

# Millionaires

## 2010



**SUCCESS  
STORY**

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The Drinks International Millionaires Club is an annual listing of distilled spirits brands with sales (shipments) of 1 million 9-litre cases or more. Research is conducted independently by Euromonitor International and brands are classified under the following guidelines: Domestic/local (90% or more of volumes sold in a particular country); Regional (80% or more of volumes sold in a particular region); International (sold in at least two regions and no more than 80% in any one region).

# Big brands take the pain

**I**n those markets seriously affected by the 2008-9 recession (the "global" description being objected to vehemently by countries such as Brazil), millionaires of the dollar variety have been keeping themselves a little more to themselves in the past 12 months.

Conspicuous consumption has been put firmly on the backburner, with the result that sales of luxury brands across all sectors have suffered, with some insider estimates reckoning the sector to be as much as 20% down.

Authenticity, provenance, traceability, Fairtrade, environmentally friendly, socially responsible... these have been the buzzwords in a world trying frantically to work out how to rebalance its financial and commercial structure.

Certainly it's a known phenomenon that consumers, at the premium level at least, are now much more interested in the what and where of their food and drink. In the long-term this will no doubt play into the hands of the suffering international spirits brands, as people (we hope) begin to return to the bars and restaurants, reversing the recessionary trend towards at-home drinking.



Meanwhile, domestic/local sector producers (notably in India) will continue to enjoy the rapid expansion of spirits consumption in line with incomes in developing markets.

David Longfield *Supplement Editor*

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# Domestic brands reap rewards

Spirits sales figures for 2009 show a stark contrast in the fortunes of the International and Domestic/Local sectors, as Euromonitor International senior alcoholic drinks analyst **Jeremy Cunnington** reports

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**I**n Euromonitor International's third year of carrying out the Drinks International Millionaires research, the 2010 rankings (for 2009 sales) see a record number of brands, with 161 in the list. This is despite a number of brands dropping out due to the fluctuations of the global spirits market in 2009, and some previous participants not willing to take apart.

However the ranking continues to grow in breadth and depth, with entrants for the first time this year from Colombia and Turkey.

The list has 18 new brand entries and nine new companies participating. Some of these new entrants have exceeded the million case mark for the first time, but most had volumes in excess of 1 million cases previously, only now agreeing to take part for the first time. Chief among those are the soju producers of South Korea, who en masse have decided to take part in this year's research, and whose volumes account for approximately 90% of the South Korean soju market.

Pernod Ricard remains the company with the highest number of brands in the Millionaires rankings, despite losing two brands from the list compared with last year's – Presidente brandy and, more surprisingly, Luksusowa vodka.

Second placed United Spirits is increasingly breathing down its neck with the number of brands in the list up two to 19. Diageo is in an increasingly distant third place with only 14 brands (down one).

Whiskey (scotch, bourbon etc) remained the largest category in the 2010 ranking, accounting for 46 of the brands in the list. This is closely followed by vodka with 43.

There then follows in distant third and fourth, rum and shochu & soju combined, which have 15 and 14 brands in the list respectively.

The 2010 ranking continues to show the strength and power of Asia Pacific spirits consumption. Domestic/local brands that are almost entirely sold in Asia Pacific accounted for more than 40% of the total brand volumes in the rankings, and that fails to take into account a number of large volume producers in the region (Ginebra San Miguel and Thai Beverage, among others) who did not wish to take part this year.

### **International brands suffering**

As predicted in last year's Millionaires supplement, international brands performed poorly in 2009, with very few seeing any growth and most seeing volume declines – sometimes substantial ones.



making sense of global markets

Total volumes of international brands in the list fell by 5% in 2009, due to a combination of factors. The first was oversupply of the brands at the end of 2008, which caused large destocking issues in both core and emerging markets, thus meaning a large amount of the brands' volumes sold in 2009 by retailers were shipped out to them in 2008.

This was exacerbated by continued strong declines in both core and emerging markets. In emerging markets this is understandable as consumers trade down to less premium local products.

Yet it has often been the falls in brands' larger core markets that have had greater impact. For example, the double-digit decline of J&B and Ballantine's was primarily due to steep drop-off in their main market, Spain.

Declines in emerging markets also made a deeper but shorter-term impact. This was mainly

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## 2009 Global spirits market, by sector (total volume, '000 litres)

	ASIA PACIFIC	AUSTRALASIA	EASTERN EUROPE	LATIN AMERICA	MIDDLE EAST and AFRICA	NORTH AMERICA	WESTERN EUROPE	WORLD 2009	WORLD 2008	% 09-08
<b>TOTAL</b>	<b>9,649,767.00</b>	<b>70,780.00</b>	<b>3,149,028.00</b>	<b>2,319,285.00</b>	<b>274,831.00</b>	<b>1,795,731.00</b>	<b>1,968,833.00</b>	<b>19,228,256.00</b>	<b>18,733,566.00</b>	<b>2.64</b>
Whisk(e)y	1,209,315.00	32,368.00	46,155.00	143,587.00	86,833.00	455,122.00	422,646.00	2,396,026.00	2,257,835.00	6.12
Cognac/Brandy	552,103.00	2,808.00	176,670.00	137,523.00	62,903.00	100,192.00	149,734.00	1,181,933.00	1,196,919.00	-1.25
White spirits	525,410.00	14,232.00	2,519,615.00	87,397.00	51,049.00	675,243.00	379,022.00	4,251,969.00	4,220,333.00	0.75
Rum	545,036.00	8,386.00	10,611.00	389,394.00	15,929.00	257,526.00	170,292.00	1,397,175.00	1,254,799.00	11.35
Tequila (& Mezcal)	3,389.00	850.00	3,439.00	95,098.00	3,555.00	104,874.00	10,498.00	221,703.00	228,193.00	-2.84
Liqueurs	48,145.00	11,460.00	143,740.00	81,776.00	20,291.00	188,595.00	385,681.00	879,687.00	860,398.00	2.24
Other spirits	6,766,369.00	677.00	248,798.00	1,384,511.00	34,271.00	14,179.00	450,960.00	8,899,764.00	8,715,090.00	2.12

Source: Euromonitor International, from trade sources/national statistics

due to consumers trading down and out of these premium brands, but in the worst affected region, eastern Europe, there were supply issues due to the lack of availability of credit for retailers.

Banks refused to give companies credit guarantees for the 30 or 60 days required, so producers were not willing to take the risk of supplying stocks without cash payment in advance.

The economic crisis of late 2008 to early 2009 also impacted eastern European-based brands. Many of the major vodka brands, such as Khortysa and Zelenaya Marka, suffered volume declines.

Other brands have completely fallen off the list, such as Original Lithuanian Vodka from AB Stumbras in Lithuania, while the SY Group saw the number of its brands qualifying for the list fall from three last year to one.

### Effects of the recession – trading down

The phenomenon of trading down was a major factor in 2009.

This can be seen in a number of markets around the world, most notably in the US, which is the major market for a number of premium and super-premium vodka brands such as Absolut and Grey Goose.

Both of these brands suffered mid-single digit declines, as did the standard vodka Smirnoff, as consumers traded down to economy level brands such as Burnett's, Three Olives and Svedka, all of which grew strongly in 2009.

Trading down can also be seen in scotch – the only brands to see growth in 2009 being those positioned at the economy end of the market, such as William Peel and Label 5.

Conversely, trading down was a key factor in the growth of domestic/local brands, which saw growth of 6% in the 2009 figures. Yet this sector was also helped by the continued dynamic growth in the Indian spirits markets, which helped United Spirits' Bagpiper Indian whiskey brand to leapfrog Johnnie Walker and become the leading whisk(e)y brand in the world.

In addition to trading down, some brands suffered from "trading out". A number of local spirits brands suffered in Brazil, for instance, as consumers traded out of them completely, and into beer. Those brands which were worst hit included Pernod Ricard's Montilla Rum, Campari's Dreher Brazilian brandy brand and the Companhia Müller de Bebidas Domus conhaque brand, which experienced a sufficiently sharp fall to just slip out of the list for this year.

### Effects of the recession – reduced on-trade consumption

The trading down to less premium brands is also indicative of another well-documented factor that has occurred during the recession: the switch from on-trade to off-trade consumption.

These less premium spirits are invariably sold in the off-trade, while more premium brands such as Grey Goose are generally consumed in the on-trade.

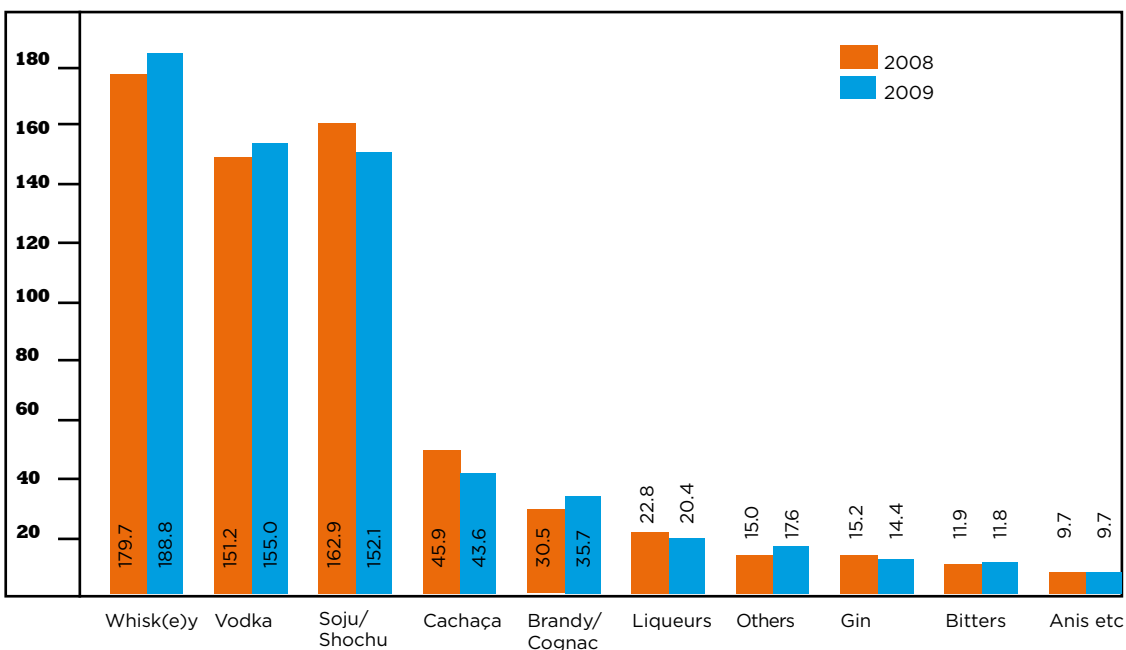
This switch to off-trade consumption can be further seen by the performance of liqueur and bitter brands, most of which declined or saw static volumes, with only the Gruppo Campari brand Aperol seeing any substantial growth – perhaps reflecting a continuing resurgence in the cocktail sector.

### A more positive future

While the picture painted by the 2009 spirits sector sales volumes is relatively bleak for the international brands, 2010 is likely to be far more positive. This will primarily be due to the emerging markets, especially in Latin America and Asia Pacific, but also eastern Europe.

There were already signs in the second half of 2009 that these markets were picking up and this has now been confirmed in the first half of 2010.

This will undoubtedly help international brands to bounce back but, potentially countering this, many core markets for these brands, especially in western Europe, could yet hold back growth as consumers continue to rein back their spending, with governments and consumers themselves seeking to reduce their high levels of debt.



### Millionaires Club: status split

	2008	2009
Domestic/Local	<b>399.3</b>	<b>421.2</b>
Regional	<b>31.5</b>	<b>30.5</b>
International	<b>286.2</b>	<b>271.8</b>
Volumes in millions of 9-litre cases		

# Full Listing

There is a record number of entries in this year's Millionaires table. While the domestic/local brands have cashed in on the relative health of the developing economies and the global trend for trading down, the internationals will hope to see figures bouncing back as destocking becomes a thing of the past



## Millionaires Club 2010: Full Listing

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
1 Jinro	Jinro Limited	Soju	71.36	72.05	69.84	75.99	63.98	-15.8	Domestic/Local
2 Smirnoff	Diageo	Vodka	21.30	23.00	24.30	25.70	24.00	-6.6	International
3 Lotte Liquor BG	Lotte Liquor	Soju	n/a	17.60	19.00	19.90	21.20	6.8	Domestic/Local
4 Pirassununga 51	Companhia Müller de Bebidas	Cachaça	22.34	22.61	21.50	21.98	19.50	-11.3	International
5 Bacardi	Bacardi	Rum	20.10	20.00	19.90	19.64	18.60	-5.3	International
6 Tanduay	Tanduay Distillers	Rum	13.27	12.40	14.43	16.29	16.92	3.9	Domestic/Local
7 Bagpiper	United Spirits	Whisky - Indian	10.54	13.02	13.95	15.41	16.26	5.5	Domestic/Local
8 Johnnie Walker	Diageo	Whisky - Scotch	12.80	14.30	15.80	16.30	14.50	-11.0	International
9 McDowell's No.1	United Spirits	Whisky - Indian	6.07	8.65	11.46	13.39	13.52	1.0	Domestic/Local
10 Officer's Choice	Allied Blenders & Distillers	Whisky - Indian	3.94	5.01	6.60	9.50	12.00	26.3	Domestic/Local
11 Charm Soju	Kumbokju	Soju	11.92	12.16	12.25	12.28	11.61	-5.4	Domestic/Local
12 Zelenaya Marka (Green Mark)	CEDC	Vodka	5.00	7.30	8.10	11.97	11.25	-6.0	Domestic/Local
13 McDowell's No.1 Celebration	United Spirits	Rum	5.42	6.17	7.63	9.67	11.17	15.5	Domestic/Local
14 Muhak White Soju	Muhak Co	Soju	9.70	10.00	10.60	10.90	11.00	1.1	Domestic/Local
15 Original Choice	John Distilleries	Whisky - Indian	3.16	4.12	6.41	8.84	10.21	15.5	Domestic/Local
16 Khlibniy Dar	Bayadera Group	Vodka	1.06	1.55	3.57	6.63	10.20	53.9	Domestic/Local
17 Absolut	Pernod Ricard	Vodka	9.20	9.80	10.73	10.73	10.03	-6.5	International
18 C1 Soju	Daesun Distilling Co	Soju	10.50	10.30	10.40	10.52	9.78	-7.0	Domestic/Local
19 Pitú	Engarramento Pitú	Cachaça	7.78	8.53	9.31	9.51	9.60	1.0	International
20 Jack Daniel's	Brown-Forman	Whiskey - American - Tennessee	8.38	8.94	9.33	9.51	9.57	0.6	International
21 Khortyt'sa	Khortyt'sa Distillery	Vodka	3.87	8.10	9.40	9.60	9.25	-3.6	International
22 McDowell's No.1	United Spirits	Brandy - Indian	5.29	5.99	7.64	7.53	9.22	22.4	Domestic/Local
23 Nemiroff	Nemiroff Ukrainian Vodka Co	Vodka	9.32	7.80	8.89	8.55	9.10	6.4	International
24 Iichiko	Sanwa Shurui	Shochu	9.79	9.86	9.88	9.14	8.74	-4.42	Domestic/Local
25 Captain Morgan	Diageo	Rum	6.90	7.30	7.80	8.30	8.60	3.6	International
26 Royal Stag	Pernod Ricard	Whisky - Indian	3.43	4.24	5.63	6.76	8.40	24.3	Domestic/Local
27 Bohae	Bohae Brewery	Soju	7.60	7.90	8.50	8.20	8.20	0.3	Domestic/Local
28 Velho Barreiro	Tatuzinho	Cachaça	6.90	7.08	7.15	7.40	7.70	4.1	International
29 Old Tavern	United Spirits	Whisky - Indian	1.87	2.55	2.84	4.77	6.84	43.4	Domestic/Local
30 Ypioca	Grupo Ypioca	Cachaça	6.90	7.10	7.13	7.05	6.83	-3.1	Domestic/Local
31 Jägermeister	Mast-Jägermeister	Bitters	5.20	5.95	6.32	6.41	6.41	0.0	International
32 Baileys	Diageo	Liqueurs	6.70	7.10	7.70	7.60	6.40	-15.8	International
33 Pyat Ozer	Alcohol Siberian Group	Vodka	1.08	2.38	6.04	6.50	6.10	-6.2	Domestic/Local
34 Ballantine's	Pernod Ricard	Whisky - Scotch	5.63	5.62	6.17	6.50	5.76	-11.4	International
35 Tuopai	Sichuan Tuopai Yest Liquor	Baijiu	4.82	5.30	5.22	5.58	5.58	0.0	Domestic/Local
36 Czysa de Luxe (ZG)	Stock Spirits Group	Vodka	n/a	n/a	0.08	1.87	5.39	187.8	Domestic/Local



## Millionaires Club 2010: Full Listing

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
37 Ricard	Pernod Ricard	Anis	5.72	5.66	5.78	5.52	5.37	-2.7	International
38 Jim Beam	Beam Global Spirits & Wine	Whiskey - American - Bourbon	n/a	5.12	5.24	5.16	5.08	-1.6	International
39 J&B Rare	Diageo	Whisky - Scotch	5.90	5.90	5.90	5.90	4.90	-16.9	International
40 Imperial Blue	Pernod Ricard	Whisky - Indian	2.00	2.51	3.13	3.83	4.83	26.1	Domestic/Local
41 Crown Royal	Diageo	Whisky - Canadian	4.50	4.70	5.00	5.10	4.80	-5.9	International
42 William Grant's	William Grant & Sons	Whisky - Scotch	4.10	4.39	4.79	4.97	4.78	-3.7	International
43 Mansion House Brandy	Tilaknagar Industries	Brandy - Indian	n/a	1.00	1.32	1.77	4.50	154.1	Domestic/Local
44 De Kuyper range	Koninklijke De Kuyper/ Beam Global	Liqueurs	4.78	4.90	4.90	4.74	4.40	-7.2	International
45 Director's Special	United Spirits	Whisky - Indian	4.32	3.77	3.69	4.00	4.39	9.7	Domestic/Local
46 Hennessy	LVMH	Cognac	3.80	4.30	4.73	4.48	4.24	-5.4	International
47 Gordon's Gin	Diageo	Gin	5.00	5.00	4.50	4.30	4.20	-2.3	International
48 Daigoro	Asahi Breweries	Shochu	5.19	5.24	4.66	4.44	4.17	-6.1	Domestic/Local
49 Dai Jyuhyo	Suntory	Shochu	3.83	3.83	3.40	2.92	4.13	41.4	Domestic/Local
50 Hayward's	United Spirits	Whisky - Indian	2.96	2.17	2.31	2.77	4.06	46.6	Domestic/Local
51 Chivas Regal	Pernod Ricard	Whisky - Scotch	3.81	3.95	4.37	4.57	3.87	-15.3	International
52 Absolut	CEDC	Vodka	3.94	4.04	4.12	4.18	3.70	-11.6	Domestic/Local
53 Kanoka	Asahi Breweries	Shochu	2.50	3.02	3.44	3.56	3.66	2.7	Domestic/Local
54 8PM	Radico Khaitan	Whisky - Indian	4.15	4.16	3.76	3.18	3.61	13.5	Domestic/Local
55 Honey Bee	United Spirits	Brandy - Indian	1.30	1.73	2.20	2.82	3.60	27.7	Domestic/Local
56 Grey Goose	Bacardi	Vodka	2.30	3.00	3.60	3.60	3.46	-3.9	International
57 Aguardiente Antioqueño	Fabrica de Licores de Antioquia	Aguardiente	n/a	n/a	n/a	n/a	3.46	n/a	Domestic/Local
58 Dreher	Gruppo Campari	Brandy - Brazilian	3.10	3.50	3.75	3.60	3.45	-4.2	Domestic/Local
59 Fernet Branca	Fratelli Branca Distillerie	Bitters	2.55	2.90	3.12	3.28	3.31	0.9	International
60 Havana Club	Pernod Ricard	Rum	2.32	2.61	3.00	3.40	3.28	-3.5	International
61 Skyy	Gruppo Campari	Vodka	2.30	2.70	2.90	3.15	3.25	3.2	International
62 Dewar's	Bacardi	Whisky - Scotch	3.50	3.40	3.50	3.41	3.24	-5.0	International
63 Malibu	Pernod Ricard	Liqueurs	3.23	3.33	3.63	3.70	3.23	-12.7	International
64 Seagram's Gin	Pernod Ricard	Gin	3.30	3.44	3.44	3.38	3.03	-10.4	Regional
65 Yeni Raki	Mey Icki Sanayi ve Ticaret	Raki	3.44	3.62	3.29	2.74	3.03	10.6	Domestic/Local
66 Finlandia	Brown-Forman	Vodka	2.10	2.30	2.75	3.05	3.01	-1.2	International
67 Stolichnaya	Sojuzplodimport (SPI Spirits)	Vodka	n/a	3.10	3.33	3.20	3.00	-6.3	International
68 Sobieski	Belvédère	Vodka	1.67	2.15	2.50	2.75	3.00	9.1	International
69 Svedka	Constellation Brands	Vodka	0.64	1.02	1.53	2.10	2.90	38.1	Domestic/Local
70 Jameson	Pernod Ricard	Whiskey - Irish	1.95	2.18	2.48	2.73	2.74	0.4	International
71 Belenkaya	SY Group	Vodka	2.96	1.89	2.04	2.25	2.73	21.3	Domestic/Local
72 Campari	Gruppo Campari	Bitters	2.90	2.90	2.93	2.93	2.70	-7.8	International
73 Gold Riband	United Spirits	Whisky - Indian	1.73	1.72	1.63	1.84	2.68	45.7	Domestic/Local
74 Old Admiral	Radico Khaitan	Brandy - Indian	1.40	1.40	1.40	1.81	2.67	47.5	Domestic/Local
75 Sauza	Beam Global Spirits & Wine	Tequila	2.88	3.12	3.21	3.13	2.63	-15.9	International
76 Parliament	CEDC	Vodka	1.48	2.03	2.70	3.08	2.50	-18.8	Regional
77 Big Man	Oenon Holdings Corp	Shochu	n/a	n/a	n/a	2.53	2.43	-4.0	Domestic/Local
78 Seagram's 7 Crown	Diageo	Whiskey - American-Other	2.50	2.50	2.50	2.50	2.40	-4.0	Regional
79 Yamskaya	CEDC	Vodka	n/a	n/a	n/a	2.16	2.40	11.1	Domestic/Local
80 Zhuravli	CEDC	Vodka	n/a	n/a	n/a	2.55	2.36	-7.5	Domestic/Local



### Millionaires Club 2010: Full Listing

	BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
81	William Peel	Belvédère	Whisky - Scotch	1.60	1.76	1.78	2.12	2.35	10.8	Domestic/Local
82	Contessa	Radico Khaitan	Rum	2.50	2.08	2.19	2.56	2.34	-8.6	Domestic/Local
83	Blenders Pride	Pernod Ricard	Whisky - Indian	0.92	1.17	1.51	1.92	2.31	20.3	Domestic/Local
84	Bell's	Diageo	Whisky - Scotch	2.20	2.00	2.30	2.20	2.30	4.5	International
85	Beefeater	Pernod Ricard	Gin	2.31	2.32	2.42	2.41	2.24	-7.1	International
86	Southern Comfort	Brown-Forman	Liqueurs	2.34	2.45	2.48	2.38	2.23	-6.3	International
87	Old Cask	United Spirits	Rum	1.78	1.45	1.28	1.72	2.21	28.5	Domestic/Local
88	Russian Standard	Roust	Vodka	1.03	1.35	1.90	2.10	2.20	4.8	International
89	Suntory Kakubin	Suntory	Whisky - Japanese	1.72	1.60	1.59	1.91	2.18	14.1	Regional
90	Label 5	La Martiniquaise	Whisky - Scotch	1.62	1.74	1.91	1.98	2.16	9.1	International
91	Wyborowa	Pernod Ricard	Vodka	0.93	1.17	1.78	2.32	2.12	-8.6	International
92	McCormick	McCormick Distilling	Vodka	1.98	2.01	1.80	1.93	2.09	8.2	Domestic/Local
93	Bilen'ka	Olimp Corp	Vodka	3.34	3.76	4.81	4.34	2.05	-52.8	Domestic/Local
94	Black Velvet	Constellation Brands	Whisky - Canadian	2.07	2.11	1.91	1.96	2.04	4.1	International
95	100 Pipers	Pernod Ricard	Whisky - Scotch	3.34	2.94	2.50	2.25	2.03	-9.8	International
96	Kinmen Kaoliang	Kinmen Kaoliang Liquor	Baijiu	1.49	1.81	1.88	2.15	2.03	-5.6	Domestic/Local
97	Director's Special Black	United Spirits	Whisky - Indian	0	0.9	1.34	1.77	2.03	14.7	Domestic/Local
98	Stogardzka	Belvédère	Vodka	3.19	2.65	2.85	3.01	2.00	-33.6	Domestic/Local
99	McDowell's Green Label	United Spirits	Whisky - Indian	2.27	1.85	1.83	1.70	1.99	17.1	Domestic/Local
100	Bombay	Bacardi	Gin	1.80	2.10	2.00	2.00	1.97	-1.5	International
101	Montilla	Pernod Ricard	Rum	2.32	2.72	2.67	2.73	1.95	-28.6	Domestic/Local
102	Tanqueray	Diageo	Gin	1.90	2.00	2.20	2.10	1.90	-9.5	International
103	Eristoff	Bacardi	Vodka	1.40	1.50	1.70	1.80	1.90	5.6	International
104	White Mischief	United Spirits	Vodka	0	1.12	1.26	1.57	1.90	21.0	Domestic/Local
105	Canadian Club	Beam Global Spirits & Wine	Whisky - Canadian	n/a	2.07	2.04	1.96	1.89	-3.6	International
106	Bols Vodka	CEDC	Vodka	1.58	1.40	1.67	1.85	1.85	0.0	Regional
107	Canadian Mist	Brown-Forman	Whisky - Canadian	2.07	1.98	1.91	1.87	1.84	-1.3	Domestic/Local
108	Ketel One	Nolet Spirits	Vodka	1.68	1.87	1.88	1.90	1.80	-5.3	Domestic/Local
109	Zoladkowa Gorzka	Stock Spirits Group	Vodka	0.94	1.19	1.36	1.71	1.80	5.3	Domestic/Local
110	Cacique	Diageo	Rum	1.80	1.80	1.70	1.70	1.80	5.9	Regional
111	Clan Campbell	Pernod Ricard	Whisky - Scotch	1.58	1.56	1.64	1.72	1.76	2.3	Regional
112	Patrón	Patrón Spirits	Tequila	0.65	1.15	1.60	1.73	1.74	0.9	Domestic/Local
113	Teacher's Highland Cream	Beam Global Spirits & Wine	Whisky - Scotch	1.75	1.84	1.98	1.96	1.73	-11.9	International
114	Kahlúa	Pernod Ricard	Liqueurs	2.13	2.17	2.14	2.00	1.69	-15.5	International
115	Old Port Rum	Amrut Distilleries	Rum	0.96	1.38	1.64	1.91	1.66	-13.18	Domestic/Local
116	Aperol	Gruppo Campari	Bitters	0.85	1.00	1.15	1.30	1.65	26.9	Regional
117	Mugi Zakari	Oenon Holdings Corp	Shochu	0.05	0.2	0.36	0.96	1.60	66.7	Domestic/Local
118	William Lawson's	Bacardi	Whisky - Scotch	1.20	1.30	1.30	1.50	1.59	6.0	International
119	Rémy Martin*	Rémy Cointreau	Cognac	1.72	1.73	1.84	1.48	1.55	4.2	International
120	Haka No Hana	Oenon Holdings Corp	Shochu	1.62	1.63	1.70	1.60	1.52	-5.0	Domestic/Local
121	Burnett's Vodka	Heaven Hill	Vodka	0.55	0.63	1.00	1.20	1.52	26.7	Domestic/Local
122	Slavyanskaya	Jupiter OOO	Vodka	1.40	2.10	2.60	1.80	1.50	-17.3	Domestic/Local
123	Prime	Olimp Corp	Vodka	n/a	0.16	0.94	1.51	1.51	0.0	Domestic/Local
124	John Exshaw	United Spirits	Brandy - Indian	1.18	1.12	1.49	1.77	1.48	-16.4	Domestic/Local

\*Data taken from Rémy Cointreau annual reports running for the 12 months Apr 09-Mar 2010

Millionaires Club 2010: Full Listing

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
125 Martell	Pernod Ricard	Cognac	1.26	1.46	1.61	1.54	1.46	-5.2	International
126 Soplca	CEDC	Vodka	0.73	1.06	1.29	1.47	1.40	-4.8	Regional
127 1906	Stock Spirits Group	Vodka	n/a	n/a	0.74	0.83	1.39	67.5	Domestic/Local
128 Black Nikka	Asahi Breweries	Whisky- Japanese	1.50	1.47	1.11	1.23	1.36	10.8	Regional
129 Paul Masson Grande Amber	Constellation Brands	Brandy - American	1.33	1.32	1.29	1.35	1.36	0.7	Domestic/Local
130 Pastis 51	Pernod Ricard	Anis	1.66	1.53	1.49	1.41	1.34	-5.0	Regional
131 Clan MacGregor	William Grant & Sons	Whisky - Scotch	1.35	1.22	1.26	1.32	1.32	0.3	Regional
132 Buchanan's	Diageo	Whisky - Scotch	1.00	1.30	1.60	1.50	1.30	-13.3	Regional
133 Gordon's Vodka	Diageo	Vodka	1.50	1.40	1.30	1.30	1.30	0.0	Regional
134 Bols range	Lucas Bols	Liqueurs	1.21	1.21	1.26	1.28	1.30	1.6	International
135 Ron Medellin	Fabrica de Licores de Antioquia	Rum	n/a	n/a	n/a	n/a	1.28	n/a	Domestic/Local
136 Royal Challenge	United Spirits	Whisky - Indian	0.98	1.03	1.17	1.29	1.27	-1.6	Domestic/Local
137 Gorbatschow	Henkell & Co	Vodka	1.13	1.21	1.46	1.09	1.27	16.5	Domestic/Local
138 Romanov	United Spirits	Vodka	0.52	0.81	0.98	1.17	1.25	6.8	Domestic/Local
139 Three Olives	Proximo Spirits	Vodka	0.47	0.63	0.85	1.10	1.25	13.3	Domestic/Local
140 Evan Williams	Heaven Hill	Whiskey - American - Bourbon	0.95	0.98	1.03	1.05	1.24	17.6	Domestic/local
141 Old Adventurer	United Spirits	Rum	1.03	1.22	1.12	1.20	1.23	2.5	Domestic/Local
142 Seagram's VO	Diageo	Whisky - Canadian	1.40	1.30	1.30	1.30	1.20	-7.7	Regional
143 Magic Moments Vodka	Radico Khaitan	Vodka	n/a	0.25	0.58	0.86	1.2	39.5	Domestic/Local
144 Appleton Jamaica Rum	CL World Brands	Rum	1.11	1.13	1.14	1.15	1.19	3.8	International
145 DYC	Beam Global Spirits & Wine	Whisky - Spanish	1.34	1.42	1.43	1.22	1.19	-2.5	Domestic/Local
146 Christian Brothers	Heaven Hill	Brandy - American	1.14	1.14	1.15	1.17	1.18	0.9	Domestic/Local
147 Santa Teresa	Santa Teresa International	Rum	1.11	1.30	1.40	1.43	1.15	-19.6	Domestic/Local
148 Signature	United Spirits	Whisky - Indian	0.43	0.58	0.76	0.99	1.14	15.2	Domestic/Local
149 Capel	Capel Cooperativa Agricola Pisquera de Elqui	Pisco	1.36	1.35	1.32	1.37	1.11	-19.0	Domestic/Local
150 Castillo	Bacardi	Rum	1.50	1.40	1.30	1.20	1.11	-7.5	Regional
151 Amarula	Distell Group	Liqueurs	0.79	0.93	1.08	1.08	1.10	1.9	International
152 El Jimador	Brown-Forman	Tequila	n/a	n/a	0.92	1.02	1.10	8.2	Domestic/Local
153 Sir Edward's	Bardinet	Whisky - Scotch	1.04	1.26	1.27	1.05	1.09	4.0	International
154 Blue Riband Gin	United Spirits	Gin	0.96	0.95	0.96	0.99	1.09	10.1	Domestic/Local
155 Madira Rock XXX Rum	Tilaknagar Industries	Rum	n/a	n/a	n/a	0.36	1.04	188.9	Domestic/Local
156 Zubrowka	CEDC	Vodka	n/a	n/a	1.00	1.00	1.03	3.0	Domestic/Local
157 Courvoisier	Beam Global Spirits & Wine	Cognac	1.12	1.14	1.17	1.19	1.02	-14.4	International
158 Pinnacle	White Rock Distilleries	Vodka	n/a	0.15	0.26	0.61	1.02	67.3	Domestic/Local
159 Koskenkorva	Altia Corporation	Vodka	1.25	1.21	1.22	1.09	1.01	-7.3	Regional
160 Windsor	Beam Global Spirits & Wine	Whisky - Canadian	1.03	1.02	0.98	0.98	1.01	3.1	Regional
161 Amaro Ramazzotti	Pernod Ricard	Bitters	1.26	1.27	1.18	1.22	1.00	-18.0	Regional
162 Aristocrat	Heaven Hill	Vodka	n/a	n/a	n/a	n/a	1.00	n/a	Domestic/Local

Volume: Millions of 9-litre cases





# Chart Toppers

## Millionaires Club 2010: Top 30 International Brands

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-
Smirnoff	Diageo	Vodka	21.30	23.00	24.30	25.70	24.00	-6.6
Pirassununga 51	Companhia Müller de Bebidas	Cachaça	22.34	22.61	21.50	21.98	19.50	-11.3
Bacardi	Bacardi	Rum	20.10	20.00	19.90	19.64	18.60	-5.3
Johnnie Walker	Diageo	Whisky - Scotch	12.80	14.30	15.80	16.30	14.50	-11.0
Absolut	Pernod Ricard	Vodka	9.20	9.80	10.73	10.73	10.03	-6.5
Pitú	Engarrafamento Pitú	Cachaça	7.78	8.53	9.31	9.51	9.60	1.0
Jack Daniel's	Brown-Forman	Whiskey - American - Tennessee	8.38	8.94	9.33	9.51	9.57	0.6
Khortytza	Khortytza Distillery	Vodka	3.87	8.10	9.40	9.6	9.25	-3.6
Nemiroff	Nemiroff Ukrainian Vodka Co	Vodka	9.32	7.80	8.89	8.55	9.10	6.4
Captain Morgan	Diageo	Rum	6.90	7.30	7.80	8.30	8.60	3.6
Velho Barreiro	Tatuzinho	Cachaça	6.90	7.08	7.15	7.40	7.70	4.1
Jägermeister	Mast-Jägermeister	Bitters	5.20	5.95	6.32	6.41	6.41	0.0
Baileys	Diageo	Liqueurs	6.70	7.10	7.70	7.60	6.40	-15.8
Ballantine's	Pernod Ricard	Whisky - Scotch	5.63	5.62	6.17	6.50	5.76	-11.4
Ricard	Pernod Ricard	Anis	5.72	5.66	5.78	5.52	5.37	-2.7
Jim Beam	Beam Global Spirits & Wine	Whiskey - American - Bourbon	n/a	5.12	5.24	5.16	5.08	-1.6
J&B Rare	Diageo	Whisky - Scotch	5.90	5.90	5.90	5.90	4.90	-16.9
Crown Royal	Diageo	Whisky - Canadian	4.50	4.70	5.00	5.10	4.80	-5.9
William Grant's	William Grant & Sons	Whisky - Scotch	4.10	4.39	4.79	4.97	4.78	-3.7
De Kuyper range	Koninklijke De Kuyper/Beam Global	Liqueurs	4.78	4.90	4.90	4.74	4.40	-7.2
Hennessy	LVMH	Cognac	3.80	4.30	4.73	4.48	4.24	-5.4
Gordon's Gin	Diageo	Gin	5.00	5.00	4.50	4.30	4.20	-2.3
Chivas Regal	Pernod Ricard	Whisky - Scotch	3.81	3.95	4.37	4.57	3.87	-15.3
Grey Goose	Bacardi	Vodka	2.30	3.00	3.60	3.60	3.46	-3.9
Fernet Branca	Fratelli Branca Distillerie	Bitters	2.55	2.90	3.12	3.28	3.31	0.9
Havana Club	Pernod Ricard	Rum	2.32	2.61	3.00	3.40	3.28	-3.5
Skyv	Gruppo Campari	Vodka	2.30	2.70	2.90	3.15	3.25	3.2
Dewar's	Bacardi	Whisky - Scotch	3.50	3.40	3.50	3.41	3.24	-5.0
Malibu	Pernod Ricard	Liqueurs	3.23	3.33	3.63	3.70	3.23	-12.7
Finlandia	Brown-Forman	Vodka	2.10	2.30	2.75	3.05	3.01	-1.2

Volume: Millions of 9-litre cases

Last year was a year many international brands will be keen to forget, with only seven out of the top 30 brands seeing any growth – and at best, this was only moderate.

As so many brands declined or saw minimal growth, the Top 30 brands' positioning remained virtually unchanged, except at the lower end of the table.

Here the fall of brands such as Sauza tequila and Campari pushed them out of the list, to be replaced by former regional brands Pirassununga 51 and Khortytza.

Many of the brands were hit by the recession on two fronts: large amounts of destocking at the turn of 2008 and 2009 in both core western markets and emerging markets; and continued weak sales in those markets, especially core ones.

This was due to consumers and retailers uncertain of the future buying less, or cutting back on inventory.

Worst hit were those brands which were overly exposed to Spain, such as J&B and Ballantine's, but also the more premium brands in the US (Smirnoff, Absolut, Baileys) as they were undercut by cheaper variants.

The proportion of regional brands in the Millionaires list is becoming smaller, led by the North American focused Seagram's Gin brand.

Those that comprise the remaining list are brands, mainly owned by international companies, which have large volumes and offer good routes to market and revenues.

The faster growing regionals are owned by smaller international or regional companies that are looking to expand their brands overseas.



In the domestic/local category, brands from Asia Pacific markets dominate the list, accounting for nine out of the Top 10 brands and 24 out of the Top 30.

Among the Top 10 brands South Korea and India each have four brands. South Korea has a significant presence in the Top 30, led as ever by Jinro soju, but bolstered greatly by the arrival this year of fellow South Korean soju producers.

India too has a strong presence in the leading brands, thanks to the continued dynamic growth in the country's spirits category.



# Millionaires

## Millionaires Club 2010: Top 30 Domestic/Local Brands

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-
Jinro	Jinro Limited	Soju	71.36	72.05	69.84	75.99	63.98	-15.8
Lotte Liquor BG	Lotte Liquor	Soju	n/a	17.60	19.00	19.90	21.20	6.8
Tanduay	Tanduay Distillers	Rum	13.27	12.40	14.43	16.29	16.92	3.9
Bagpiper	United Spirits	Whisky - Indian	10.54	13.02	13.95	15.41	16.26	5.5
McDowell's No.1	United Spirits	Whisky - Indian	6.07	8.65	11.46	13.39	13.52	1.0
Officer's Choice	Allied Blenders & Distillers	Whisky - Indian	3.94	5.01	6.60	9.50	12.00	26.3
Charm Special	Kumbokju	Soju	11.92	12.16	12.25	12.28	11.61	-5.4
Zelenaya Marka (Green Mark)	CEDC	Vodka	5.00	7.30	8.10	11.97	11.25	-6.0
McDowell's No.1 Celebration	United Spirits	Rum	5.42	6.17	7.63	9.67	11.17	15.5
Muhak White Soju	Muhak Co	Soju	9.70	10.00	10.60	10.90	11.00	1.1
Original Choice	John Distilleries	Whisky - Indian	3.16	4.12	6.41	8.84	10.21	15.5
Khlibniy Dar	Bayadera Group	Vodka	1.06	1.55	3.57	6.63	10.20	53.9
C1 Soju	Daesun Distilling Co	Soju	10.50	10.30	10.40	10.52	9.78	-7.0
McDowell's No.1	United Spirits	Brandy - Indian	5.29	5.99	7.64	7.53	9.22	22.4
lichiko	Sanwa Shurui	Shochu	9.79	9.86	9.88	9.14	8.74	-4.42
Royal Stag	Pernod Ricard	Whisky - Indian	3.43	4.24	5.63	6.76	8.40	24.3
Bohae	Bohae Brewery	Soju	7.60	7.90	8.50	8.20	8.20	0.3
Old Tavern	United Spirits	Whisky - Indian	1.87	2.55	2.84	4.77	6.84	43.4
Ypioca	Grupo Ypioca	Cachaça	6.90	7.10	7.13	7.05	6.83	-3.1
Pyat Ozer	Alcohol Siberian Group	Vodka	1.08	2.38	6.04	6.50	6.10	-6.2
Tuopai	Sichuan Tuopai Yest Liquor	Baijiu	4.82	5.30	5.22	5.58	5.58	0.0
Czysta de Luxe (ZG)	Stock Spirits Group	Vodka	n/a	n/a	0.08	1.87	5.39	187.8
Imperial Blue	Pernod Ricard	Whisky - Indian	2.00	2.51	3.13	3.83	4.83	26.1
Mansion House Brandy	Tilaknagar Industries	Brandy - Indian	n/a	1.00	1.32	1.77	4.50	154.1
Director's Special	United Spirits	Whisky - Indian	4.32	3.77	3.69	4.00	4.39	9.7
Daigoro	Asahi Breweries	Shochu	5.19	5.24	4.66	4.44	4.17	-6.1
Dai Jyuhyo	Suntory	Shochu	3.83	3.83	3.40	2.92	4.13	41.4
Hayward's	United Spirits	Whisky - Indian	2.96	2.17	2.31	2.77	4.06	46.6
Absolwent	CEDC	Vodka	3.94	4.04	4.12	4.18	3.70	-11.6
Kanoka	Asahi Breweries	Shochu	2.50	3.02	3.44	3.56	3.66	2.7

## Millionaires Club 2010: Top 10 Regional Brands

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-
Seagram's Gin	Pernod Ricard	Gin	3.30	3.44	3.44	3.38	3.03	-10.4
Parliament	CEDC	Vodka	1.48	2.03	2.70	3.08	2.50	-18.8
Seagram's 7 Crown	Diageo	Whiskey - American - Other	2.50	2.50	2.50	2.50	2.40	-4.0
Suntory Kakubin	Suntory	Whisky - Japanese	1.72	1.60	1.59	1.91	2.18	14.1
Bols Vodka	CEDC	Vodka	1.58	1.40	1.67	1.85	1.85	0.0
Cacique	Diageo	Rum	1.80	1.80	1.70	1.70	1.80	5.9
Clan Campbell	Pernod Ricard	Whisky - Scotch	1.58	1.56	1.64	1.72	1.76	2.3
Aperol	Gruppo Campari	Bitters	0.85	1.00	1.15	1.30	1.65	26.9
Soplica	CEDC	Vodka	0.73	1.06	1.29	1.47	1.40	-4.8
Black Nikka	Asahi Breweries	Whisky - Japanese	1.50	1.47	1.11	1.23	1.36	10.8

Millions of 9-litre cases



# Fastest Growing

## Millionaires Club 2010: Fastest Growing International Brands

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-
Label 5	La Martiniquaise	Whisky - Scotch	1.62	1.74	1.91	1.98	2.16	9.1
Sobieski	Belvédère	Vodka	1.67	2.15	2.50	2.75	3.00	9.1
Nemiroff	Nemiroff Ukrainian Vodka Co	Vodka	9.32	7.80	8.89	8.55	9.10	6.4
William Lawson's	Bacardi	Whisky - Scotch	1.20	1.30	1.30	1.50	1.59	6.0
Eristoff	Bacardi	Vodka	1.40	1.50	1.70	1.80	1.90	5.6
Russian Standard	Roust	Vodka	1.03	1.35	1.90	2.10	2.20	4.8
Bell's	Diageo	Whisky - Scotch	2.20	2.00	2.30	2.20	2.30	4.5
Rémy Martin*	Rémy Cointreau	Cognac	1.72	1.73	1.84	1.48	1.55	4.2
Black Velvet	Constellation Brands	Whisky - Canadian	2.07	2.11	1.91	1.96	2.04	4.1
Velho Barreiro	Tatuzinho	Cachaça	6.90	7.08	7.15	7.40	7.70	4.1
Sir Edward's	Bardinet	Whisky - Scotch	1.04	1.26	1.27	1.05	1.09	4.0
Appleton Jamaica Rum	CL World Brands	Rum	1.11	1.13	1.14	1.15	1.19	3.8
Captain Morgan	Diageo	Rum	6.90	7.30	7.80	8.30	8.60	3.6
Skyy	Gruppo Campari	Vodka	2.30	2.70	2.90	3.15	3.25	3.2
Amarula	Distell Group	Liqueurs	0.79	0.93	1.08	1.08	1.10	1.9
Bols range	Lucas Bols	Liqueurs	1.21	1.21	1.26	1.28	1.30	1.6
Pitú	Engarraamento Pitú	Cachaça	7.78	8.53	9.31	9.51	9.60	1.0
Fernet Branca	Fratelli Branca Distillerie	Bitters	2.55	2.90	3.12	3.28	3.31	0.9
Jack Daniel's	Brown-Forman	Whiskey - American - Tennessee	8.38	8.94	9.33	9.51	9.57	0.6
Jameson	Pernod Ricard	Whiskey - Irish	1.95	2.18	2.48	2.73	2.74	0.4

\*Data taken from Rémy Cointreau annual reports running for the 12 months Apr 09-Mar 2010

Only 20 of the 56 international brands in the list saw volume growth in 2009, with the strongest performance among those being only a 9% increase, for Label 5 whisky and Sobieski vodka. Both of these brands performed well due to their economy positioning, thus managing to do well in key export markets.

In Sobieski's case this market was the US, where the brand took advantage of consumer trading down to economy brands. The other eastern European vodka brands that showed growth, such as Nemiroff and Russian Standard, also did well due to developing their export markets.

Label 5 too benefited from a rise in export markets (a rarity for scotch brands) due to its economy positioning, although its growth was driven by its domestic (French) market. The same applies to two other growing scotch brands, William Lawson and Sir Edward's. Diageo's Bells brand grew thanks to heavy price promotion in its main market, the UK.

Brands that had flat sales this year (eg Jack Daniel's, Jameson and Jägermeister) can still claim to have had relatively

strong years, when compared with many other well-known International brands.

### Regional

Leading the growth tables in the regional category was Gruppo Campari's Aperol brand, with a dynamic growth rate of nearly 27%. Its advance has been driven by a combination of clever marketing and positioning with its strong distribution in Italy and Germany in particular, both mature markets for the bitters.

In the case of the Japanese whiskey brands Kakubin and Black Nikka, growth is being driven by their domestic market as both take share from smaller players.

### Domestic/Local

Indian and Polish brands dominate the fastest growing domestic/local brands table. Tilaknagar Industries' Madira Rock XXX rum leads the way, albeit from a small base. Along with the company's Mansion House brandy, its progress was based on increased distribution and the rapid growth of the two categories in India. Indeed the buoyant state of the Indian spirits market in general has helped many Indian brands to grow rapidly, and hence to dominate the global Fastest Growing list.



Narrowly beaten into second place was Stock Spirit's Cysta de Luxe brand, which along with its 1906 stablemate saw phenomenal growth thanks to aggressive marketing and pricing, allowing them to take share from their rivals in a highly competitive market.

Economy brands continued to do well further down the list. In fifth place, and emphasising the growth of economy vodka brands in the US, was Pinnacle vodka from White Rock Distillers. This trend is further confirmed by brands such as Svedka and Burnett's also appearing high up in this table.

The same can also be said in Japanese shochu with the economy-focused Mugi Zakari and Dai Jyuhyo putting in strong performances.

**Millionaires Club 2010: Fastest Growing Regional Brands**

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-
Aperol	Gruppo Campari	Bitters	0.85	1.00	1.15	1.30	1.65	26.9
Suntory Kakubin	Suntory	Whisky - Japanese	1.72	1.60	1.59	1.91	2.18	14.1
Black Nikka	Asahi Breweries	Whisky - Japanese	1.50	1.47	1.11	1.23	1.36	10.8
Cacique	Diageo	Rum	1.80	1.80	1.70	1.70	1.80	5.9
Windsor	Beam Global Spirits & Wine	Whisky - Canadian	1.03	1.02	0.98	0.98	1.01	3.1
Clan Campbell	Pernod Ricard	Whisky - Scotch	1.58	1.56	1.64	1.72	1.76	2.3
Clan MacGregor	William Grant & Sons	Whisky - Scotch	1.35	1.22	1.26	1.32	1.32	0.3

**Millionaires Club 2010: Fastest Growing Domestic/Local Brands**

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-
Madira Rock XXX Rum	Tilaknagar Industries	Rum	n/a	n/a	n/a	0.36	1.04	188.9
Czysta de Luxe (ZG)	Stock Spirits Group	Vodka	n/a	n/a	0.08	1.87	5.39	187.8
Mansion House Brandy	Tilaknagar Industries	Brandy - Indian	n/a	1.00	1.32	1.77	4.50	154.1
1906	Stock Spirits Group	Vodka	n/a	n/a	0.74	0.83	1.39	67.5
Pinnacle	White Rock Distilleries	Vodka	n/a	0.15	0.26	0.61	1.02	67.3
Mugi Zakari	Oenon Holdings Corp	Shochu	0.05	0.20	0.36	0.96	1.60	66.7
Hlebnyi Dar	Bayadera Group	Vodka	1.06	1.55	3.57	6.63	10.20	53.9
Old Admiral	Radico Khaitan	Brandy - Indian	1.40	1.40	1.40	1.81	2.67	47.5
Hayward's	United Spirits	Whisky - Indian	2.96	2.17	2.31	2.77	4.06	46.6
Gold Riband	United Spirits	Whisky - Indian	1.73	1.72	1.63	1.84	2.68	45.7
Old Tavern	United Spirits	Whisky - Indian	1.87	2.55	2.84	4.77	6.84	43.4
Dai Jyuhyo	Suntory	Shochu	3.83	3.83	3.40	2.92	4.13	41.4
Magic Moments Vodka	Radico Khaitan	Vodka	n/a	0.25	0.58	0.86	1.20	39.5
Svedka	Constellation Brands	Vodka	0.64	1.02	1.53	2.10	2.90	38.1
Old Cask	United Spirits	Rum	1.78	1.45	1.28	1.72	2.21	28.5
Honey Bee	United Spirits	Brandy - Indian	1.30	1.73	2.20	2.82	3.60	27.7
Burnett's Vodka	Heaven Hill	Vodka	0.55	0.63	1.00	1.20	1.52	26.7
Officer's Choice	Allied Blenders & Distillers	Whisky - Indian	3.94	5.01	6.60	9.50	12.00	26.3
Imperial Blue	Pernod Ricard	Whisky - Indian	2.00	2.51	3.13	3.83	4.83	26.1
Royal Stag	Pernod Ricard	Whisky - Indian	3.43	4.24	5.63	6.76	8.40	24.3
McDowell's No.1	United Spirits	Brandy - Indian	5.29	5.99	7.64	7.53	9.22	22.4
Belenkaya	SY Group	Vodka	2.96	1.89	2.04	2.25	2.73	21.3
White Mischief	United Spirits	Vodka	0	1.12	1.26	1.57	1.9	21.0
Blenders Pride	Pernod Ricard	Whisky - Indian	0.92	1.17	1.51	1.92	2.31	20.3
Evan Williams	Heaven Hill	Bourbon	0.95	0.98	1.03	1.05	1.24	17.6
McDowell's Green Label	United Spirits	Whisky - Indian	2.27	1.85	1.83	1.70	1.99	17.1
Gorbatschow	Henkell & Co	Vodka	1.13	1.21	1.46	1.09	1.27	16.5
McDowell's No.1 Celebration	United Spirits	Rum	5.42	6.17	7.63	9.67	11.17	15.5
Original Choice	John Distilleries	Whisky - Indian	3.16	4.12	6.41	8.84	10.21	15.5
Signature	United Spirits	Whisky - Indian	0.43	0.58	0.76	0.99	1.14	15.2
Director's Special Black	United Spirits	Whisky - Indian	0	0.9	1.34	1.77	2.03	14.7
8PM	Radico Khaitan	Whisky - Indian	4.15	4.16	3.76	3.18	3.61	13.5
Three Olives	Proximo Spirits	Vodka	0.47	0.63	0.85	1.10	1.25	13.3
Yamskaya	CEDC	Vodka	n/a	n/a	n/a	2.16	2.4	11.1
William Peel	Belvédère	Whisky - Scotch	1.60	1.76	1.78	2.12	2.35	10.8
Yeni Raki	Mey Icki Sanayi ve Ticaret	Raki	3.44	3.62	3.29	2.74	3.03	10.6
Blue Riband Gin	United Spirits	Gin	0.96	0.95	0.96	0.99	1.09	10.1
Director's Special	United Spirits	Whisky - Indian	4.32	3.77	3.69	4.00	4.39	9.7
McCormick	McCormick Distilling	Vodka	1.98	2.01	1.80	1.93	2.09	8.2
El Jimador	Brown-Forman	Tequila	n/a	n/a	0.92	1.02	1.10	8.2
Romanov	United Spirits	Vodka	0.52	0.81	0.98	1.17	1.25	6.8
Lotte Liquor BG	Lotte Liquor	Soju	n/a	17.6	19.0	19.9	21.2	6.8
Bagpiper	United Spirits	Whisky - Indian	10.54	13.02	13.95	15.41	16.26	5.5
Zoladkowa Gorzka	Stock Spirits Group	Vodka	0.94	1.19	1.36	1.71	1.80	5.3
Tanduay	Tanduay Distillers	Rum	13.27	12.40	14.43	16.29	16.92	3.9
Zubrowka	CEDC	Vodka	n/a	n/a	1.00	1.00	1.03	3.0
Kanoka	Asahi Breweries	Shochu	2.50	3.02	3.44	3.56	3.66	2.7
Old Adventurer	United Spirits	Rum	1.03	1.22	1.12	1.20	1.23	2.5
Muhak White Soju	Muhak Co	Soju	9.70	10.00	10.60	10.90	11.0	1.1
McDowell's No.1	United Spirits	Whisky - Indian	6.07	8.65	11.46	13.39	13.52	1.0
Patrón	Patrón Spirits	Tequila	0.65	1.15	1.60	1.73	1.74	0.9
Christian Brothers	Heaven Hill	Brandy - American	1.14	1.14	1.15	1.17	1.18	0.9
Paul Masson Grande Amber	Constellation Brands	Brandy - American	1.33	1.32	1.29	1.35	1.36	0.7
Bohae	Bohae Brewery	Soju	7.60	7.90	8.50	8.20	8.20	0.3

Volume: Millions of 9-litre cases

# Whiskies

## Millionaires Club 2010: Top 30 Whiskies

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Bagpiper	United Spirits	Whisky - Indian	10.54	13.02	13.95	15.41	16.26	5.5	Domestic/Local
Johnnie Walker	Diageo	Whisky - Scotch	12.80	14.30	15.80	16.30	14.50	-11.0	International
McDowell's No 1	United Spirits	Whisky - Indian	6.070	8.65	11.46	13.39	13.52	1.0	Domestic/Local
Officer's Choice	Allied Blenders & Distillers	Whisky - Indian	3.94	5.01	6.60	9.50	12.00	26.3	Domestic/Local
Original Choice	John Distilleries	Whisky - Indian	3.16	4.12	6.41	8.84	10.21	15.5	Domestic/Local
Jack Daniel's	Brown-Forman	Whiskey - American - Tennessee	8.38	8.94	9.33	9.51	9.57	0.6	International
Royal Stag	Pernod Ricard	Whisky - Indian	3.43	4.24	5.63	6.76	8.40	24.3	Domestic/Local
Old Tavern	United Spirits	Whisky - Indian	1.87	2.55	2.84	4.77	6.84	43.4	Domestic/Local
Ballantine's	Pernod Ricard	Whisky - Scotch	5.63	5.62	6.17	6.50	5.76	-11.4	International
Jim Beam	Beam Global Spirits & Wine	Whiskey - American-Bourbon	n/a	5.12	5.24	5.16	5.08	-1.6	International
J&B Rare	Diageo	Whisky - Scotch	5.90	5.90	5.90	5.90	4.90	-16.9	International
Imperial Blue	Pernod Ricard	Whisky - Indian	2.00	2.51	3.13	3.83	4.83	26.1	Domestic/Local
Crown Royal	Diageo	Whisky - Canadian	4.50	4.70	5.00	5.10	4.80	-5.9	International
William Grant's	William Grant & Sons	Whisky - Scotch	4.10	4.39	4.79	4.97	4.78	-3.7	International
Director's Special	United Spirits	Whisky - Indian	4.32	3.77	3.69	4.00	4.39	9.7	Domestic/Local
Hayward's	United Spirits	Whisky - Indian	2.96	2.17	2.31	2.77	4.06	46.6	Domestic/Local
Chivas Regal	Pernod Ricard	Whisky - Scotch	3.81	3.95	4.37	4.57	3.87	-15.3	International
8PM	Radico Khaitan	Whisky - Indian	4.15	4.16	3.76	3.18	3.61	13.5	Domestic/Local
Dewar's	Bacardi	Whisky - Scotch	3.50	3.40	3.50	3.41	3.24	-5.0	International
Jameson	Pernod Ricard	Whiskey - Irish	1.95	2.18	2.48	2.73	2.74	0.4	International
Gold Riband	United Spirits	Whisky - Indian	1.73	1.72	1.63	1.84	2.68	45.7	Domestic/Local
Seagram's 7 Crown	Diageo	Whiskey - American-Other	2.50	2.50	2.50	2.50	2.40	-4.0	Regional
William Peel	Belvédère	Whisky - Scotch	1.60	1.76	1.78	2.12	2.35	10.8	Domestic/Local
Blenders Pride	Pernod Ricard	Whisky - Indian	0.92	1.17	1.51	1.92	2.31	20.3	Domestic/Local
Bell's	Diageo	Whisky - Scotch	2.20	2.00	2.30	2.20	2.30	4.5	International
Suntory Kakubin	Suntory	Whisky - Japanese	1.72	1.60	1.59	1.91	2.18	14.1	Regional
Label 5	La Martiniquaise	Whisky - Scotch	1.62	1.74	1.91	1.98	2.16	9.1	International
Black Velvet	Constellation Brands	Whisky - Canadian	2.07	2.11	1.91	1.96	2.04	4.1	International
Director's Special Black	United Spirits	Whisky - Indian	0	0.90	1.34	1.77	2.03	14.7	Domestic/Local
100 Pipers	Pernod Ricard	Whisky - Scotch	3.34	2.94	2.50	2.25	2.03	-9.8	International

Volume: Millions of 9-litre cases

Not only do whiskies account for the Millionaires list's highest number of brands in a single category (46), they also represent around 26% of the entire list's total brand volumes.

The Millionaires list is becoming increasingly dominated, especially at the top, by Indian whisky brands. This should hardly be surprising as in 2009 Indian whisky accounted for 43% of total whiskies sold globally, having seen volumes grow by 12% CAGR between 2004-2009.

Thus, with the biggest international scotch names having a uniformly bad year, it should be no surprise that (six) Indian whisky brands dominate the top 10 volume players. But also India now stakes claim to the world's leading whisky brand, United Spirits' Bagpiper.

Despite seeing rather moderate growth in 2009, the brand has risen over the past five years to overtake the previous leading brand, Johnnie Walker, which saw volumes take a -11% hit in 2009.

Many of the leading scotch whisky players experienced steep declines as they suffered the double blow of destocking and trading down or out of the category in emerging markets, especially eastern Europe.

Also, core western markets were badly impacted, especially Spain.

With the exception of Diageo's UK-facing Bell's, the best performance was generally among the economy-focused brands to which consumers trade down, and generally those exposed to the one western market that is still growing, France.

The general poor performance of international brands makes that of



brands such as Jameson Irish whiskey and Jack Daniel's Tennessee whiskey very creditable. Much of the Jameson growth was thanks to the US and South African markets, just managing to counter the declines in other core markets in western Europe. Brown-Forman managed to grow its Jack Daniel's brand through shoring up its US market, as well as finding growth in markets in western Europe such as France and Germany, countering declines in areas such as the UK.

### Fastest growing whiskies

With many of the non-Indian whisky categories and their brands suffering declines in 2009, it is hardly surprising that in a category that grew by 12% during the year, Indian whisky brands also dominate the fastest-growing whiskies table, with 11 of the 12 top performing brands in 2009.



## Millionaires Club 2010: Fastest Growing Whiskies

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Hayward's	United Spirits	Whisky - Indian	2.96	2.17	2.31	2.77	4.06	46.6	Domestic/Local
Gold Riband	United Spirits	Whisky - Indian	1.73	1.72	1.63	1.84	2.68	45.7	Domestic/Local
Old Tavern	United Spirits	Whisky - Indian	1.87	2.55	2.84	4.77	6.84	43.4	Domestic/Local
Officer's Choice	Allied Blenders & Distillers	Whisky - Indian	3.94	5.01	6.60	9.50	12.00	26.3	Domestic/Local
Imperial Blue	Pernod Ricard	Whisky - Indian	2.00	2.51	3.13	3.83	4.83	26.1	Domestic/Local
Royal Stag	Pernod Ricard	Whisky - Indian	3.43	4.24	5.63	6.76	8.40	24.3	Domestic/Local
Blenders Pride	Pernod Ricard	Whisky - Indian	0.92	1.17	1.51	1.92	2.31	20.3	Domestic/Local
Evan Williams	Heaven Hill	Whiskey - American-Bourbon	0.95	0.98	1.03	1.05	1.24	17.6	Domestic/Local
McDowell's Green Label	United Spirits	Whisky - Indian	2.27	1.85	1.83	1.70	1.99	17.1	Domestic/Local
Original Choice	John Distilleries	Whisky - Indian	3.16	4.12	6.41	8.84	10.21	15.5	Domestic/Local
Signature	United Spirits	Whisky - Indian	0.43	0.58	0.76	0.99	1.14	15.2	Domestic/Local
Director's Special Black	United Spirits	Whisky - Indian	0	0.90	1.34	1.77	2.03	14.7	Domestic/Local
Suntory Kakubin	Suntory	Whisky - Japanese	1.72	1.60	1.59	1.91	2.18	14.1	Regional
8PM	Radico Khaitan	Whisky - Indian	4.15	4.16	3.76	3.18	3.61	13.5	Domestic/Local
William Peel	Belvédère	Whisky - Scotch	1.60	1.76	1.78	2.12	2.35	10.8	Domestic/Local
Black Nikka	Asahi Breweries	Whisky - Japanese	1.50	1.47	1.11	1.23	1.36	10.8	Regional
Director's Special	United Spirits	Whisky - Indian	4.32	3.77	3.69	4.00	4.39	9.7	Domestic/Local
Label 5	La Martiniquaise	Whisky - Scotch	1.62	1.74	1.91	1.98	2.16	9.1	International
William Lawson's	Bacardi	Whisky - Scotch	1.20	1.30	1.30	1.50	1.59	6.0	International
Bagpipier	United Spirits	Whisky - Indian	10.54	13.02	13.95	15.41	16.26	5.5	Domestic/Local
Bell's	Diageo	Whisky - Scotch	2.20	2.00	2.30	2.20	2.30	4.5	International
Black Velvet	Constellation Brands	Whisky - Canadian	2.07	2.11	1.91	1.96	2.04	4.1	International
Sir Edward's	Bardinet	Whisky - Scotch	1.04	1.26	1.27	1.05	1.09	4.0	International
Windsor	Beam Global Spirits & Wine	Whisky - Canadian	1.03	1.02	0.98	0.98	1.01	3.1	Regional
Clan Campbell	Pernod Ricard	Whisky - Scotch	1.58	1.56	1.64	1.72	1.76	2.3	Regional
McDowell's No.1	United Spirits	Whisky - Indian	6.07	8.65	11.46	13.39	13.52	1.0	Domestic/Local
Jack Daniel's	Brown-Forman	Whiskey - American-Tennessee	8.38	8.94	9.33	9.51	9.57	0.6	International
Jameson	Pernod Ricard	Whiskey - Irish	1.95	2.18	2.48	2.73	2.74	0.4	International
Clan MacGregor	William Grant & Sons	Whisky - Scotch	1.35	1.22	1.26	1.32	1.32	0.3	Regional

**Volume: Millions of 9-litre cases**

While many of these Indian whisky brands are relatively small, so are growing from low bases, neither this, nor the fact that it is the fastest growing category, can wholly explain why these brands are growing at 20% plus. What also appears to have happened is that they are taking share from the larger, more mature brands such as Bagpipier and McDowell's No 1, both of which saw only low single-digit growth during the year.

The one brand that broke the monopoly was Heaven Hills' Evan Williams bourbon, which saw growth of 18% as it managed to capitalise on

US consumers' preference for economy brands. Indeed, any growth among the International brands (Jameson and Jack Daniel's excepted) was thanks to their economy nature and in some cases heavy price promotion (eg Bell's) in core markets.

This explains the growth of any of the scotch brands in 2009, the same applying to the Canadian brands.

Those scotch brands with the most marked declines have some or all the following characteristics: exposure to Spain (Ballantine's, J&B); large proportion of premium whiskies in the



range (eg Chivas Regal, Johnnie Walker); and large exposure to emerging markets especially Eastern Europe (Johnnie Walker, Ballantine's, Chivas Regal) where volume sales can and have dropped off very rapidly.

It should be noted that, while many international whisk(e)y brands will return to growth, they will continue to struggle to keep the Indian whisky brands out of the top positions in the leading brands by volume or the fastest growers tables, as Indian whisky is forecast to continue to grow by an impressive 10% a year between 2009-2014.

# Whiskies by Region

## Millionaires Club 2010: Whiskies - India

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Bagpiper	United Spirits	10.54	13.02	13.95	15.41	16.26	5.5	Domestic/Local
McDowell's No 1	United Spirits	6.07	8.65	11.46	13.39	13.52	1.0	Domestic/Local
Officer's Choice	Allied Blenders & Distillers	3.94	5.01	6.60	9.50	12.00	26.3	Domestic/Local
Original Choice	John Distilleries	3.16	4.12	6.41	8.84	10.21	15.5	Domestic/Local
Royal Stag	Pernod Ricard	3.43	4.24	5.63	6.76	8.40	24.3	Domestic/Local
Old Tavern	United Spirits	1.87	2.55	2.84	4.77	6.84	43.4	Domestic/Local
Imperial Blue	Pernod Ricard	2.00	2.51	3.13	3.83	4.83	26.1	Domestic/Local
Director's Special	United Spirits	4.32	3.77	3.69	4.00	4.39	9.7	Domestic/Local
Hayward's	United Spirits	2.96	2.17	2.31	2.77	4.06	46.6	Domestic/Local
8PM	Radico Khaitan	4.15	4.16	3.76	3.18	3.61	13.5	Domestic/Local
Gold Riband	United Spirits	1.73	1.72	1.63	1.84	2.68	45.7	Domestic/Local
Blenders Pride	Pernod Ricard	0.92	1.17	1.51	1.92	2.31	20.3	Domestic/Local
Director's Special Black	United Spirits	0	0.9	1.34	1.77	2.03	14.7	Domestic/Local
McDowell's Green Label	United Spirits	2.27	1.85	1.83	1.70	1.99	17.1	Domestic/Local
Royal Challenge	United Spirits	0.98	1.03	1.17	1.29	1.27	-1.6	Domestic/Local
Signature	United Spirits	0.43	0.58	0.76	0.99	1.14	15.2	Domestic/Local

## Millionaires Club 2010: Whiskies - Scotland

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Johnnie Walker	Diageo	12.80	14.30	15.80	16.30	14.50	-11.0	International
Ballantine's	Pernod Ricard	5.63	5.62	6.17	6.50	5.76	-11.4	International
J&B Rare	Diageo	5.90	5.90	5.90	5.90	4.90	-16.9	International
William Grant's	William Grant & Sons	4.10	4.39	4.79	4.97	4.78	-3.7	International
Chivas Regal	Pernod Ricard	3.81	3.95	4.37	4.57	3.87	-15.3	International
Dewar's	Bacardi	3.50	3.40	3.50	3.41	3.24	-5.0	International
William Peel	Belvédère	1.60	1.76	1.78	2.12	2.35	10.8	Domestic/Local
Bell's	Diageo	2.20	2.00	2.30	2.20	2.30	4.5	International
Label 5	La Martiniquaise	1.62	1.74	1.91	1.98	2.16	9.1	International
100 Pipers	Pernod Ricard	3.34	2.94	2.50	2.25	2.03	-9.8	International
Clan Campbell	Pernod Ricard	1.58	1.56	1.64	1.72	1.76	2.3	Regional
Teacher's Highland Cream	Beam Global Spirits & Wine	1.75	1.84	1.98	1.96	1.73	-11.9	International
William Lawson's	Bacardi	1.20	1.30	1.30	1.50	1.59	6.0	International
Clan MacGregor	William Grant & Sons	1.35	1.22	1.26	1.32	1.32	0.3	Regional
Buchanan's	Diageo	1.00	1.30	1.60	1.50	1.30	-13.3	Regional
Sir Edward's	Bardinet	1.04	1.26	1.27	1.05	1.09	4.0	International

## Millionaires Club 2010: Whiskies - North America

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Jack Daniel's	Brown-Forman	Whiskey - American-Tennessee	8.38	8.94	9.33	9.51	9.57	0.6	International
Jim Beam	Beam Global Spirits & Wine	Whiskey - American-Bourbon	n/a	5.12	5.24	5.16	5.08	-1.6	International
Crown Royal	Diageo	Whisky - Canadian	4.50	4.70	5.00	5.10	4.80	-5.9	International
Seagram's 7 Crown	Diageo	Whiskey - American-Other	2.50	2.50	2.50	2.50	2.40	-4.0	Regional
Black Velvet	Constellation Brands	Whisky - Canadian	2.07	2.11	1.91	1.96	2.04	4.1	International
Canadian Club	Beam Global Spirits & Wine	Whisky - Canadian	n/a	2.07	2.04	1.96	1.89	-3.6	International
Canadian Mist	Brown Forman	Whisky - Canadian	2.07	1.98	1.91	1.87	1.84	-1.3	Domestic/Local
Evan Williams	Heaven Hill	Whiskey - American - Bourbon	0.95	0.98	1.03	1.05	1.24	17.6	Domestic/Local
Seagram's VO	Diageo	Whisky - Canadian	1.40	1.30	1.30	1.30	1.20	-7.7	Regional
Windsor	Beam Global Spirits & Wine	Whisky - Canadian	1.03	1.02	0.98	0.98	1.01	3.1	Regional

## Millionaires Club 2010: Whiskies - Other Countries

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Jameson	Pernod Ricard	Whiskey - Irish	1.95	2.18	2.48	2.73	2.74	0.4	International
Suntory Kakubin	Suntory	Whisky - Japanese	1.72	1.60	1.59	1.91	2.18	14.1	Regional
Black Nikka	Asahi Breweries	Whisky - Japanese	1.50	1.47	1.11	1.23	1.36	10.8	Regional
DYC	Beam Global Spirits & Wine	Whisky - Spanish	1.34	1.42	1.43	1.22	1.19	-2.5	Domestic/Local

Volume: Millions of 9-litre cases

# Vodka

## Millionaires Club 2010: Top 20 Vodkas

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Smirnoff	Diageo	21.30	23.00	24.30	25.70	24.00	-6.6	International
Zelenaya Marka (Green Mark)	CEDC	5.00	7.30	8.10	11.97	11.25	-6.0	Domestic/Local
Khlibniy Dar	Bayadera Group	1.06	1.55	3.57	6.63	10.20	53.9	Domestic/Local
Absolut	Pernod Ricard	9.20	9.80	10.73	10.73	10.03	-6.5	International
Khortytza	Khortytza Distillery	3.87	8.10	9.40	9.60	9.25	-3.6	International
Nemiroff	Nemiroff Ukrainian Vodka Co	9.32	7.80	8.89	8.55	9.10	6.4	International
Pyat Ozer	Alcohol Siberian Group	1.08	2.38	6.04	6.50	6.10	-6.2	Domestic/Local
Czysta de Luxe (ZG)	Stock Spirits Group	n/a	n/a	0.08	1.87	5.39	187.8	Domestic/Local
Absolwent	CEDC	3.94	4.04	4.12	4.18	3.70	-11.6	Domestic/Local
Grey Goose	Bacardi	2.30	3.00	3.60	3.60	3.46	-3.9	International
Skyy	Gruppo Campari	2.30	2.70	2.90	3.15	3.25	3.2	International
Finlandia	Brown-Forman	2.10	2.30	2.75	3.05	3.01	-1.2	International
Stolichnaya	Sojuzplodimport (SPI Spirits)	n/a	3.10	3.33	3.20	3.00	-6.3	International
Sobieski	Belvédère	1.67	2.15	2.50	2.75	3.00	9.1	International
Svedka	Constellation Brands	0.64	1.02	1.53	2.10	2.90	38.1	Domestic/Local
Belenkaya	SY Group	2.96	1.89	2.04	2.25	2.73	21.3	Domestic/Local
Parliament	CEDC	1.48	2.03	2.70	3.08	2.50	-18.8	Regional
Yamskaya	CEDC	n/a	n/a	n/a	2.16	2.4	11.1	Domestic/Local
Zhuravli	CEDC	n/a	n/a	n/a	2.55	2.36	-7.5	Domestic/Local
Russian Standard	Roust	1.03	1.35	1.90	2.10	2.20	4.8	International

Volume: Millions of 9-litre cases

Whether international or local in status, many of the Top 20 vodka brands had a tough time in 2009, with only nine of them seeing growth compared with 19 in last year's list. This included previously dynamic names such as Zelenaya Marka, which saw volumes decline.

The two stand-out brands in terms of actual volume growth are Stock Spirits' Czysta de Luxe and Bayadera Group's Khlibniy Dar. The latter brand, whose volumes are based almost entirely in Ukraine, saw growth of 54%, which, combined with the declines of certain brands such as Absolut, pushed it from sixth place in 2008 to third in the 2009 table.

In many cases the strong growth of brands in the list came at the expense of other brands. Chief in that has been the dynamic growth in Poland of Stock's Czysta de Luxe and 1906, which are the two fastest growth vodka brands in this year's Millionaires list.

The growth is more impressive when one considers that the Polish market saw virtually static volume growth in 2009. Stock Spirits, through a combination of strong marketing and distribution and heavy price promotions managed to increase volumes of its two brands substantially, and in the case of Czysta de Luxe to take the leadership position, by taking volume shares from economy and standard priced vodkas.

This hit the volumes of two Top 20 vodka brands, Absolwent and Starogardzka, yet these were not the only two brands to suffer at the hands of Czysta de Luxe and 1906.

Belvédère's Polonoise brand (1.02 million cases in 2008) and, more surprisingly, Pernod Ricard's Lukusowa brand (1.76 million) both fell below the million case mark in 2009 and so dropped out of the list.

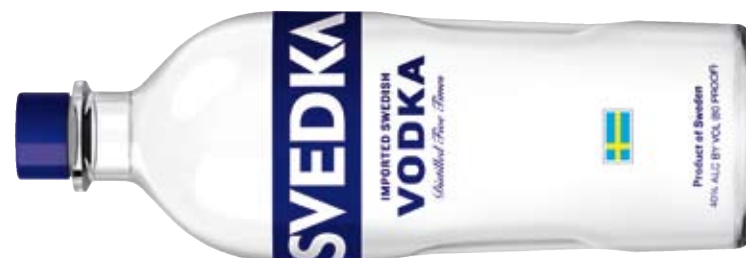
Poland was not alone in this phenomenon, the US also showed clear signs of this. The 7% decline of



the world's biggest vodka brand was primarily driven by its decline in its largest market, the US. Smirnoff was not alone, with the weak performance of Absolut, Stolichnaya and Grey Goose also due to consumers trading down to cheaper brands.

These brands lost out to a plethora of cheaper economy brands, led by Svedka, but also including brands such as White Rock's Pinnacle, Heaven Hill's Burnett's and Aristocrat brands and, interestingly, Belvédère's Sobieski brand (which saw volumes in the US more than double to nearly 600,000 cases).

Russia also followed the same trend with brands such as CEDC's Parliament and Zelenaya Marka brands falling, as would Roust's Russian Standard brand have done if not for strong export growth. Conversely, CEDC's economy brand, Yamskaya, saw double-digit growth.





## Millionaires Club 2010: Fastest Growing Vodkas

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Czysta de Luxe (ZG)	Stock Spirits Group	n/a	n/a	0.08	1.87	5.39	187.80	Domestic/Local
1906	Stock Spirits Group	n/a	n/a	0.74	0.83	1.39	67.50	Domestic/Local
Pinnacle	White Rock Distilleries	n/a	0.15	0.26	0.61	1.02	67.30	Domestic/Local
Khlibnyi Dar	Bayadera Group	1.06	1.55	3.57	6.63	10.20	53.90	Domestic/Local
Magic Moments Vodka	Radico Khaitan	n/a	0.25	0.58	0.86	1.20	39.50	Domestic/Local
Svedka	Constellation Brands	0.64	1.02	1.53	2.10	2.90	38.10	Domestic/Local
Burnett's Vodka	Heaven Hill	0.55	0.63	1.00	1.20	1.52	26.70	Domestic/local
Belenkaya	SY Group	2.96	1.89	2.04	2.25	2.73	21.30	Domestic/Local
White Mischief	United Spirits	0.00	1.12	1.26	1.57	1.90	21.00	Domestic/Local
Gorbatschow	Henkell & Co	1.13	1.21	1.46	1.09	1.27	16.50	Domestic/Local
Three Olives	Proximo Spirits	0.47	0.63	0.85	1.10	1.25	13.30	Domestic/Local
Yamskaya	CEDC	n/a	n/a	n/a	2.16	2.40	11.10	Domestic/Local
Sobieski	Belvédère	1.67	2.15	2.50	2.75	3.00	9.10	International
McCormick	McCormick Distilling	1.98	2.01	1.80	1.93	2.09	8.20	Domestic/Local
Romanov	United Spirits	0.52	0.81	0.98	1.17	1.25	6.80	Domestic/Local
Nemiroff	Nemiroff Ukrainian Vodka Co	9.32	7.80	8.89	8.55	9.10	6.40	International
Eristoff	Bacardi	1.40	1.50	1.70	1.80	1.90	5.60	International
Zoladkowa Gorzka	Stock Spirits Group	0.94	1.19	1.36	1.71	1.80	5.30	Domestic/Local
Russian Standard	Roust	1.03	1.35	1.90	2.10	2.20	4.80	International
Skyy	Gruppo Campari	2.30	2.70	2.90	3.15	3.25	3.20	International
Zubrowka	CEDC	n/a	n/a	1.00	1.00	1.03	3.00	Domestic/Local

Volume: Millions of 9-litre cases



### Czysta surges ahead

The phenomenal growth in 2009 of Czysta de Luxe - the clear vodka spin-off of Stock's market leading Zoladkowa Gorzka herbal/spiced brand - was enabled by the opening of a high-speed bottling line at its Lubkin factory in Poland last year. A new rectifier came on line in April, taking production from a level of 20 million bottles in 2006 - when Stock's major investor Oaktree Capital acquired the Polmos Lublin production facility - through 100 million bottles this year, with a capacity of 160 million bottles, according to company chief executive Chris Heath.

"Czysta de Luxe is now 16% of the clear market, and the parent brand has 38% of the flavoured market," says Heath. "And we have another 10% of the market with some other brands."

New products launched by Stock in Poland in 2009 included Stock Prestige, a premium clear vodka; a Bison Grass variant of Zoladkowa Gorzka; and Lubelska Cytrynowka lemon-flavoured vodka. "The consumers and our customers like to see new flavours," says Heath. "It shows that it's a dynamic category and gives the opportunity for new cocktails."

The traditional Zoladkowa Gorzka vodka is a well-established favourite in Poland. "It is so well known that it gave us a great base," says Heath. "The Poles really know their vodka, and Czysta always does very well in consumer tastings."

## Millionaires Club 2010: International Vodkas

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-
Smirnoff	Diageo	21.30	23.00	24.30	25.70	24.00	-6.6
Absolut	Pernod Ricard	9.20	9.80	10.73	10.73	10.03	-6.5
Khortytza	Khortytza Distillery	3.87	8.1	9.4	9.6	9.25	-3.6
Nemiroff	Nemiroff Ukrainian Vodka Co	9.32	7.80	8.89	8.55	9.10	6.4
Grey Goose	Bacardi	2.30	3.00	3.60	3.60	3.46	-3.9
Skyy	Gruppo Campari	2.30	2.70	2.90	3.15	3.25	3.2
Finlandia	Brown-Forman	2.10	2.30	2.75	3.05	3.01	-1.2
Stolichnaya	Sojuzplodimport (SPI Spirits)	n/a	3.10	3.33	3.20	3.00	-6.3
Sobieski	Belvédère	1.67	2.15	2.50	2.75	3.00	9.1
Russian Standard	Roust	1.03	1.35	1.90	2.10	2.20	4.8
Wyborowa	Pernod Ricard	0.93	1.17	1.78	2.32	2.12	-8.6
Eristoff	Bacardi	1.40	1.50	1.70	1.80	1.90	5.6

## Millionaires Club 2010: Regional Vodkas

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-
Parliament	CEDC	1.48	2.03	2.70	3.08	2.50	-18.8
Bols Vodka	CEDC	1.58	1.40	1.67	1.85	1.85	0.0
Soplica	CEDC	0.73	1.06	1.29	1.47	1.40	-4.8
Gordon's Vodka	Diageo	1.50	1.40	1.30	1.30	1.30	0.0
Koskenkorva	Altia Corporation	1.25	1.21	1.22	1.09	1.01	-7.3

## Millionaires Club 2010: Top 10 Domestic/Local Vodkas

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-
Zelenaya Marka (Green Mark)	CEDC	5.00	7.30	8.10	11.97	11.25	-6.0
Khlibniy Dar	Bayadera Group	1.06	1.55	3.57	6.63	10.20	53.9
Pyat Ozer	Alcohol Siberian Group	1.08	2.38	6.04	6.5	6.1	-6.2
Czysta de Luxe (ZG)	Stock Spirits Group	n/a	n/a	0.08	1.87	5.39	187.8
Absolwent	CEDC	3.94	4.04	4.12	4.18	3.70	-11.6
Svedka	Constellation Brands	0.64	1.02	1.53	2.10	2.90	38.1
Belenkaya	SY Group	2.96	1.89	2.04	2.25	2.73	21.3
Yamskaya	CEDC	n/a	n/a	n/a	2.16	2.4	11.1
Zhuravli	CEDC	n/a	n/a	n/a	2.55	2.36	-7.5
McCormick	McCormick Distilling	1.98	2.01	1.80	1.93	2.09	8.2

Volume: Millions of 9-litre cases



# Rum & Cachaça

## Millionaires Club 2010: Rum

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Bacardi	Bacardi	20.10	20.00	19.90	19.64	18.60	-5.3	International
Tanduay	Tanduay Distillers	13.27	12.40	14.43	16.29	16.92	3.9	Domestic/Local
McDowell's No.1 Celebration	United Spirits	5.42	6.17	7.63	9.67	11.17	15.5	Domestic/Local
Captain Morgan	Diageo	6.90	7.30	7.80	8.30	8.60	3.6	International
Havana Club	Pernod Ricard	2.32	2.61	3.00	3.40	3.28	-3.5	International
Contessa	Radico Khaitan	2.50	2.08	2.19	2.56	2.34	-8.6	Domestic/Local
Old Cask	United Spirits	1.78	1.45	1.28	1.72	2.21	28.5	Domestic/Local
Montilla	Pernod Ricard	2.32	2.72	2.67	2.73	1.95	-28.6	Domestic/Local
Cacique	Diageo	1.80	1.80	1.70	1.70	1.80	5.9	Regional
Old Port Rum	Amrut Distilleries	0.96	1.38	1.64	1.91	1.66	-13.2	Domestic/Local
Ron Medellín	Fabrica de Licores de Antioquia	n/a	n/a	n/a	n/a	1.28	n/a	Domestic/Local
Old Adventurer	United Spirits	1.03	1.22	1.12	1.20	1.23	2.5	Domestic/Local
Appleton Jamaica Rum	CL World Brands	1.11	1.13	1.14	1.15	1.19	3.8	International
Santa Teresa	Santa Teresa International	1.11	1.30	1.40	1.43	1.15	-19.6	Domestic/Local
Castillo	Bacardi	1.50	1.40	1.30	1.20	1.11	-7.5	Regional
Madira Rock XXX Rum	Tilaknagar Industries	n/a	n/a	n/a	0.36	1.04	188.9	Domestic/Local

## Millionaires Club 2010: Cachaça

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Pirassununga 51	Companhia Müller de Bebidas	22.34	22.61	21.50	21.98	19.50	-11.3	International
Pitú	Engarrafamento Pitú	7.78	8.53	9.31	9.51	9.60	1.0	International
Velho Barreiro	Tatuzinho	6.90	7.08	7.15	7.40	7.70	4.1	International
Ypioca	Grupo Ypioca	6.90	7.10	7.13	7.05	6.83	-3.1	Domestic/Local

Volume: Millions of 9-litre cases

For the fifth year in a row, the world's leading rum brand, Bacardi, suffered a decline in volumes. In 2009 it was rather steeper than usual, down 5% thanks to deep recessions in many of its key markets, including the US, UK and Spain.

The fall has further highlighted some long-term problems for the brand.

One is the maturity of the brand in many of its main markets, where it has reached maximum penetration and struggles to maintain shares, even in markets which are still growing.

The other, more fundamental, issue is that global rum growth is being driven by dark and golden rums, where the Bacardi brand is present, but not strong.

This applies not only in the most dynamic region of Asia-Pacific, but more importantly in Bacardi's core markets of North America and western Europe.

The popularity of dark rum can be seen in the continued growth of international dark rum brands, Captain Morgan

and Appleton rum. Their growth was due to dark rum's continued strong performance in North America (especially Canada) and certain European markets. Havana Club did not join them due to the declines in core markets such as Cuba, Spain and Italy.

If trends in this and last year's figures continue, Bacardi could soon find its leadership position under threat with second placed Tanduay continuing to grow. More dynamic growth seems to be coming from the local economy Indian brands, many of which continued to see double-digit growth in 2009, led



by the world's third biggest rum brand, McDowell's.

Diageo's regional rum brand, Cacique, also managed to see some growth thanks to consumers in its home market of Venezuela trading down to rum from more premium scotch whisky products.

However, Pernod Ricard's Montilla brand did less well, with a double-digit decline as consumers traded away from local economy brands to beer.

Some of the cachaça brands, like local rum and brandy brands in Brazil, also suffered from trading out, notably the largest one, Pirassununga 51.

Other brands such as Velho Barreiro have managed to see moderate growth, thanks in part to having more premium variants. The maturity and vagaries of the local market show the continued importance for cachaça producers in the development of export markets.

# Cognac & Brandy

## Millionaires Club 2010: Cognac

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Hennessy	LVMH	3.80	4.30	4.73	4.48	4.24	-5.4	International
Rémy Martin*	Rémy Cointreau	1.72	1.73	1.84	1.48	1.55	4.2	International
Martell	Pernod Ricard	1.26	1.46	1.61	1.54	1.46	-5.2	International
Courvoisier	Beam Global Spirits & Wine	1.12	1.14	1.17	1.19	1.02	-14.4	International

\*Data taken from Rémy Cointreau annual reports running for the 12 months Apr 09-Mar 2010

## Millionaires Club 2010: Brandy

BRAND	OWNER	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
McDowell's No.1	United Spirits	Brandy - Indian	5.29	5.99	7.64	7.53	9.22	22.4	Domestic/Local
Mansion House Brandy	Tilaknagar Industries	Brandy - Indian	n/a	1.00	1.32	1.77	4.50	154.1	Domestic/Local
Honey Bee	United Spirits	Brandy - Indian	1.30	1.73	2.20	2.82	3.60	27.7	Domestic/Local
Dreher	Gruppo Campari	Brandy - Brazilian	3.10	3.50	3.75	3.60	3.45	-4.2	Domestic/Local
Old Admiral	Radico Khaitan	Brandy - Indian	1.40	1.40	1.40	1.81	2.67	47.5	Domestic/Local
John Exshaw	United Spirits	Brandy - Indian	1.18	1.12	1.49	1.77	1.48	-16.4	Domestic/Local
Paul Masson Grande Amber	Constellation Brands	Brandy - American	1.33	1.32	1.29	1.35	1.36	0.7	Domestic/Local
Christian Brothers	Heaven Hill	Brandy - American	1.14	1.14	1.15	1.17	1.18	0.9	Domestic/Local

Volume: Millions of 9-litre cases

Unsurprisingly, 2009 was a bad year for the major cognac brands, badly hit by consumers trading down to less premium products. Most of the damage was done at the start of 2009, when destocking and uncertainty hit volume sales in the key growth market, China, just at the biggest sales period, Chinese New Year.

Growth is also being held back in key, mature "western" markets such as the US and the UK, which probably explains the double-digit decline for Beam's Courvoisier brand. For the largest cognac brand Hennessy, volume shipments to its largest market the US, where it is so dominant at the VS quality level, remained static in 2009 having fallen by more than 17% the previous year.

Yet there is room for positive thoughts on the future with the growth of Rémy Martin. Due to the company's annual reporting procedures, these figures cover a slightly later time period, which includes the 2010 Chinese New Year. And China is increasingly important for the brand, with an inherent interest in Rémy's speciality VSOP quality and above, so positive growth for the brand in its fiscal year is an indication this market at least is picking up.



Indian brandies increasingly dominate the list of Millionaire brands and also continue to grow very strongly, with Tilaknagar Industries' Mansion House brand leading the charge, although the leading brand, McDowell's No1, also continued to grow strongly.

A number of brandies seem to have suffered, notably in Brazil where Dreher fell by 4% and Domus fell by more than 30%, dropping out of the list as a result as consumers traded out of local spirits into beer.

Alongside Domus, Distell's Klipdrift fell below the 1 million case barrier as South African consumers also traded out of brandy.

Rémy Cointreau's Metexa also suffered from its reliance on eastern European markets, while it is of little surprise that Presidente Mexican brand fell out of the list, having been in decline for the review period.

In contrast though, the US brands Christian Brothers and Paul Masson held up well, with small growth figures, perhaps benefiting from consumers trading down to local brandies from categories such as cognac and other premium brown spirits.

# Soju & Shochu

## Millionaires Club 2010: Shochu

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
lichiko	Sanwa Shurui	9.79	9.86	9.88	9.14	8.74	-4.42	Domestic/Local
Daigoro	Asahi Breweries	5.19	5.24	4.66	4.44	4.17	-6.10	Domestic/Local
Dai Jyuhyo	Suntory	3.83	3.83	3.40	2.92	4.13	41.40	Domestic/Local
Kanoka	Asahi Breweries	2.50	3.02	3.44	3.56	3.66	2.70	Domestic/Local
Big Man	Oenon Holdings Corp	n/a	n/a	n/a	2.53	2.43	-4.00	Domestic/Local
Mugi Zakari	Oenon Holdings Corp	0.05	0.20	0.36	0.96	1.60	66.70	Domestic/Local
Haka No Hana	Oenon Holdings Corp	1.62	1.63	1.70	1.60	1.52	-5.00	Domestic/Local

## Millionaires Club 2010: Soju

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Jinro	Jinro Limited	71.36	72.05	69.84	75.99	63.98	-15.8	Domestic/Local
Lotte Liquor	Lotte Liquor	n/a	17.6	19.0	19.9	21.2	6.80	Domestic/Local
Charm Soju	Kumbokju	11.92	12.16	12.25	12.28	11.61	-5.40	Domestic/Local
Muhak White Soju	Muhak Co	9.70	10.00	10.60	10.90	11.00	1.10	Domestic/Local
C1 Soju	Daesun Distilling Co	10.50	10.3	10.40	10.52	9.78	-7.00	Domestic/Local
Bohae	Bohae Brewery	7.60	7.90	8.50	8.20	8.20	0.30	Domestic/Local

Volume: Millions of 9-litre cases

**B**oth the Japanese shochu and South Korean soju markets are huge, with volumes of 1.2 billion and 1 billion litres respectively.

Shochu/soju products are the traditional, relatively cheap spirit drinks enjoyed by the vast majority of consumers in these markets.

South Korean soju brands, including the world's biggest spirits brand, Jinro, have on the whole suffered volume declines. This is primarily due to the growing popularity of the other traditional South Korean drink, takju (rice wine), which has been boosted by government assistance through tax breaks and a promotion campaign.

This has led South Korean consumers to switch from soju to takju.

Two companies in South Korea have managed to buck this trend.

Lotte Liquor and its eponymous brand saw the strongest growth, thanks to it boosting its promotional arm and expenditure by pushing into a different part of the country, Kyungnam province, the stronghold of both Muhak and Daesun.

Muhak saw some growth thanks to the launch of a lower alcohol variant that quickly found popularity.

Despite the maturity of the Japanese shochu market, brands can still achieve



## Shochu/Soju production basics

The production process bears a close resemblance to that of sake.

A basic fermented mash (called moromi in Japan) is produced, often using rice but in some cases also buckwheat, sweet potato, barley or even raw sugar, molasses or some other carbohydrates.

Following distillation, maturation of the neutral spirit takes place in metal tanks, earthenware or wooden casks, and can last for between a month and a year, depending on the producer and the base ingredients. This process can bring the overall alcohol content down as low as 30% abv.

Before bottling, it is usually blended with older distillate to achieve a consistent house style, before being cut with water to the desired strength, often 25% abv.

dynamic growth, as witnessed by Dai Jyuhyo and Mugi Zakari.

Their growth was driven by their owners' strategies in positioning them as economy brands and thus managing to tap into Japanese consumers' preference for trading down as their economy struggles to return to growth.

# Other Categories

## Millionaires Club 2010: Liqueurs

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Baileys	Diageo	6.70	7.10	7.70	7.60	6.40	-15.8	International
De Kuyper range	Koninklijke De Kuyper/Beam Global	4.78	4.90	4.90	4.74	4.40	-7.2	International
Malibu	Pernod Ricard	3.23	3.33	3.63	3.70	3.23	-12.7	International
Southern Comfort	Brown-Forman	2.34	2.45	2.48	2.38	2.23	-6.3	International
Kahlúa	Pernod Ricard	2.13	2.17	2.14	2.00	1.69	-15.5	International
Bols range	Lucas Bols	1.21	1.21	1.26	1.28	1.30	1.6	International
Amarula	Distell Group	0.79	0.93	1.08	1.08	1.10	1.9	International

## Millionaires Club 2010: Gin

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Gordon's Gin	Diageo	5.00	5.00	4.50	4.30	4.20	-2.3	International
Seagram's Gin	Pernod Ricard	3.30	3.44	3.44	3.38	3.03	-10.4	Regional
Beefeater	Pernod Ricard	2.31	2.32	2.42	2.41	2.24	-7.1	International
Bombay	Bacardi	1.80	2.10	2.00	2.00	1.97	-1.5	International
Tanqueray	Diageo	1.90	2.00	2.20	2.10	1.90	-9.5	International
Blue Riband Gin	United Spirits	0.96	0.95	0.96	0.99	1.09	10.1	Domestic/Local

## Millionaires Club 2010: Tequila

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Sauza	Beam Global Spirits & Wine	2.88	3.12	3.21	3.13	2.63	-15.9	International
Patrón	Patrón Spirits	0.65	1.15	1.60	1.73	1.74	0.9	Domestic/Local
El Jimador	Brown-Forman	n/a	n/a	0.92	1.02	1.10	8.2	Domestic/Local

Volume: Millions of 9-litre cases

With the on-trade suffering in many western markets as consumers opted for more drinking at home, it is hardly surprising that liqueurs had a poor year in 2009, which makes the positive performances of Amarula and Bols all the more impressive.

The world's largest liqueur brand, Bailey's, was also the one that saw the steepest decline. This was driven mainly by deep recession in two of its biggest markets, the US and Spain. In the US this led to consumers trading down from Bailey's to cheaper variants.

In tequila, the world's largest brand, José Cuervo, again regrettably chose not to submit figures. The brand probably saw a further decline to mirror its rival Beam brand, Sauza. Cuervo's US distributor, Diageo, reported shipments in the last six months of 2009, down 13% compared with 2008. The previously fast



growing super-premium Patrón brand saw the pace of its advance slowed, and the only brand which saw any substantial growth was Brown-Forman's El Jimador, which benefited from being incorporated into the full US distribution network.

### Gin – not a pretty picture

While there is undeniably plenty of brand innovation and trade buzz about the small-volume premium and boutique end of the gin market, 2009 was not a happy year for the leading international and regional gin brands.

The category's leading brand continued to feel the squeeze in the US by cheaper economy variants such as E&J Gallo's New Amsterdam or Heaven Hill's Burnett's. In the UK, Gordon's also suffered from trading down to private label. Other international brands, notably Seagram's, Tanqueray and, to a lesser extent, Beefeater, also suffered from this in the US.

The main reason for Beefeater's fall was the decline in its major market, Spain.

Yet economy brands in Spain, such as Larios, also fell by 7%, pushing it just below the million-case threshold.

This has been made up for by the arrival of United Spirits' Blue Riband brand, which, after bubbling under the million-case mark for the past couple of years, entered the list with a 10% growth, building on the strength of spirits in general in India.

All the international gin producers are facing static or declining categories in their brands' main markets. Distillers have increasingly focused on value growth, illustrated by Pernod Ricard's recent launch of its Beefeater 24 super-premium variant, which seems to have been a success as it has extended Beefeater's distribution. Yet if companies really want to drive volume growth they need to start pushing existing brands more into emerging markets.

## Millionaires Club 2010: Bitters

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
Jägermeister	Mast-Jägermeister	5.20	5.95	6.32	6.41	6.41	0.0	International
Fernet Branca	Fratelli Branca Distillerie	2.55	2.90	3.12	3.28	3.31	0.9	International
Campari	Gruppo Campari	2.90	2.90	2.93	2.93	2.70	-7.8	International
Aperol	Gruppo Campari	0.85	1.00	1.15	1.30	1.65	26.9	Regional
Amaro Ramazzotti	Pernod Ricard	1.26	1.27	1.18	1.22	1.00	-18.0	Regional

## Millionaires Club 2010: Other categories

BRAND	OWNER	2005	2006	2007	2008	2009	% +/-	STATUS
<b>Anis</b>								
Ricard	Pernod Ricard	5.72	5.66	5.78	5.52	5.37	-2.7	International
Pastis 51	Pernod Ricard	1.66	1.53	1.49	1.41	1.34	-5.0	Regional
<b>Pisco</b>								
Capel	Capel Cooperativa Agricola Pisquera de Elqui	1.36	1.35	1.32	1.37	1.11	-19.0	Domestic/Local
<b>Baijiu</b>								
Tuopai	Sichuan Tuopai Yest Liquor	4.82	5.30	5.22	5.58	5.58	0.0	Domestic/Local
Kinmen Kaoliang	Kinmen Kaoliang Liquor	1.49	1.81	1.88	2.15	2.03	-5.6	Domestic/Local
<b>Aguardiente</b>								
Antioqueño	Fabrica de Licores de Antioquia	n/a	n/a	n/a	n/a	3.46	n/a	Domestic/Local
<b>Raki</b>								
Yeni Raki	Mey Icki Sanayi ve Ticaret	3.44	3.62	3.29	2.74	3.03	10.6	Domestic/Local

Volume: Millions of 9-litre cases

**B**itters' on-trade focus also hit volumes of many brands in the category. Jägermeister's static growth is a creditable performance, with dynamic growth in markets such as the UK countered by declines in the core markets of the US and Germany.

Campari's Aperol managed to buck the trend as it continued to see strong growth. The company seems to have tapped into a rich vein with this apple-flavoured bitter in its core markets of Italy and Germany.

Pernod Ricard's two anis brands continued to suffer as the category faces long-term decline in its domestic market (France), and its largest export market Spain endures deep recession.

This year's tables also have two new categories: raki (aniseed flavoured) and aguardiente (literally "firewater"). The two brands concerned are leaders in their respective markets of Turkey and Colombia and are the traditional local spirits drunk in these markets. Yeni Raki is the dominant brand in Turkey, although its strong growth in 2009 only partly makes up a steep decline in 2008.

Finally after a year out, the Tuopai baijiu brand from China returns to the list to join Taiwanese baijiu brand Kinmen Kaoliang.

Despite its large volumes, Tuopai only accounts for around 1% of the Chinese spirits market, illustrating the huge number of brands potentially to be found there.



# Major players

## Multinationals

Last year was not a happy year for most multinational companies. Pernod Ricard, which still has the most brands in the Millionaires list, not only saw the number of brands fall by two to 20, but also saw declines for the vast majority of its brands. Only four its brands saw any growth and, in the case of Jameson, that growth was marginal. The two stand-out brands were its Indian whiskies, which continued to benefit from a rapidly growing category.

Diageo fared no better, seeing the number of brands in the list fall by one to 14. It too only had a small number of brands which grew – three. Its two rum brands benefitted from strong growth in its core markets (North America for Captain Morgan, Venezuela for Cacique), as did Bells in the UK.

Bacardi continued to suffer as only two of its brands, Eristoff vodka and William Lawson blended Scotch, saw growth. The company continues to suffer from its over-reliance on a limited number of core markets, notably this year the US and Spain.

The same applies to Beam Global, whose only brand to see growth was its Canadian whiskey, benefitting from consumers trading down to cheaper

forms of whiskey such as Canadian in the US.

Both Brown-Forman and Grupo Campari suffered declines for their brands, notably Southern Comfort for Brown-Forman and Campari for the Italian company. Yet they also saw a number of positives. Grupo Campari managed to drive growth for its Aperol and Skyy vodka, both considerable achievements considering their major markets were not conducive to growth. Brown-Forman saw growth for its flagship Jack Daniel's brand and recently acquired El Jimador brand.

## Local players

United Spirits continues lead the charge of local players. It has seen the number of brands appearing in the rankings rise from 17 to 19. In contrast to the leading international players, only two of its brands saw volumes decline, while 12 of them saw double-digit growth. United Spirits' continued strong performance is thanks to its dominance of the Indian spirits market, which grew by 11% in 2009.

United Spirits was closely followed by US-based, eastern European-focused CEDC.



Thanks to it completing the acquisition of Russian company the Russian Alcohol Group, it has seen its number of brands in the rankings increase from five to eight and now includes the list's 11th-ranked brand, Green Mark.

Unlike United Spirits its volumes suffered, with only its economy brands, such as Yamskaya, seeing any growth.

Belvédère, which is still in the French equivalent of Chapter 11, suffered a mixed year. On the positive side its Sobieski brand managed to grow, thanks to strong export growth to the US, as did its William Peel Scotch brand, thanks to the continued growth in its main market, France. On the debit side, its two local Polish economy brands suffered sharp declines caused by the rise of Stock Spirits' brands in the country, pushing out the Polonoise brand from the list altogether.

## Millionaires Club 2010: United Spirits

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Bagpiper	Whisky - Indian	10.54	13.02	13.95	15.41	16.26	5.5	Domestic/Local
McDowell's No.1	Whisky - Indian	6.07	8.65	11.46	13.39	13.52	1.0	Domestic/Local
McDowell's No.1 Celebration	Rum	5.42	6.17	7.63	9.67	11.17	15.5	Domestic/Local
McDowell's No.1	Brandy - Indian	5.29	5.99	7.64	7.53	9.22	22.4	Domestic/Local
Old Tavern	Whisky - Indian	1.87	2.55	2.84	4.77	6.84	43.4	Domestic/Local
Director's Special	Whisky - Indian	4.32	3.77	3.69	4.00	4.39	9.7	Domestic/Local
Hayward's	Whisky - Indian	2.96	2.17	2.31	2.77	4.06	46.6	Domestic/Local
Honey Bee	Brandy - Indian	1.30	1.73	2.20	2.82	3.60	27.7	Domestic/Local
Gold Riband	Whisky - Indian	1.73	1.72	1.63	1.84	2.68	45.7	Domestic/Local
Old Cask	Rum	1.78	1.45	1.28	1.72	2.21	28.5	Domestic/Local
Director's Special Black	Whisky - Indian	0	0.90	1.34	1.77	2.03	14.7	Domestic/Local
McDowell's Green Label	Whisky - Indian	2.27	1.85	1.83	1.70	1.99	17.1	Domestic/Local
White Mischief	Vodka	0	1.12	1.26	1.57	1.90	21.0	Domestic/Local
John Exshaw	Brandy - Indian	1.18	1.12	1.49	1.77	1.48	-16.4	Domestic/Local
Royal Challenge	Whisky - Indian	0.98	1.03	1.17	1.29	1.27	-1.6	Domestic/Local
Romanov	Vodka	0.52	0.81	0.98	1.17	1.25	6.8	Domestic/Local
Old Adventurer	Rum	1.03	1.22	1.12	1.20	1.23	2.5	Domestic/Local
Signature	Whisky - Indian	0.43	0.58	0.76	0.99	1.14	15.2	Domestic/Local
Blue Riband Gin	Gin	0.96	0.95	0.96	0.99	1.09	10.1	Domestic/Local



## Millionaires Club 2010: Radico Khaitan

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
8PM	Whisky - Indian	4.15	4.16	3.76	3.18	3.61	13.5	Domestic/Local
Old Admiral	Brandy - Indian	1.40	1.40	1.40	1.81	2.67	47.5	Domestic/Local
Contessa	Rum	2.50	2.08	2.19	2.56	2.34	-8.6	Domestic/Local
Magic Moments Vodka	Vodka	n/a	0.25	0.58	0.86	1.20	39.5	Domestic/Local

## Millionaires Club 2010: Pernod Ricard

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Absolut	Vodka	9.20	9.80	10.73	10.73	10.03	-6.5	International
Royal Stag	Whisky - Indian	3.43	4.24	5.63	6.76	8.40	24.3	Domestic/Local
Ballantine's	Whisky - Scotch	5.63	5.62	6.17	6.50	5.76	-11.4	International
Ricard	Anis	5.72	5.66	5.78	5.52	5.37	-2.7	International
Imperial Blue	Whisky - Indian	2.00	2.51	3.13	3.83	4.83	26.1	Domestic/Local
Chivas Regal	Whisky - Scotch	3.81	3.95	4.37	4.57	3.87	-15.3	International
Havana Club	Rum	2.32	2.61	3.00	3.40	3.28	-3.5	International
Malibu	Liqueurs	3.23	3.33	3.63	3.70	3.23	-12.7	International
Seagram's Gin	Gin	3.30	3.44	3.44	3.38	3.03	-10.4	Regional
Jameson	Whiskey - Irish	1.95	2.18	2.48	2.73	2.74	0.4	International
Blenders Pride	Whisky - Indian	0.92	1.17	1.51	1.92	2.31	20.3	Domestic/Local
Beefeater	Gin	2.31	2.32	2.42	2.41	2.24	-7.1	International
Wyborowa	Vodka	0.93	1.17	1.78	2.32	2.12	-8.6	International
100 Pipers	Whisky - Scotch	3.34	2.94	2.50	2.25	2.03	-9.8	International
Montilla	Rum	2.32	2.72	2.67	2.73	1.95	-28.6	Domestic/Local
Clan Campbell	Whisky - Scotch	1.58	1.56	1.64	1.72	1.76	2.3	Regional
Kahlúa	Liqueurs	2.13	2.17	2.14	2.00	1.69	-15.5	International
Martell	Cognac	1.26	1.46	1.61	1.54	1.46	-5.2	International
Pastis 51	Anis	1.66	1.53	1.49	1.41	1.34	-5.0	Regional
Amaro Ramazzotti	Bitters	1.26	1.27	1.18	1.22	1.00	-18.0	Regional

## Millionaires Club 2010: Diageo

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Smirnoff	Vodka	21.30	23.00	24.30	25.70	24.00	-6.6	International
Johnnie Walker	Whisky - Scotch	12.80	14.30	15.80	16.30	14.50	-11.0	International
Captain Morgan	Rum	6.90	7.30	7.80	8.30	8.60	3.6	International
Baileys	Liqueurs	6.70	7.10	7.70	7.60	6.40	-15.8	International
J&B Rare	Whisky - Scotch	5.90	5.90	5.90	5.90	4.90	-16.9	International
Crown Royal	Whisky - Canadian	4.50	4.70	5.00	5.10	4.80	-5.9	International
Gordon's Gin	Gin	5.00	5.00	4.50	4.30	4.20	-2.3	International
Seagram's 7 Crown	Whiskey - American-Other	2.50	2.50	2.50	2.50	2.40	-4.0	Regional
Bell's	Whisky - Scotch	2.20	2.00	2.30	2.20	2.30	4.5	International
Tanqueray	Gin	1.90	2.00	2.20	2.10	1.90	-9.5	International
Cacique	Rum	1.80	1.80	1.70	1.70	1.80	5.9	Regional
Buchanan's	Whisky - Scotch	1.00	1.30	1.60	1.50	1.30	-13.3	Regional
Gordon's Vodka	Vodka	1.50	1.40	1.30	1.30	1.30	0.0	Regional
Seagram's VO	Whisky - Canadian	1.40	1.30	1.30	1.30	1.20	-7.7	Regional

## Millionaires Club 2010: Bacardi

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Bacardi	Rum	20.10	20.00	19.90	19.64	18.60	-5.3	International
Grey Goose	Vodka	2.30	3.00	3.60	3.60	3.46	-3.9	International
Dewar's	Whisky - Scotch	3.50	3.40	3.50	3.41	3.24	-5.0	International
Bombay	Gin	1.80	2.10	2.00	2.00	1.97	-1.5	International
Eristoff	Vodka	1.40	1.50	1.70	1.80	1.90	5.6	International
William Lawson's	Whisky - Scotch	1.20	1.30	1.30	1.50	1.59	6.0	International
Castillo	Rum	1.50	1.40	1.30	1.20	1.11	-7.5	Regional

## Millionaires Club 2010: Heaven Hill

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Burnett's Vodka	Vodka	0.55	0.63	1.00	1.20	1.52	26.7	Domestic/Local
Evan Williams	Whiskey - American - Bourbon	0.95	0.98	1.03	1.05	1.24	17.6	Domestic/Local
Christian Brothers	Brandy - American	1.14	1.14	1.15	1.17	1.18	0.9	Domestic/Local
Aristocrat	Vodka	n/a	n/a	n/a	n/a	1.00	n/a	Domestic/Local

# Millionaires

## Millionaires Club 2010: CEDC

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Zelenaya Marka (Green Mark)	Vodka	5.00	7.30	8.10	11.97	11.25	-6.0	Domestic/Local
Absolwent	Vodka	3.94	4.04	4.12	4.18	3.70	-11.6	Domestic/Local
Parliament	Vodka	1.48	2.03	2.70	3.08	2.50	-18.8	Regional
Yamskaya	Vodka	n/a	n/a	n/a	2.16	2.40	11.1	Domestic/Local
Zhuravli	Vodka	n/a	n/a	n/a	2.55	2.36	-7.5	Domestic/Local
Bols Vodka	Vodka	1.58	1.40	1.67	1.85	1.85	0.0	Regional
Soplica	Vodka	0.73	1.06	1.29	1.47	1.40	-4.8	Regional
Zubrowka	Vodka	n/a	n/a	1.00	1.00	1.03	3.0	Domestic/Local

## Millionaires Club 2010: Stock Spirits Group

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Czysta de Luxe (ZG)	Vodka	n/a	n/a	0.08	1.87	5.39	187.8	Domestic/Local
Zoladkowa Gorzka	Vodka	0.94	1.19	1.36	1.71	1.80	5.3	Domestic/Local
1906	Vodka	n/a	n/a	0.74	0.83	1.39	67.5	Domestic/Local

## Millionaires Club 2010: Belvédère

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Sobieski	Vodka	1.67	2.15	2.50	2.75	3.00	9.1	International
William Peel	Whisky - Scotch	1.60	1.76	1.78	2.12	2.35	10.8	Domestic/Local
Starogardzka	Vodka	3.19	2.65	2.85	3.01	2.00	-33.6	Domestic/Local

## Millionaires Club 2010: Brown-Forman

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Jack Daniel's	Whiskey - American - Tennessee	8.38	8.94	9.33	9.51	9.57	0.6	International
Finlandia	Vodka	2.10	2.30	2.75	3.05	3.01	-1.2	International
Southern Comfort	Liqueurs	2.34	2.45	2.48	2.38	2.23	-6.3	International
Canadian Mist	Whisky - Canadian	2.07	1.98	1.91	1.87	1.84	-1.3	Domestic/Local
El Jimador	Tequila	n/a	n/a	0.92	1.02	1.10	8.2	Domestic/Local

## Millionaires Club 2010: Beam Global

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Jim Beam	Whiskey - American - Bourbon	n/a	5.12	5.24	5.16	5.08	-1.6	International
Sauza	Tequila	2.88	3.12	3.21	3.13	2.63	-15.9	International
Canadian Club	Whisky - Canadian	n/a	2.07	2.04	1.96	1.89	-3.6	International
Teacher's Highland Cream	Whisky - Scotch	1.75	1.84	1.98	1.96	1.73	-11.9	International
DYC	Whisky - Spanish	1.34	1.42	1.43	1.22	1.19	-2.5	Domestic/Local
Courvoisier	Cognac	1.12	1.14	1.17	1.19	1.02	-14.4	International
Windsor	Whisky - Canadian	1.03	1.02	0.98	0.98	1.01	3.1	Regional

## Millionaires Club 2010: Gruppo Campari

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Dreher	Brandy - Brazilian	3.10	3.50	3.75	3.60	3.45	-4.2	Domestic/Local
Skyy	Vodka	2.30	2.70	2.90	3.15	3.25	3.2	International
Campari	Bitters	2.90	2.90	2.93	2.93	2.70	-7.8	International
Aperol	Bitters	0.85	1.00	1.15	1.30	1.65	26.9	Regional

## Millionaires Club 2010: Constellation

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
Svedka	Vodka	0.64	1.02	1.53	2.10	2.90	38.1	Domestic/Local
Black Velvet	Whisky - Canadian	2.07	2.11	1.91	1.96	2.04	4.1	International
Paul Masson Grande Amber Brandy - American		1.33	1.32	1.29	1.35	1.36	0.7	Domestic/Local

## Millionaires Club 2010: William Grant & Sons

BRAND	CATEGORY	2005	2006	2007	2008	2009	% +/-	STATUS
William Grant's	Whisky - Scotch	4.10	4.39	4.79	4.97	4.78	-3.7	International
Clan MacGregor	Whisky - Scotch	1.35	1.22	1.26	1.32	1.32	0.3	Regional