7.9	7.3
28	-4	VEUVE CLICQUOT	Champagne	LVMH	France	10.7%	-3%	70%	-0%	5.9	4.9	7.3	7.1	7.4	7.4	8.1	7.6
29	5	PATRON	Tequila	Patron Group	Mexico	10.1%	-0%	58%	3%	3.9	6.1	7.9	4.7	5.0	6.9	4.9	7.0
30	-1	MALIBU	Liqueurs	Pernod Ricard	Barbados	9.9%	-2%	58%	-1%	4.9	4.7	5.7	6.6	7.0	6.0	5.1	6.4
31	6	ROBERT MONDAVI	Still Light Wine	Constellation	USA	9.4%	-0%	64%	5%	6.4	5.1	6.1	6.6	7.0	6.6	6.4	6.6

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32	-5	GRANTS	Blended Scotch	William Grant & Sons	Scotland	9.3%	-4%	51%	-3%	4.4	3.3	4.9	5.7	5.4	5.6	6.4	5.4
33	-3	STOLICHNAYA	Vodka	SPI	Russia	8.9%	-3%	60%	-4%	4.4	3.7	5.6	6.7	6.9	6.7	7.6	6.1
34	1	YELLOWTAIL	Still Light Wine	Casella Wines	Australia	8.9%	-1%	53%	-1%	7.1	5.6	4.4	5.7	5.7	5.3	3.6	4.9
35	3	SKYY	Vodka	Campari	USA	8.7%	-1%	53%	-2%	4.8	5.1	5.9	4.9	5.7	5.6	4.7	6.1
36	-5	MARTELL	Cognac	Pernod Ricard	France	8.7%	-3%	58%	-8%	3.4	4.4	6.6	6.1	6.4	5.4	7.3	6.6
37	- *	HARDYS	Still Light Wine	Constellation	Australia	8.4%	-9%	60%	2%	6.7	5.7	5.1	6.7	6.7	5.6	5.9	5.6
38	3	FINLANDIA	Vodka	Brown-Forman	Finland	8.3%	0%	55%	3%	4.7	5.7	6.0	5.7	5.6	5.6	5.4	5.4
39	1	FAMOUS GROUSE	Blended Scotch	Edrington Group	Scotland	8.1%	-0%	58%	5%	3.7	4.7	5.7	5.7	5.7	6.7	6.9	6.9
40	-4	SAUZA	Tequila	Beam Global	Mexico	7.9%	-2%	59%	1%	4.6	4.3	5.9	6.1	6.9	6.3	6.9	6.1
41	-2	FERNET-BRANCA	Bitters / Spirit Aperitifs	Frantelli Branca	Italy	7.8%	-1%	51%	-1%	4.7	4.6	5.3	5.0	4.7	4.3	6.3	5.6
42	0	BERINGER	Still Light Wine	Fosters	USA	7.0%	-1%	53%	1%	6.2	4.1	5.3	5.3	5.6	5.4	5.4	5.1
43	4	FREIXENET	Other Sparkling	Freixinet	Spain	6.9%	-0%	61%	3%	7.9	3.6	5.3	7.3	6.9	5.4	6.3	5.9
44	0	DREHER	Other Brandy	Campari	Brazil	6.9%	-1%	40%	2%	5.9	4.0	3.6	3.0	3.1	4.1	4.4	3.9
45	0	BEEFEATER	Gin / Genever	Pernod Ricard	England	6.7%	-1%	59%	1%	4.3	4.6	6.0	6.3	6.4	6.0	6.9	6.4
46	new entry	SVEDKA	Vodka	Constellation	Sweden	6.6%	-	46%	-	3.7	6.3	5.0	4.1	4.0	5.1	3.9	4.3
47	-1	JACOB'S CREEK	Still Light Wine	Pernod Ricard	Australia	6.6%	-1%	56%	-1%	5.6	4.9	4.9	6.4	6.7	5.9	5.3	5.4
48	-5	TANQUERAY	Gin / Genever	Diageo	England	6.6%	-1%	55%	1%	4.0	3.9	6.6	4.9	5.7	5.9	6.3	6.9
49	-1	SEAGRAM GIN	Gin / Genever	Pernod Ricard	USA	6.3%	-1%	42%	2%	5.4	2.9	4.0	3.7	4.4	4.1	4.4	4.3
50	-1	SOUTHERN COMFORT	Liqueurs	Brown-Forman	USA	6.1%	-1%	55%	1%	4.0	4.0	6.1	5.6	5.9	5.9	6.1	6.3
51	1	SUTTER HOME	Still Light Wine	Sutter Home Winery	USA	6.1%	0%	51%	5%	5.8	4.1	4.4	5.4	5.7	5.1	4.9	5.0
52	-2	BOMBAY	Gin / Genever	Bacardi Martini	England	6.0%	-0%	60%	1%	4.0	5.0	7.3	5.9	6.6	6.7	5.6	7.1
53	4	KETEL ONE	Vodka	Diageo and Nolet family	Holland	6.0%	0%	53%	3%	3.1	5.3	7.4	4.1	4.9	6.1	4.7	6.7
54	new entry	RUSSIAN STANDARD	Vodka	Russian Standard	Russia	5.7%	-	52%	-	3.3	6.4	5.6	5.0	4.9	6.1	5.1	5.1
55	8	LINDEMANS	Still Light Wine	Fosters	Australia	5.7%	1%	54%	5%	5.1	5.7	4.7	6.3	5.9	5.3	5.1	5.3
56	3	BELL'S	Blended Scotch	Diageo	Scotland	5.4%	-0%	47%	-1%	3.1	4.9	4.6	4.1	4.7	4.7	6.0	5.4
57	-6	CANADIAN CLUB	Canadian Whisky	Beam Global	Canada	5.3%	-1%	54%	-3%	4.3	4.4	5.1	5.6	6.0	5.4	6.3	6.1
58	3	SEAGRAM'S 7 CROWN	US Whiskey	Pernod Ricard	USA	5.1%	-0%	42%	2%	4.2	3.1	3.9	3.7	4.9	4.3	5.3	4.6
59	new entry	WYBOROWA	Vodka	Pernod Ricard	Poland	4.9%	-	46%	-	3.1	4.4	5.1	5.0	4.1	5.3	5.4	4.6

* Previous years recorded results for The Hardy Wine Company rather than the Hardys brand which this year's report rectifies.

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Rank	Rank change	Brand	Sub category	Owner	Country	Total score 2010	Total score difference	Brand score 2010	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
60	-5	CAMPARI BITTERS	Bitters / Spirit Aperitifs	Campari	Italy	4.8%	-1%	60%	-1%	5.0	4.7	5.9	6.3	6.4	5.6	7.3	6.7
61	-8	GLENFIDDICH	Malt Scotch	William Grant & Sons	Scotland	4.8%	-1%	62%	-6%	6.2	4.6	6.0	6.4	6.4	6.0	7.0	6.6
62	-6	TEACHER'S	Blended Scotch	Beam Global	Scotland	4.8%	-1%	51%	-5%	3.1	4.9	4.6	4.9	5.6	5.4	6.3	5.9
63	-5	KAHLUA	Liqueurs	Pernod Ricard	Mexico	4.8%	-1%	53%	3%	3.6	3.7	5.3	6.0	6.6	6.0	6.0	5.4
64	2	E & J BRANDY	Other Brandy	Gallo	USA	4.6%	0%	40%	5%	4.6	3.6	3.7	3.7	4.1	4.1	4.1	4.1
65	4	BLOSSOM HILL	Still Light Wine	Diageo	USA	4.4%	0%	49%	5%	4.7	5.1	4.0	5.4	5.6	5.4	4.0	4.6
66	2	MAKER'S MARK	US Whiskey	Beam Global	USA	4.4%	0%	61%	-3%	2.7	7.0	7.3	5.3	5.4	6.9	6.9	7.1
67	3	BLACK VELVET	Canadian Whisky	Constellation	Canada	4.3%	0%	43%	6%	3.9	4.1	4.3	3.6	4.1	4.3	5.3	4.6
68	-3	100 PIPERS	Blended Scotch	Pernod Ricard	Scotland	4.0%	-1%	39%	1%	2.9	3.1	4.4	3.7	3.9	4.1	5.1	4.3
69	5	CACIQUE	Rum / Cane	Diageo	Venezuela	4.0%	1%	44%	7%	2.7	4.7	4.7	4.1	3.7	5.3	5.6	4.6
70	new entry	APEROL	Light Aperitif	Campari	Italy	3.9%	-	45%	-	3.0	5.7	5.1	3.9	3.7	5.0	4.9	5.0
71	-11	CINZANO VERMOUTH	Light Aperitif	Campari	Italy	3.8%	-2%	48%	-3%	3.0	3.0	4.7	5.6	5.7	4.7	6.7	5.0
72	-1	CANADIAN MIST	Canadian Whisky	Brown-Forman	Canada	3.8%	-0%	41%	4%	3.7	3.7	4.3	4.1	4.0	4.1	4.7	4.4
73	new entry	CLAN CAMPBELL	Blended Scotch	Pernod Ricard	Scotland	3.8%	-	42%	-	2.8	5.3	4.4	3.3	3.3	5.3	4.4	4.9
74	12	GRAND MARNIER	Liqueurs	Alexandre Marnier-Lapostolle	France	3.7%	1%	57%	8%	2.7	5.3	6.7	6.4	6.1	5.3	6.9	6.4
75	-21	COINTREAU	Liqueurs	Remy Cointreau	France	3.7%	-2%	57%	-1%	3.0	4.4	6.6	6.6	6.1	6.0	6.9	5.9
76	-12	COURVOISIER	Cognac	Beam Global	France	3.7%	-1%	57%	-5%	2.6	3.6	6.6	5.9	6.9	5.9	7.7	6.6
77	-5	MUMM	Champagne	Pernod Ricard	France	3.5%	-0%	60%	1%	4.1	5.3	6.3	6.3	6.4	6.4	7.0	6.1
78	new entry	WILLIAM LAWSON'S	Blended Scotch	Bacardi Martini	Scotland	3.5%	-	43%	-	2.6	5.1	4.3	3.9	3.9	4.7	5.4	4.6
79	-2	TORRES WINE	Still Light Wine	Torres Family	Spain	3.3%	0%	58%	3%	3.7	6.1	5.0	6.9	6.0	6.3	6.1	6.0
80	17	METAXA	Other Brandy	Remy Cointreau	Greece	3.2%	1%	43%	7%	3.1	4.4	4.1	3.9	4.0	4.7	5.6	4.6
81	17	BOLS LIQUEURS	Liqueurs	Remy Cointreau	Holland	3.2%	1%	46%	6%	2.8	5.0	3.6	5.4	5.3	5.0	5.4	4.0
82	-15	CUTTY SARK	Blended Scotch	Edrington Group	Scotland	3.1%	-1%	46%	-2%	2.2	3.0	4.9	4.6	4.9	5.4	6.1	6.0
83	-1	KENDALL JACKSON	Still Light Wine	Jackson Family Wines	USA	3.1%	0%	55%	8%	3.5	5.4	5.9	5.4	5.6	6.4	5.6	5.9
84	11	MARTINI SPARKLING WINE	Other Sparkling	Bacardi Martini	Italy	2.8%	0%	58%	9%	5.4	5.3	4.7	7.1	7.0	5.0	6.1	5.3
85	9	ERISTOFF	Vodka	Bacardi Martini	Georgia	2.8%	0%	46%	6%	3.1	5.7	4.9	4.6	4.0	5.1	4.4	4.9
86	-11	WOLF BLASS	Still Light Wine	Fosters	Australia	2.8%	-0%	56%	-2%	3.4	5.3	5.7	6.4	5.1	6.7	5.9	5.9
87	-14	LAURENT PERRIER	Champagne	Bernard de Nonancourt	France	2.8%	-1%	55%	-2%	3.5	4.4	6.1	6.0	5.1	6.0	6.6	6.4

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88	5	PASTIS 51	Aniseed	Pernod Ricard	France	2.7%	0%	41%	8%	2.7	2.9	4.7	3.0	3.4	3.9	6.7	5.4
89	new entry	CLAN MACGREGOR	Blended Scotch	William Grant & Sons	Scotland	2.7%	-	39%	-	2.4	4.1	4.0	3.7	3.3	4.6	4.9	4.0
90	-14	THE GLENLIVET	Malt Scotch	Pernod Ricard	Scotland	2.7%	-1%	60%	-8%	4.7	5.1	6.1	6.1	5.7	6.3	6.9	6.9
91	8	PAUL MASSON	Other Brandy	Constellation	USA	2.6%	0%	37%	7%	3.2	4.7	3.6	3.1	3.4	3.7	4.3	3.9
92	-14	PIPER HEIDSIECK	Champagne	Remy Cointreau	France	2.6%	-1%	54%	0%	3.6	4.4	5.7	6.0	5.4	5.7	6.7	5.9
93	-12	MOSKOWSKAYA	Vodka	SPI	Russia	2.5%	-0%	38%	3%	2.5	2.6	4.6	4.0	3.4	4.1	5.1	3.9
94	new entry	THREE OLIVES	Vodka	Proximo Spirits	England	2.5%	-	39%	-	2.1	4.9	5.4	3.6	3.4	4.3	3.0	4.3
95	-11	INGLENOOK	Still Light Wine	The Wine Group	USA	2.5%	-0%	42%	0%	3.6	4.0	3.6	4.9	4.6	4.6	4.3	4.0
96	-6	PENFOLDS	Still Light Wine	Fosters	Australia	2.5%	-0%	59%	4%	3.3	4.9	6.0	7.0	6.3	6.6	6.7	6.6
97	-5	SEAGRAM V.O.	Canadian Whisky	Pernod Ricard	Canada	2.4%	-0%	39%	3%	2.6	3.1	4.0	3.6	3.9	4.3	5.6	4.4
98	-2	DI SARONNO	Liqueurs	Illva Saronno	Italy	2.3%	-0%	49%	4%	2.4	3.9	5.4	5.6	5.0	5.1	6.1	5.3
99	-37	EL JIMADOR	Tequila	Brown-Forman	Mexico	2.2%	-3%	43%	-6%	2.6	3.1	5.1	4.4	3.4	5.3	5.4	4.7
100	new entry	WILD TURKEY	US Whiskey	Campari	USA	2.2%	-	55%	-	2.4	5.9	6.1	5.4	5.3	6.0	6.4	6.1

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