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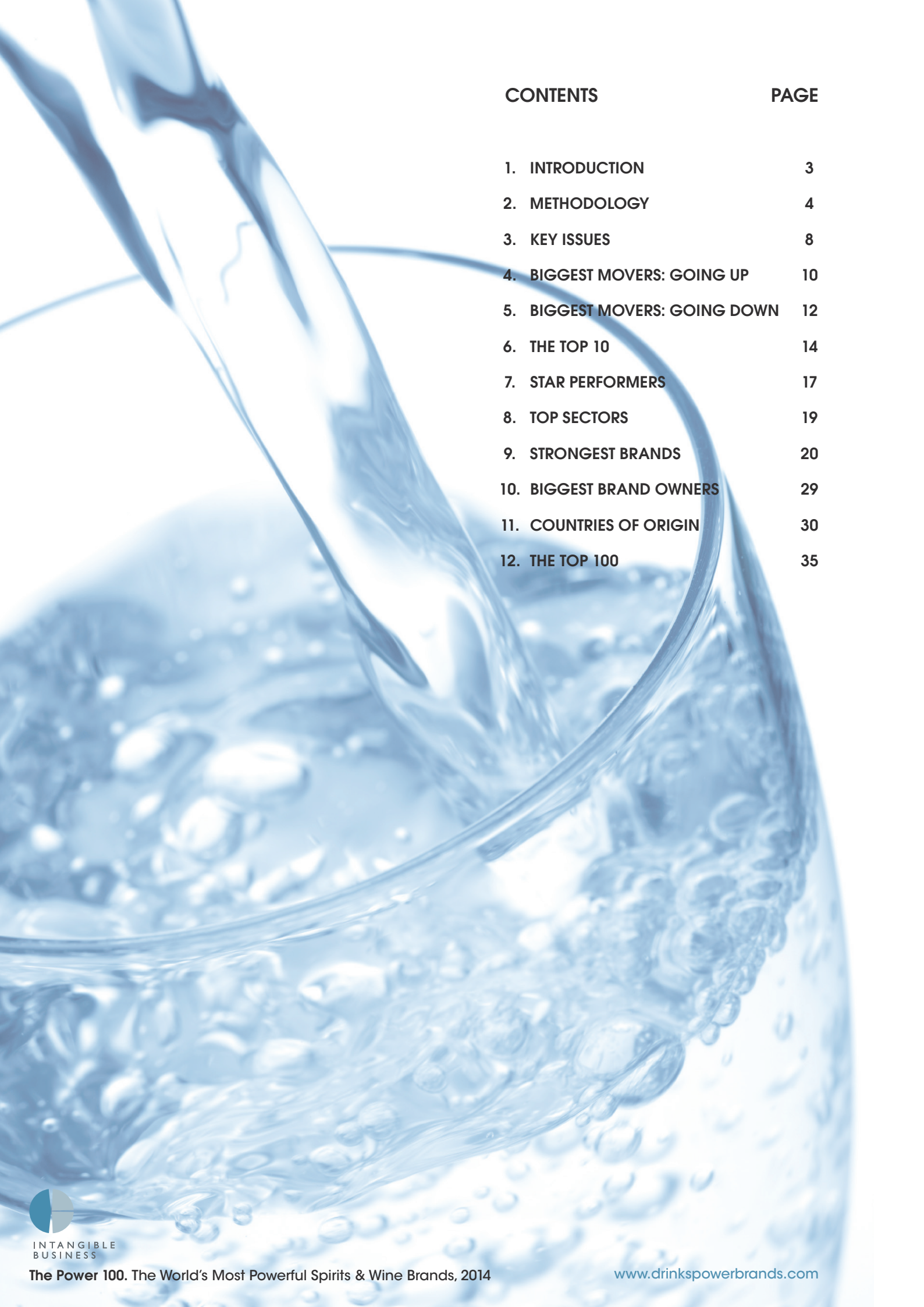
THE POWER 100 THE WORLD'S MOST POWERFUL SPIRITS & WINE BRANDS, 2014



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The Power 100. The World's Most Powerful Spirits & Wine Brands, 2014

www.drinkpowerbrands.com



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INTRODUCTION

As the shadow of the economic crisis lifts and the Wine and spirits industry benefits from a rejuvenated and buoyant marketplace, brand owners look to tap into new markets and sectors. The strength of the market is highlighted by the fact that only 24 of the top 100 brands have witnessed volume declines over the past year. The newfound stability and the prospect of additional merger and acquisition activity makes this an interesting time within this highly competitive industry.

Diageo has reaffirmed its supremacy at cultivating megabrands, as the drinks giant takes the top two positions with Johnnie Walker and Smirnoff for the third consecutive year. Their ability to manage megabrands is unrivalled and the presence of 16 power brands and a total score of 325% is testament to their understanding of the market and their talent at speaking to different demographics across the globe.

The top 10 has seen little change this year, with only Jack Daniel's edging Martini Vermouth out of fourth place. However, with increased spending in Western markets, a reduction in gift giving in the Chinese market and an over-saturated US Vodka market, the Power 100 has seen some surprising results throughout the leader board.

Whisky has been crowned the most powerful sector, which is hardly surprising with the renewed interest in craft aged whiskies, from Scotland, Ireland, Canada and the US. Scotland is home to 16 of the finest whiskies, securing its position at the top of the country leader board. Scotch Whisky has the unique quality of international mass appeal, through its numerous variants and ability to satisfy the taste buds of a wide consumer base. The super-premium quality of Johnnie Walker, Chivas Regal and Ballantine's have allowed these three key Scottish Whisky brands to maintain their position in the top 10 and allow Scotland to maintain the top country spot for nine years running.

The market as a whole is on the verge of transformation and consolidation, with major industry acquisitions as seen with Suntory and Beam Inc., and large firms buying into local markets as with Campari's recent string of acquisitions including Forty Creek Distillery Ltd. and Fratelli Aversa S.p.A. Although major acquisitions for the two big players, Diageo and Pernod Ricard are very limited, such moves are sure to shake up the spirits and Wines industry and with it introduce new brands and new brand owner powerhouses to intensify competition in the Power 100.



Nearly 10,000 brands in the spirits and Wine sectors were researched to derive a list of the 100 most powerful spirits and Wine brands in the world. The population for the research is all current and potential users of alcoholic drinks.

Power is defined by a brand's ability to generate value for its owner. Value is classified by a series of measures as identified below.

SCORING

HARD MEASURES

- Share of market: volume based measure of market share
- Brand growth: projected growth based on 10 years historical data and future trends
- Price positioning: a measure of a brand's ability to command a premium
- Market scope: number of markets in which the brand has a significant presence

SOFT MEASURES

- Brand awareness: a combination of prompted and spontaneous awareness
- Brand relevancy: capacity to relate to the brand and a propensity to purchase
- Brand heritage: a brand's longevity and a measure of how it is embedded in local culture
- Brand perception: loyalty and how close a strong brand image is to a desire for ownership

A panel of leading experts in the drinks industry independently ranked each selected brand out of 10 on the above measures (10 = high, 0 = low). The scores given by the individual panel members were aggregated and averaged to reach a total score for each brand. A total score was achieved by multiplying a brand's weighted volume by its brand score, within a defined range. The weighting is designed to adjust the volumes to a comparable level. Brand score is a derivative of the eight measures of brand strength. This results in a ranking of the world's most powerful spirits and Wine brands.



THE PANELLISTS

The panel of drinks experts has over 200 year's combined experience in the global drinks industry. They have been involved with all of the major drinks companies and held positions of responsibility in virtually every market. Between them they hold detailed financial and marketing knowledge of every brand covered in this report, and many more besides. Nearly 10,000 brands were looked at in the compilation of this research, across all markets, in every territory.

STUART WHITWELL, *Joint Managing Director of Intangible Business*

Stuart spent 10 years with Hiram Walker in Europe and Asia Pacific, specialising in brand and market business development projects. He held various senior positions in finance, business development and general management, latterly as Regional Director of Finance and Business Development for Asia Pacific. Since leaving Hong Kong, where he set up a consultancy undertaking projects for Brown-Forman, Pernod Ricard and Jose Estevez in China and the Philippines, Stuart has carried out many projects for drinks companies such as Absolut, Allied Domecq, Campari, Pernod Ricard, Fortune Brands and Angostura. Stuart is Co-Founder and Joint Managing Director of Intangible Business.



ALAN CRAIG, *Director at Intangible Business*

Alan has dedicated his business life to the drinks industry, working for companies including Whitbread and Allied Domecq. He has held numerous senior positions, such as Head of Customer Services for Long John Whisky Distillers, Financial Controller for brands such as Ballantine's and Teacher's and was Finance Director for a number of spirits brands including Beefeater Gin and Lamb's Navy Rum. He has also been further involved in the drinks industry through his work with Intangible Business.



ALLAN CALDWELL, *Director at Intangible Business*

Allan has considerable international drinks experience working throughout Europe, North and South America and the Far East. For 10 years he held a variety of senior, commercial and finance roles and was responsible for numerous business restructurings, acquisitions and sustained profit growth, latterly as Finance & Commercial Services Director for Allied Domecq's Duty Free division. He has since been heavily involved in the drinks industry through his work with Intangible Business.



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

Donard is responsible for the company's industry relations and advancing the company's growth strategy by building strategic commercial business partnerships. Donard served as Senior Vice President and Managing Director International from 2003 to 2010, responsible for Beam Global's international business, credited with leading the Allied brand acquisition and integration. Prior to joining Beam, Donard spent nearly 10 years at The Seagram Spirits & Wine Group in a variety of executive leadership positions, including SVP of Human Resources, CIO, SVP Operations and CFO. Donard also helped to lead the sale of Seagram's global business to Diageo and Pernod Ricard. Prior to his spirits and wine experience, Donard spent more than 14 years in the New York office of PwC.

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

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

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

Malcolm has held many senior positions in international drinks management, notably in Asia Pacific markets. He has worked at Hiram Walker and Allied Domecq and was a Senior Director at Harvey's of Bristol Ltd, Suntory and Baskin Robbins. Malcolm is currently an Executive Director of Duval-Leroy Champagne and a Director of Intangible Business.

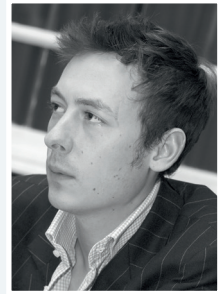
**PATRICK GILLON**, *Director of Brand Strategy and Development, Intangible Business*

Continental Europe and Latin America are Patrick's specialist markets. His career spans senior marketing and management positions in UDV, Hiram Walker and Allied Domecq, with whom he was President of Latin America for four years. Patrick is currently involved in several Continental Europe initiatives.



PATRICK SCHMITT, *Editor of The Drinks Business*

Patrick Schmitt is Editor of The Drinks Business, a leading international drinks trade publication at the forefront of what is happening in the industry. Published monthly, The Drinks Business is often the first to hear about new development. It launched a new research arm, Drinks Insight with more research and data analysis than in any other trade title. This, combined with its many reports and continued attendance at all the international fairs, give the Drinks Business team a privileged insight into the latest industry trends.

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

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



KEY ISSUES

Diageo have had another astonishing year, as it continues to out-perform its peers. All its major brands performed strongly, particularly Johnnie Walker and Smirnoff. Johnnie Walker's momentum appears almost unstoppable and the panel sees even more growth for the brand looking towards the future.

Pernod Ricard's total score has slipped 11% this year with the group maintaining marGinal growth for its 3 top brands of Absolut, Chivas Regal and Ballantine's against the backdrop of a malign continental Europe and the well documented decline in excessive gift giving in China. Most of the group's brands have grown in volume including Jameson, Martell, Havana Club and Beefeater which augurs well for a stronger performance in 2014.

The third biggest brand owner Bacardi Martini has slipped 9% in brand score reflecting the same difficulties for its top 3 brands Bacardi, Martini Vermouth and Dewars losing brand score relative to Diageo.

Overall a number of brands that have enjoyed stunning growth in recent years have taken pause for breath in 2013 including Patrón, Cîroc, Aperol, Grey Goose, Svedka and Pinnacle. Some of these brands have perhaps matured and reached a plateau and will struggle to grow in the years to come.

Turning to trends, there is a genuine interest at the top end of the market in craft aged brown spirits from across the world including Japanese Whisky, Irish Whisky, Canadian Whisky, Bourbon, Rum and of course Scottish Malts that have held this position for some time. It will be interesting to see how this develops in the future though growth in this sub-category may be limited by a lack of quality supply.

The acquisition of Beam by Suntory in April this year may be the last major consolidation in the spirits industry and promises to challenge LVMH for the number 4 brand owner spot in 2014.



Suntory has promised to make further acquisitions to achieve an ambitious 10 year plan which promises to shake-up the industry in the years to come.

Campari has continued its acquisition spree picking up Appleton, Forty Creek and Fratelli Avena in a period of 18 months thereby expanding its brand portfolio and distribution reach in key territories for the group.

We will have to see how China manages its economy and growth in the next few years as this will have a significant impact on premium aged Cognacs and Whiskies. Likewise brand owners will be hoping for a steady economic recovery in continental Europe, a reduction in geo-political tensions in Russia and the Ukraine and continued economic growth in North America.

NEW ENTRANTS

BRAND	RANK
SUNTORY WHISKY	14
BAREFOOT	32
PASTIS 51	94
BUSHMILLS	99
TAITTINGER	100



THE BIGGEST MOVERS

GOING UP



FERNET-BRANCA

FERNET-BRANCA (+13)

Fernet-Branca raised 13 places this year, to creep into the top 25. This incline is primarily due to the rise in popularity of Aperitifs within Europe. This has been reflected within the panellists scoring as Fernet-Branca's brand score shot up an impressive 7%.



BUSHMILLS (+13)

Joining Fernet-Branca at the top spot in the biggest movers is Bushmills. It jumped 13 places and became a new entry at 99. The Irish Whiskey has gained a boost from the renewed interest in craft aged spirits, illustrated by the Whiskey's 20% year on year volumes growth.



CLAN CAMPBELL (+12)

The rise in popularity of craft spirits has propelled Scotch brand Clan Campbell 12 places up the ranking, from 91 to 79. The panellists have recognised this trend increasing its brand score by 6%, primarily through its extended market scope and rich Scottish heritage.



PASTIS 51 (+9)

Pastis 51 has leaped into the Power 100 this year, as a new entry at number 94. The panel recognised the brand's heritage and brand perception, elevating its brand score by 7% and boosting it into the Power 100 for the first time since 2011.

CONCHA Y TORO

CONCHA Y TORO (+8)

After a poor performance last year, falling 13 places, Concha y Toro has made up 8 places in this year's rankings. The panel marked up the level of awareness of the brand and its share of the Wine market, helping to boost its brand score by 4%.



MAKER'S MARK (+8)

Maker's Mark has had a spectacular year with a 10% year on year volume growth. The US Whiskey brand has successfully gained a larger market share and the panellists agreed that the brand epitomises high quality craft Bourbon and demand continues to exceed supply, the brand's relevance continues unabated.

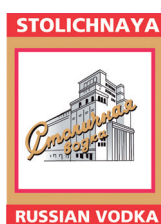


DOM PÉRIGNON (+8)

Luxury Champagne brand Dom Pérignon has risen a further 8 places, after moving a mammoth 36 places in the 2013 rank. Its continued success is highlighted by the 9% year on year volume growth, a rate that doubles its main competitors Moët et Chandon and Veuve Clicquot.



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STOLICHNAYA (+8)

In an increasingly saturated Vodka market, Stolichnaya have bucked the trend, moving up the ranks by 8, to 22. Stolichnaya have grown their volumes by 3% this year and have managed to hold their position in the overcrowded US market, which is key to success for Vodka brands.



BERINGER (+7)

Treasury Wine Estates' highest entry, Beringer raises 7 places, to 56. The panel believed the brand had increased its market share, brand awareness and premium price positioning, increasing its brand score by 2%, and helping the Australian Wine leap up the Power 100 table.



THE MACALLAN (+7)

Another Scotch has found itself in the biggest movers category, highlighting the popularity of Scottish Whisky. The Macallan moved 7 places, up to 83, primarily due to the 2% year on year volume increase. The single malt whisky has benefitted highly from the recent interest in craft spirits, which has helped it scale up the rankings.

BIGGEST RISERS

BY TOTAL SCORE	
BRAND	CHANGE
JACK DANIEL'S	7%
JOHNNIE WALKER	6%
SMIRNOFF VODKA	5%
CONCHA Y TORO	3%
CROWN ROYAL	3%
CUERVO	3%
FERNET-BRANCA	2%
STOLICHNAYA	2%
JIM BEAM	2%
KETEL ONE	2%

BY BRAND SCORE	
BRAND	CHANGE
JACK DANIEL'S	9%
PASTIS 51	7%
FERNET-BRANCA	7%
CAMPARI BITTERS	6%
CLAN CAMPBELL	6%
TANQUERAY	5%
JIM BEAM	5%
CROWN ROYAL	5%
CUERVO	5%
WILD TURKEY	4%

BY RANK	
BRAND	CHANGE
FERNET-BRANCA	13
BUSHMILLS	13
CLAN CAMPBELL	12
PASTIS 51	9
CONCHA Y TORO	8
MAKER'S MARK	8
DOM PÉRIGNON	8
STOLICHNAYA	8
BERINGER	7
THE MACALLAN	7



THE BIGGEST MOVERS

GOING DOWN



DE KUYPER (-16)

De Kuyper Liqueurs took a tumble this year, after stagnant growth and a lack of confidence from the panel caused the brand to fall 16 places, to 49. The panel marked De Kuyper down highly for future growth, resulting in a 2% dip in its brand score, and contributing to its descent in the rankings.



LINDEMAN'S (-15)

For 5 consecutive years Lindeman's has suffered volume decline, and have inevitably moved down the rankings this year. The 2% decline in year on year growth, coupled with a 5% fall in brand score, knocked Lindeman's down 15 places, to 65.



RÉMY MARTIN (-14)

After suffering a 9% reduction in year on year sales volumes, Rémy Martin fell 14 places this year. The reduction of gift giving in China has played a large role in this sales dip, with the brand previously increasing volumes year upon year.



RICARD (-14)

Ricard has seen significant volume decline over the past 6 years and with a buoyant spirits and Wines market, it is no surprise that it has dropped 14 places. The panel marked the brand down significantly for future growth, aiding in its brand score decline and a 2% reduction in its total score.



EL JIMADOR (-13)

Plummeting 13 places to 93, Brown-Forman's Tequila, El Jimador sits at the bottom of its sector. The combination of waning sales volumes, with -2% year on year growth, and a 10% drop in the brand score has led to the brand falling significantly in the Power 100 this year.



MUMM (-13)

After last year's success, Mumm Champagne has tumbled back to its 2012 position, sitting at number 92. Insufficient consumer demand has led the panel to reduce Mumm Champagne's future growth score and in turn decrease its brand score by 9%.



PINNACLE (-12)

Pinnacle Vodka raised a mammoth 49 places last year, however such growth was difficult to maintain and this year it has fallen 12 places to 61. The Vodka market is highly saturated, and Pinnacle is struggling to compete with elite brands such as Smirnoff and Absolut. Its decline comes primarily as a result of an 8% reduction in its brand score.



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DREHER (-11)

Campari-owned brandy Dreher now stands at 58, having dropped 11 places. After 4 consecutive years of volumes decline and a 2% reduction in the brand's total score, Dreher continues to struggle to maintain relevance within the crowded and highly competitive Brazilian market.



ERISTOFF (-11)

The second Vodka brand to find itself sliding down the league table is Eristoff. It sits in a similar position to Pinnacle Vodka, in an over-saturated market with a lack of market share. It has fallen to rank 97 due to the panels reserved scoring, causing its brand score to reduce by 4%.



HAVANA CLUB (-10)

Despite 2% year on year growth, Havana Club finds itself falling 10 places in this year's Power 100. It appears the brand is settling into a maintainable position after impeccable growth over recent years. The brand's only limitation is its ability to access the US market causing the panellists to mark Havana Club down for market share and market scope.

BIGGEST FALLERS

BY TOTAL SCORE	
BRAND	CHANGE
BACARDI	-5%
CHIVAS REGAL	-4%
DE KUYPER	-3%
DEWARS	-3%
ABSOLUT	-2%
RÉMY MARTIN	-2%
MARTINI VERMOUTH	-2%
RICARD	-2%
GALLO	-2%
JÄGERMEISTER	-2%

BY BRAND SCORE	
BRAND	CHANGE
HAVANA CLUB	-10%
EL JIMADOR	-10%
MUMM	-9%
CHIVAS REGAL	-8%
PINNACLE	-8%
JÄGERMEISTER	-7%
THE GLENLIVET	-6%
ABSOLUT	-6%
MARTELL	-6%
MARTINI SPARKLING WINE	-6%

BY RANK	
BRAND	CHANGE
DE KUYPER	-16
LINDEMAN'S	-15
RÉMY MARTIN	-14
RICARD	-14
EL JIMADOR	-13
MUMM	-13
PINNACLE	-12
DREHER	-11
ERISTOFF	-11
HAVANA CLUB	-10



THE TOP 10



1

JOHNNIE WALKER

Following last year's success, Johnnie Walker has retained its title as the most powerful spirits and wines brand. The Blended Scotch has stormed ahead once again, recording a staggering 10% net sales growth and a 7% volume movement, crowning Diageo as the champion of the megabrands for the second year running. The super-premium brand has forged an enviable reputation the world over by continually developing the brand and introducing new and special edition variants, including the 2013 Spice, Gold and Royal Route Editions. Johnnie Walker continues its reign and with an 8% total score difference between its closest competitor, Smirnoff, it will take something special to knock it off the top spot.

2

SMIRNOFF VODKA

Diageo does the double and takes the number two spot with premium Vodka, Smirnoff. It is testament to the brand's strength and Diageo's careful management that it has held on to this position, as it is under significant pressure in the US Vodka market from the likes of Absolut and Stolichnaya. Whilst other brands have reduced their price to maintain volumes, Smirnoff has successfully increased net sales by 3%. Innovations through flavoured varieties have allowed Smirnoff to stay at the top of its sector; however Diageo will need to continue to develop new markets to maintain such growth and presence in the market.



3

BACARDI

Bacardi have battled the odds in a somewhat diminishing white Rum market to claim third place. Volumes growth, a majority share of the market and a rich brand heritage have allowed family-run Bacardi to set the standard for white Rum and continue to stay at the forefront of the consumers mind.



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THE TOP 10



4

JACK DANIEL'S

It's been an extremely successful year for Brown-Forman's Tennessee Whiskey, Jack Daniel's. The brand has gone from strength to strength, moving up two places in the ranks and benefitting from a 9% increase in brand score. Eastern markets have been a key driver of sales, with the middle class Chinese youth adopting the brand as their favoured premium Whiskey. Hot on the tail of Bacardi, Jack Daniel's looks to boost consumer support and continue its run of success.



5

HENNESSY

LVMH's only appearance in the top 10, has come from Hennessy. The Cognac has benefitted from volumes growth and the panel were impressed by its heritage and brand perception. Its popularity in the Chinese and US markets has held the brand steady, combating the stagnation of its key Japanese market over recent years. Although the reduction of gift giving in China, may well have an impact on the brand, as time goes by.



6

MARTINI VERMOUTH

Despite sinking 2 places, Martini Vermouth has deservedly maintained a spot in the top 10. The Italian Aperitif is yet to make its mark in North East Asian markets, however with an increase in sales and a 2% brand score increase, Martini Vermouth still has a lot of potential. It notably outranks its competitors and the panel recognise its majority share of the market, making it worthy of a place in the top 10.



7

ABSOLUT

Absolut have clung on to 7th place despite a 6% dip in brand score. The Vodka market has become increasingly competitive and Absolut have struggled to maintain volumes. The decision to discount the brand in the US market has allowed them to enjoy additional volume sales, reporting a note-worthy 11.6 million 9-liter cases; however this strategy has been to the detriment of the brand score with the panel marking Absolut down on their premium price position and their potential for market growth.



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THE TOP 10



8

CAPTAIN MORGAN

Diageo's third appearance in the top 10 comes from Captain Morgan's Rum. The brand has successfully held its position at number 8, reporting an impressive 5% volume growth and becoming part of the select few megabrands to exceed sales of 10 million 9-litre cases. The extraordinary 7% net sales movement is a consequence of the brands expansion and development in new markets including Australia and France, as well as its strong brand awareness and perception.

9

CHIVAS REGAL

Chivas Regal's volumes and heritage are to thank for its presence in the top 10. The Scotch has suffered greatly by the decline of sales in China due to a reduction in gift giving, which has also been recognised by the panel. Despite the 8% drop in brand score, Chivas Regal sold an impressive 4.9 million 9-litre cases and diversified by producing an exclusive blend specifically for duty free trade. As the Chinese market wanes it will be interesting to see how Pernod Ricard respond and work to penetrate smaller markets.



10

BALLANTINE'S

Clinging on, much like Chivas Regal, Ballantine's have taken a knock from a more depressed European market in recent times. However this decline has been compensated by growth in Korea and Japan with its higher-end variants, specifically the 17 and 21 year old. Sales of 5.9 million 9-litre cases were enough to maintain their position in the top 10 and the panel's unchanged brand score showed confidence in the brand's revival. However with the trend in craft Bourbon rising, Jim Beam is poised at number 11 to knock Ballantine's from its post.



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STAR PERFORMERS

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

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

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



Johnnie Walker.

Maker's
Siv **Mark**

KetelOne
VODKA



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THE MOST **INFLUENTIAL** DRINKS INDUSTRY RANKING



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8 TOP SECTORS

MOST POWERFUL SECTORS

RANK	CHANGE	SECTOR	TOTAL SCORE	TOTAL BRAND SCORE	BRANDS IN TOP 100
1	-	WHISKY	360.7%	1543.5%	28
2	-	VODKA	205.4%	738.2%	14
3	-	RUM / CANE	118.6%	295.9%	5
4	-	FLAVOURED SPIRITS	97.3%	736.0%	14
5	-	STILL LIGHT WINE	90.2%	644.3%	12
6	-	BRANDY	67.7%	324.3%	6
7	-	LIGHT APERITIF	45.9%	165.2%	3
8	-	SPARKLING	44.2%	518.8%	9
9	-	GIN / GENEVER	38.6%	285.3%	5
10	-	TEQUILA	31.8%	220.1%	4

STRONGEST BRANDS

RANK	BRAND	BRAND SCORE 2014	CHANGE
1	JOHNNIE WALKER	85%	2%
2	BACARDI	79%	-1%
3	JACK DANIEL'S	78%	9%
4	SMIRNOFF VODKA	77%	4%
5	CAPTAIN MORGAN	71%	0%
6	HENNESSY	70%	-5%
6	DOM PÉRIGNON	70%	2%
8	MOËT ET CHANDON	69%	-4%
9	MARTINI VERMOUTH	67%	2%
9	VEUVE CLICQUOT	67%	-4%



MOST POWERFUL WHISKY BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	JOHNNIE WALKER	1	97.0%	6%	85.2%	2%
2	JACK DANIEL'S	4	42.6%	7%	77.9%	9%
3	CHIVAS REGAL	9	27.3%	-4%	62.1%	-8%
4	BALLANTINE'S	10	21.7%	-1%	62.1%	0%
5	JIM BEAM	11	19.0%	2%	65.9%	5%
6	SUNTORY WHISKY	14	16.9%	NEW ENTRY	52.0%	NEW ENTRY
7	JAMESON	15	15.7%	1%	64.6%	-4%
8	DEWARS	16	15.6%	-3%	56.6%	0%
9	CROWN ROYAL	17	14.8%	3%	61.6%	5%
10	GRANT'S SCOTCH	26	10.5%	-1%	51.3%	-1%
11	J & B	29	10.3%	0%	54.3%	-1%
12	FAMOUS GROUSE	47	7.1%	0%	51.6%	-2%
13	MAKER'S MARK	51	6.2%	1%	64.6%	3%
14	WILLIAM LAWSON'S	53	5.3%	0%	45.4%	0%
15	BELL'S	63	4.7%	0%	46.4%	-4%
16	TEACHER'S	67	4.6%	0%	49.5%	-3%
17	GLENFIDDICH	68	4.4%	0%	59.3%	0%
18	BLACK VELVET	71	4.3%	0%	44.1%	0%
18	CANADIAN CLUB	72	4.3%	-1%	53.8%	-2%
20	SEAGRAM'S 7 CROWN	73	4.1%	0%	40.5%	-2%
21	BUCHANAN'S	74	4.0%	1%	42.7%	3%
22	THE GLENLIVET	78	3.6%	0%	55.6%	-6%
23	CLAN CAMPBELL	79	3.4%	1%	48.0%	6%
24	100 PIPERS	81	3.0%	0%	44.6%	3%
25	WILD TURKEY	82	2.9%	0%	51.8%	4%
26	THE MACALLAN	83	2.8%	0%	57.9%	-5%
27	CANADIAN MIST	91	2.5%	0%	36.3%	-5%
28	BUSHMILLS	99	2.1%	0%	57.9%	2%

MOST POWERFUL VODKA BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	SMIRNOFF VODKA	2	89.1%	5%	77.1%	4%
2	ABSOLUT	7	32.9%	-2%	63.8%	-6%
3	GREY GOOSE	20	13.6%	1%	63.4%	4%
4	STOLICHNAYA	22	11.8%	2%	61.3%	2%
5	SKYY	38	8.7%	0%	51.6%	-3%
6	SVEDKA	39	8.6%	0%	49.0%	2%
7	CÎROC	40	8.4%	0%	53.4%	0%
8	KETEL ONE	45	7.2%	2%	53.0%	2%
8	FINLANDIA	46	7.2%	-1%	52.1%	-4%
10	RUSSIAN STANDARD	60	4.9%	-1%	44.3%	-4%
11	PINNACLE	61	4.8%	-1%	38.8%	-8%
12	THREE OLIVES	80	3.2%	0%	45.2%	0%
13	WYBOROWA	85	2.7%	0%	43.8%	-1%
14	ERISTOFF	97	2.2%	-1%	41.5%	-4%

MOST POWERFUL RUM BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	BACARDI	3	65.1%	-5%	78.8%	-1%
2	CAPTAIN MORGAN	8	32.5%	1%	71.4%	0%
3	HAVANA CLUB	33	9.7%	-2%	55.9%	-10%
4	BRUGAL	37	8.7%	0%	51.8%	1%
5	CACIQUE	90	2.5%	0%	38.0%	-5%

MOST POWERFUL FLAVOURED SPIRITS BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	BAILEYS	12	18.7%	1%	64.6%	2%
2	JÄGERMEISTER	13	18.3%	-2%	57.6%	-7%
3	FERNET-BRANCA	25	10.7%	2%	54.6%	7%
4	MALIBU	34	9.6%	0%	58.4%	2%
5	RICARD	36	9.3%	-2%	45.4%	-3%
6	DE KUYPER	49	6.6%	-3%	50.9%	-2%
7	APEROL	52	5.5%	0%	50.9%	-1%
8	SOUTHERN COMFORT	69	4.4%	-1%	52.1%	-3%
9	CAMPARI BITTERS	75	4.0%	0%	55.4%	6%
10	KAHLUA	76	3.8%	0%	53.9%	4%
11	DISARONNO	84	2.8%	0%	46.8%	-3%
12	BOLS LIQUEURS	89	2.6%	0%	47.5%	3%
13	PASTIS 51	94	2.2%	0%	45.0%	7%
13	GRAND MARNIER	95	2.2%	0%	55.0%	-2%
13	COINTREAU	96	2.2%	0%	48.8%	-5%

MOST POWERFUL WINE BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	CONCHA Y TORO	21	13.0%	3%	61.6%	4%
2	GALLO	27	10.4%	-2%	52.1%	-5%
2	ROBERT MONDAVI	28	10.4%	1%	65.2%	2%
4	HARDYS	30	10.2%	0%	57.9%	1%
5	BAREFOOT	32	9.8%	NEW ENTRY	43.3%	NEW ENTRY
6	YELLOWTAIL	41	7.7%	0%	53.4%	-2%
7	SUTTER HOME	43	7.6%	0%	50.4%	0%
8	BERINGER	56	5.3%	0%	55.1%	2%
9	JACOBS CREEK	59	5.0%	0%	56.3%	4%
10	LINDEMAN'S	65	4.7%	-1%	49.0%	-5%
11	BLOSSOM HILL	77	3.7%	-1%	45.2%	-4%
12	WOLF BLASS	87	2.6%	0%	54.7%	2%

MOST POWERFUL BRANDY BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	HENNESSY	5	35.9%	-1%	70.3%	-5%
2	MARTELL	24	10.7%	0%	60.2%	-6%
3	RÉMY MARTIN	50	6.4%	-2%	60.1%	-5%
4	E & J BRANDY	57	5.2%	0%	39.3%	0%
5	DREHER	58	5.1%	-2%	38.2%	-4%
6	COURVOISIER	70	4.4%	0%	56.3%	2%

MOST POWERFUL LIGHT APERITIF BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	MARTINI VERMOUTH	6	35.7%	-2%	67.0%	2%
2	APEROL	52	5.5%	0%	50.9%	-1%
3	CINZANO VERMOUTH	64	4.7%	0%	47.3%	1%

MOST POWERFUL CHAMPAGNE & SPARKLING WINE BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	MOËT ET CHANDON	19	13.7%	0%	69.5%	-4%
2	VEUVE CLICQUOT	35	9.3%	-1%	67.0%	-4%
3	DOM PÉRIGNON	62	4.8%	1%	69.6%	2%
4	FREIXENET	66	4.6%	0%	51.8%	-6%
5	LAURENT PERRIER	86	2.6%	0%	55.5%	-1%
5	MARTINI SPARKLING WINE	88	2.6%	0%	52.1%	-6%
7	MUMM	92	2.4%	-1%	51.6%	-9%
8	NICOLAS FEUILLATTE	98	2.1%	0%	46.6%	-4%
8	TAITTINGER	100	2.1%	0%	55.0%	-3%

MOST POWERFUL TEQUILA BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	CUERVO	18	14.0%	3%	63.2%	5%
2	PATRÓN	31	10.1%	1%	61.6%	2%
3	SAUZA	54	5.3%	0%	54.1%	-3%
4	EL JIMADOR	93	2.3%	-1%	41.2%	-10%

MOST POWERFUL GIN BRANDS

RANK	BRAND	OVERALL RANK	TOTAL SCORE 2014	CHANGE	BRAND SCORE 2014	CHANGE
1	GORDON'S GIN	23	11.6%	1%	59.5%	3%
2	BOMBAY SAPPHIRE	42	7.7%	0%	63.9%	-3%
3	TANQUERAY	44	7.4%	1%	60.5%	5%
4	BEEFEATER	48	6.6%	0%	57.3%	-3%
5	SEAGRAM GIN	55	5.3%	0%	44.0%	0%

SHARE OF MARKET

RANK	BRAND	SCORE
1	SMIRNOFF VODKA	9.9
2	JOHNNIE WALKER	9.7
3	BACARDI	9.6
4	JACK DANIEL'S	8.9
4	MARTINI VERMOUTH	8.9
6	CONCHA Y TORO	8.6
7	BAILEYS	8.1
8	HARDYS	7.7
9	CUERVO	7.6
9	ROBERT MONDAVI	7.6

FUTURE GROWTH

RANK	BRAND	SCORE
1	JOHNNIE WALKER	6.7
2	MAKER'S MARK	6.6
3	BUSHMILLS	6.1
4	CAPTAIN MORGAN	5.9
5	BOMBAY SAPPHIRE	5.7
5	CÎROC	5.7
7	JAMESON	5.6
8	GREY GOOSE	5.4
8	THE MACALLAN	5.4
10	CROWN ROYAL	5.3
10	JACK DANIEL'S	5.3
10	KETEL ONE	5.3
10	PATRÓN	5.3

PREMIUM PRICE POSITIONING

RANK	BRAND	SCORE
1	DOM PÉRIGNON	8.4
2	GREY GOOSE	7.7
3	HENNESSY	7.4
4	JOHNNIE WALKER	7.1
4	BOMBAY SAPPHIRE	7.1
4	CÎROC	7.1
7	MAKER'S MARK	7.0
7	PATRÓN	7.0
7	TANQUERAY	7.0
10	MOËT ET CHANDON	6.7
10	CHIVAS REGAL	6.7
10	RÉMY MARTIN	6.7



INTANGIBLE
BUSINESS

MARKET SCOPE

RANK	BRAND	SCORE
1	JOHNNIE WALKER	9.1
2	BACARDI	8.7
3	JACK DANIEL'S	8.4
3	SMIRNOFF VODKA	8.4
5	CAPTAIN MORGAN	7.3
6	VEUVE CLICQUOT	7.1
7	DOM PÉRIGNON	7.0
7	MOËT ET CHANDON	7.0
7	MARTINI VERMOUTH	7.0
10	JAMESON	6.7
10	BAILEYS	6.7
10	CONCHA Y TORO	6.7

AWARENESS

RANK	BRAND	SCORE
1	JOHNNIE WALKER	9.6
1	BACARDI	9.6
3	SMIRNOFF VODKA	9.4
4	JACK DANIEL'S	9.1
5	BAILEYS	8.3
6	MARTINI VERMOUTH	8.1
7	CAPTAIN MORGAN	8.0
8	DOM PÉRIGNON	7.9
8	MOËT ET CHANDON	7.9
8	JIM BEAM	7.9
8	CUERVO	7.9

RELEVANCE

RANK	BRAND	SCORE
1	JOHNNIE WALKER	8.4
2	BACARDI	8.0
2	JACK DANIEL'S	8.0
4	SMIRNOFF VODKA	7.9
5	CAPTAIN MORGAN	7.4
6	MAKER'S MARK	7.1
7	DOM PÉRIGNON	7.0
7	MOËT ET CHANDON	7.0
7	VEUVE CLICQUOT	7.0
7	HENNESSY	7.0
7	BOMBAY SAPPHIRE	7.0

HERITAGE

RANK	BRAND	SCORE
1	BACARDI	8.9
2	JOHNNIE WALKER	8.7
3	JACK DANIEL'S	8.3
4	SMIRNOFF VODKA	8.1
5	MOËT ET CHANDON	8.0
5	VEUVE CLICQUOT	8.0
5	HENNESSY	8.0
8	DOM PÉRIGNON	7.9
8	MARTINI VERMOUTH	7.9
10	CAPTAIN MORGAN	7.7
10	JIM BEAM	7.7
10	CUERVO	7.7
10	BALLANTINE'S	7.7

BRAND PERCEPTION

RANK	BRAND	SCORE
1	JOHNNIE WALKER	8.7
2	DOM PÉRIGNON	8.4
3	JACK DANIEL'S	8.3
4	SMIRNOFF VODKA	8.0
5	BACARDI	7.9
5	HENNESSY	7.9
7	CAPTAIN MORGAN	7.4
7	MAKER'S MARK	7.4
9	VEUVE CLICQUOT	7.3
9	GREY GOOSE	7.3

10 BIGGEST BRAND OWNERS

RANK	CHANGE	OWNER	TOTAL SCORE TOTAL	CHANGE	BRAND SCORE TOTAL	CHANGE	NUMBER IN TOP 100	CHANGE
1	-	DIAGEO	325.0%	21%	921.6%	70%	16	1
2	-	PERNOD RICARD	174.8%	-11%	972.6%	-37%	18	-
3	-	BACARDI MARTINI	147.7%	-9%	468.7%	-8%	8	-
4	-	LVMH	63.7%	-2%	276.3%	-11%	4	-
5	-	BROWN-FORMAN	58.9%	4%	259.6%	-13%	5	-
6	-	BEAM INC	48.6%	1%	382.8%	-6%	7	-
7	-	CAMPARI	30.8%	-1%	295.2%	2%	6	-
8	3	E & J GALLO	25.5%	8%	134.8%	38%	3	1
9	-1	CONSTELLATION	23.4%	1%	158.3%	4%	3	-
10	-	EDRINGTON GROUP	18.7%	0%	161.3%	-6%	3	-
11	-2	MAST-JÄGERMEISTER	18.3%	-2%	57.6%	-7%	1	-
12	NEW ENTRY	SUNTORY	16.9%	-	52.0%	-	1	NEW ENTRY
13	-1	WILLIAM GRANT & SONS	14.9%	-1%	110.6%	-1%	2	-
14	2	CONCHA Y TORO	13.0%	3%	61.6%	4%	1	-
15	-2	TREASURY WINE ESTATES	12.5%	-1%	158.8%	-1%	3	-
16	1	SPI	11.8%	2%	61.3%	2%	1	-
17	3	FRATELLI BRANCA	10.7%	2%	54.6%	7%	1	-
18	-3	ACCOLADE WINES	10.2%	0%	57.9%	1%	1	-
19	-1	PATRÓN GROUP	10.1%	1%	61.6%	2%	1	-
20	-6	RÉMY COINTREAU	8.6%	-3%	108.8%	-10%	2	-
21	-	CASELLA WINES	7.7%	0%	53.4%	-2%	1	-
22	-	SUTTER HOME WINERY	7.6%	0%	50.4%	0%	1	-
23	-	DIAGEO AND NOLET FAMILY	7.2%	2%	53.0%	2%	1	-
24	-5	DE KUYPER AND BEAM INC	6.6%	-3%	50.9%	-2%	1	-
25	-1	RUSSIAN STANDARD	4.9%	-1%	44.3%	-4%	1	-
26	-1	FREIXENET	4.6%	0%	51.8%	-6%	1	-
27	-1	PROXIMO SPIRITS	3.2%	0%	45.2%	0%	1	-
28	-1	ILLVA SARONNO	2.8%	0%	46.8%	-3%	1	-
29	-1	BERNARD DE NONANCOURT	2.6%	0%	55.5%	-1%	1	-
30	1	LUCAS BOLS BV	2.6%	0%	47.5%	3%	1	-
31	1	MARNIER-LAPOSTOLLE	2.2%	0%	55.0%	-2%	1	-
32	-2	CV-CNF	2.1%	0%	46.6%	-4%	1	-
33	NEW ENTRY	TAITTINGER	2.1%	-	55.0%	-	1	NEW ENTRY

MOST POWERFUL COUNTRIES OF ORIGINS

RANK	CHANGE	COUNTRY OF ORIGIN	TOTAL SCORE TOTAL	CHANGE	TOTAL BRAND SCORE	CHANGE	NUMBER IN TOP 100	CHANGE
1	-	SCOTLAND	225.3%	-1%	872.7%	-17%	16	-
2	-	USA	165.3%	13%	915.4%	-48%	17	-1
3	-	FRANCE	137.0%	-6%	1011.3%	-3%	18	1
4	-	RUSSIA	108.1%	6%	224.2%	-2%	4	-
5	-	CUBA	74.8%	-6%	134.6%	-11%	2	-
6	-	ITALY	66.0%	-2%	374.1%	-38%	7	-1
7	-	SWEDEN	41.5%	-2%	112.8%	-4%	2	-
8	-	DOMINICAN REPUBLIC	41.3%	1%	123.2%	0%	2	-
9	-	ENGLAND	36.5%	2%	286.4%	3%	5	-
10	1	IRELAND	36.5%	3%	187.1%	56%	3	1
11	-1	MEXICO	35.6%	2%	274.0%	-2%	5	-
12	-	CANADA	25.9%	2%	195.8%	-2%	4	-
13	-	AUSTRALIA	19.9%	-1%	213.4%	0%	4	-
14	-	GERMANY	18.3%	-2%	57.6%	-7%	1	-
15	NEW ENTRY	JAPAN	16.9%	-	52.0%	-	1	NEW ENTRY
16	-1	HOLLAND	16.4%	-1%	151.4%	3%	3	-
17	-1	CHILE	13.0%	3%	61.6%	4%	1	-
18	-	FINLAND	7.2%	-1%	52.0%	-4%	1	-
19	-	BRAZIL	5.1%	-2%	38.2%	-4%	1	-
20	-3	SPAIN	4.6%	-3%	51.8%	-59%	1	-1
21	-1	POLAND	2.7%	-1%	43.8%	-1%	1	-
22	-1	VENEZUELA	2.5%	0%	38.0%	-5%	1	-



SCOTLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JOHNNIE WALKER	BLENDED SCOTCH	DIAGEO	1
2	CHIVAS REGAL	BLENDED SCOTCH	PERNOD RICARD	9
3	BALLANTINE'S	BLENDED SCOTCH	PERNOD RICARD	10
4	DEWAR'S	BLENDED SCOTCH	BACARDI MARTINI	16
5	GRANT'S SCOTCH	BLENDED SCOTCH	WILLIAM GRANT & SONS	26
6	J & B	BLENDED SCOTCH	DIAGEO	29
7	FAMOUS GROUSE	BLENDED SCOTCH	EDRINGTON GROUP	47
8	WILLIAM LAWSON'S	BLENDED SCOTCH	BACARDI MARTINI	53
9	BELL'S	BLENDED SCOTCH	DIAGEO	63
10	TEACHER'S	BLENDED SCOTCH	BEAM INC	67
11	GLENFIDDICH	MALT SCOTCH	WILLIAM GRANT & SONS	68
12	BUCHANAN'S	BLENDED SCOTCH	DIAGEO	74
13	THE GLENLIVET	MALT SCOTCH	PERNOD RICARD	78
14	CLAN CAMPBELL	BLENDED SCOTCH	PERNOD RICARD	79
15	100 PIPERS	BLENDED SCOTCH	PERNOD RICARD	81
16	THE MACALLAN	MALT SCOTCH	EDRINGTON GROUP	83

USA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	JACK DANIEL'S	US WHISKEY	BROWN-FORMAN	4
2	JIM BEAM	US WHISKEY	BEAM INC	11
3	GALLO	STILL LIGHT WINE	E & J GALLO	27
4	ROBERT MONDAVI	STILL LIGHT WINE	CONSTELLATION	28
5	HARDYS	STILL LIGHT WINE	ACCOLADE WINES	30
6	BAREFOOT	STILL LIGHT WINE	E & J GALLO	32
7	MALIBU	LIQUEURS	PERNOD RICARD	34
8	SKYY	VODKA	CAMPARI	38
9	SUTTER HOME	STILL LIGHT WINE	SUTTER HOME WINERY	43
10	MAKER'S MARK	US WHISKEY	BEAM INC	51
11	SEAGRAM GIN	GIN / GENEVER	PERNOD RICARD	55
12	BERINGER	STILL LIGHT WINE	TREASURY WINE ESTATES	56
13	E & J BRANDY	OTHER BRANDY	E & J GALLO	57
14	SOUTHERN COMFORT	LIQUEURS	BROWN-FORMAN	69
15	SEAGRAM'S 7 CROWN	US WHISKEY	DIAGEO	73
16	BLOSSOM HILL	STILL LIGHT WINE	DIAGEO	77
17	WILD TURKEY	US WHISKEY	CAMPARI	82

FRANCE

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	HENNESSY	COGNAC	LVMH	5
2	MOËT ET CHANDON	CHAMPAGNE	LVMH	19
3	GREY GOOSE	VODKA	BACARDI MARTINI	20
4	MARTELL	COGNAC	PERNOD RICARD	24
5	VEUVE CLICQUOT	CHAMPAGNE	LVMH	35
6	RICARD	ANISEED	PERNOD RICARD	36
7	CÎROC	VODKA	DIAGEO	40
8	RÉMY MARTIN	COGNAC	RÉMY COINTREAU	50
9	PINNACLE	VODKA	BEAM INC	61
10	DOM PÉRIGNON	CHAMPAGNE	LVMH	62
11	COURVOISIER	COGNAC	BEAM INC	70
12	LAURENT PERRIER	CHAMPAGNE	BERNARD DE NONANCOURT	86
13	MUMM	CHAMPAGNE	PERNOD RICARD	92
14	PASTIS 51	ANISEED	PERNOD RICARD	94
15	GRAND MARNIER	LIQUEURS	MARNIER-LAPOSTOLLE	95
16	COINTREAU	LIQUEURS	RÉMY COINTREAU	96
17	NICOLAS FEUILLATTE	CHAMPAGNE	CV-CNF	98
18	TAITTINGER	CHAMPAGNE	TAITTINGER	100

RUSSIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	SMIRNOFF VODKA	VODKA	DIAGEO	2
2	STOLICHNAYA	VODKA	SPI	22
3	RUSSIAN STANDARD	VODKA	RUSSIAN STANDARD	60
4	ERISTOFF	VODKA	BACARDI MARTINI	97

CUBA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	BACARDI	RUM / CANE	BACARDI MARTINI	3
2	HAVANA CLUB	RUM / CANE	PERNOD RICARD	33

ITALY

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	MARTINI VERMOUTH	LIGHT APERITIF	BACARDI MARTINI	6
2	FERNET-BRANCA	BITTERS / SPIRIT APERITIFS	FRATELLI BRANCA	25
3	APEROL	LIGHT APERITIF	CAMPARI	52
4	CINZANO VERMOUTH	LIGHT APERITIF	CAMPARI	64
5	CAMPARI BITTERS	BITTERS / SPIRIT APERITIFS	CAMPARI	75
6	DISARONNO	LIQUEURS	ILLVA SARONNO	84
7	MARTINI SPARKLING WINE	OTHER SPARKLING	BACARDI MARTINI	88



INTANGIBLE
BUSINESS

SWEDEN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	ABSOLUT	VODKA	PERNOD RICARD	7
2	SVEDKA	VODKA	CONSTELLATION	39

DOMICAN REPUBLIC

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CAPTAIN MORGAN	RUM / CANE	DIAGEO	8
2	BRUGAL	RUM / CANE	ERDINGTON GROUP	37

ENGLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	GORDON'S GIN	GIN / GENEVER	DIAGEO	23
2	BOMBAY SAPPHIRE	GIN / GENEVER	BACARDI MARTINI	42
3	TANQUERAY	GIN / GENEVER	DIAGEO	44
4	BEEFEATER	GIN / GENEVER	PERNOD RICARD	48
5	THREE OLIVES	ENGLISH VODKA	PROXIMO SPIRITS	80

IRELAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	BAILEYS	LIQUEURS	DIAGEO	12
2	JAMESON	BLENDED IRISH WHISKEY	PERNOD RICARD	15
3	BUSHMILLS	BLENDED IRISH WHISKEY	DIAGEO	99

MEXICO

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CUERVO	TEQUILA	DIAGEO	18
2	PATRÓN	TEQUILA	PATRÓN GROUP	31
3	SAUZA	TEQUILA	BEAM INC	54
4	KAHLUA	LIQUEURS	PERNOD RICARD	76
5	EL JIMADOR	TEQUILA	BROWN-FORMAN	93

CANADA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CROWN ROYAL	CANADIAN WHISKY	DIAGEO	17
2	BLACK VELVET	CANADIAN WHISKY	CONSTELLATION	71
3	CANADIAN CLUB	CANADIAN WHISKY	BEAM INC	72
4	CANADIAN MIST	CANADIAN WHISKY	BROWN-FORMAN	91

AUSTRALIA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	YELLOWTAIL	STILL LIGHT WINE	CASELLA WINES	41
2	JACOBS CREEK	STILL LIGHT WINE	PERNOD RICARD	59
3	LINDEMAN'S	STILL LIGHT WINE	TREASURY WINE ESTATES	65
4	WOLF BLOSS	STILL LIGHT WINE	TREASURY WINE ESTATES	87



GERMANY

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

JAPAN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	SUNTORY WHISKY	JAPANESE WHISKY	SUNTORY	14

HOLLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	KETEL ONE	DUTCH VODKA	DIAGEO AND NOLET FAMILY	45
2	DE KUYPER	LIQUEURS	DE KUYPER AND BEAM INC	49
3	BOLS LIQUEURS	LIQUEURS	LUCAS BOLS BV	89

CHILE

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CONCHA Y TORO	STILL LIGHT WINE	CONCHA Y TORO	21

FINLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	FINLANDIA	FINISH VODKA	BROWN-FORMAN	46

BRAZIL

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	DREHER	OTHER BRANDY	CAMPARI	58

SPAIN

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	FREIXENET	OTHER SPARKLING	FREIXENET	66

POLAND

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	WYBOROWA	POLISH VODKA	PERNOD RICARD	85

VENEZUELA

RANK	BRAND	SUB CATEGORY	OWNER	OVERALL RANK
1	CACIQUE	RUM / CANE	DIAGEO	82



Rank	Rank Change	Brand	Sub category	Owner	Country	Total score 2014	Total score difference	Brand score 2014	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
1	0	Johnnie Walker	Blended Scotch	Diageo	Scotland	97.0%	6%	85%	2%	9.7	6.7	7.1	9.1	9.6	8.4	8.7	8.7
2	0	Smirnoff Vodka	Vodka	Diageo	Russia	89.1%	5%	77%	4%	9.9	4.9	5.1	8.4	9.4	7.9	8.1	8.0
3	0	Bacardi	Rum / Cane	Bacardi Martini	Cuba	65.1%	-5%	79%	-1%	9.6	4.9	5.6	8.7	9.6	8.0	8.9	7.9
4	2	Jack Daniel's	US Whiskey	Brown-Forman	USA	42.6%	7%	78%	9%	8.9	5.3	6.0	8.4	9.1	8.0	8.3	8.3
5	0	Hennessy	Cognac	LVMH	France	35.9%	-1%	70%	-5%	7.1	5.0	7.4	6.6	7.3	7.0	8.0	7.9
6	-2	Martini Vermouth	Light Aperitif	Bacardi Martini	Italy	35.7%	-2%	67%	2%	8.9	4.0	4.9	7.0	8.1	6.3	7.9	6.6
7	0	Absolut	Swedish Vodka	Pernod Ricard	Sweden	32.9%	-2%	64%	-6%	6.4	4.3	5.9	6.4	7.4	6.9	6.7	7.0
8	0	Captain Morgan	Rum / Cane	Diageo	Dominican Republic	32.5%	1%	71%	0%	7.4	5.9	6.0	7.3	8.0	7.4	7.7	7.4
9	0	Chivas Regal	Blended Scotch	Pernod Ricard	Scotland	27.3%	-4%	62%	-8%	5.0	4.4	6.7	6.1	7.0	6.4	7.1	6.9
10	0	Ballantine's	Blended Scotch	Pernod Ricard	Scotland	21.7%	-1%	62%	0%	6.3	3.7	5.4	6.6	7.6	6.1	7.7	6.3
11	3	Jim Beam	US Whiskey	Beam Inc	USA	19.0%	2%	66%	5%	6.7	5.1	5.0	6.6	7.9	6.9	7.7	6.9
12	1	Baileys	Liqueurs	Diageo	Ireland	18.7%	1%	65%	2%	8.1	3.6	5.4	6.7	8.3	6.7	6.0	6.9
13	-2	Jägermeister	Bitters / Spirit Aperitifs	Mast-Jägermeister	Germany	18.3%	-2%	58%	-7%	5.9	4.7	5.4	5.7	6.1	5.6	6.6	6.1
14	-	Suntory Whisky	Japanese Whisky	Suntory	Japan	16.9%	-	52%	-	6.6	5.0	5.1	4.0	4.6	4.6	6.3	5.4
15	0	Jameson	Blended Irish Whiskey	Pernod Ricard	Ireland	15.7%	1%	65%	-4%	6.6	5.6	5.7	6.7	6.9	6.4	7.0	6.7
16	-4	Dewars	Blended Scotch	Bacardi Martini	Scotland	15.6%	-3%	57%	0%	5.1	4.4	5.4	6.0	6.3	5.4	6.9	5.7
17	2	Crown Royal	Canadian Whisky	Diageo	Canada	14.8%	3%	62%	5%	7.0	5.3	6.0	4.9	6.4	6.1	7.0	6.6
18	2	Cuervo	Tequila	Diageo	Mexico	14.0%	3%	63%	5%	7.6	3.4	5.0	6.4	7.9	6.3	7.7	6.3
19	-3	Moët et Chandon	Champagne	LVMH	France	13.7%	0%	69%	-4%	7.3	4.6	6.7	7.0	7.9	7.0	8.0	7.1
20	-3	Grey Goose	French Vodka	Bacardi Martini	France	13.6%	1%	63%	4%	6.0	5.4	7.7	5.9	6.9	6.6	5.0	7.3
21	8	Concha y Toro	Still Light Wine	Concha y Toro	Chile	13.0%	3%	62%	4%	8.6	4.7	4.6	6.7	6.9	5.9	6.0	6.0
22	8	Stolichnaya	Latvian Vodka	SPI	Russia	11.8%	2%	61%	2%	5.9	4.4	5.4	5.9	6.9	6.6	7.4	6.6
23	2	Gordon's Gin	Gin / Genever	Diageo	England	11.6%	1%	59%	3%	7.4	4.1	4.6	6.0	7.4	5.3	6.9	5.9
24	0	Marzell	Cognac	Pernod Ricard	France	10.7%	0%	60%	-6%	5.7	4.7	6.4	5.7	6.4	5.6	6.9	6.7
25	13	Fernet-Branca	Bitters / Spirit Aperitifs	Fratelli Branca	Italy	10.7%	2%	55%	7%	6.3	4.4	4.7	5.4	6.1	4.9	6.3	5.6
26	-5	Grant's Scotch	Blended Scotch	William Grant & Sons	Scotland	10.5%	-1%	51%	-1%	5.8	3.7	4.4	5.0	5.1	5.1	6.3	5.6
27	-9	Gallo	Still Light Wine	E & J Gallo	USA	10.4%	-2%	52%	-5%	7.3	3.4	4.0	5.3	6.4	4.4	6.0	4.9
28	4	Robert Mondavi	Still Light Wine	Constellation	USA	10.4%	1%	65%	2%	7.6	5.1	6.0	5.9	7.3	6.6	7.0	6.7
29	-2	J & B	Blended Scotch	Diageo	Scotland	10.3%	0%	54%	-1%	5.4	3.9	4.6	5.1	6.7	5.0	6.9	5.9
30	-4	Hardys	Still Light Wine	Accolade Wines	USA	10.2%	0%	58%	1%	7.7	4.0	4.4	6.1	7.0	5.6	6.0	5.6

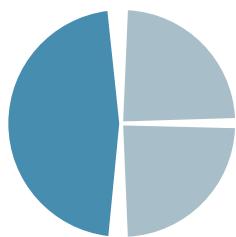
Rank	Rank Change	Brand	Sub category	Owner	Country	Total score 2014	Total score difference	Brand score 2014	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
31	3	Patrón	Tequila	Patrón Group	Mexico	10.1%	1%	62%	2%	4.9	5.3	7.0	5.7	6.9	6.3	6.4	6.9
32	-	Barefoot	Still Light Wine	E & J Gallo	USA	9.8%	-	43%	-	6.5	4.5	3.7	5.0	4.2	4.3	3.0	3.5
33	-10	Havana Club	Rum / Cane	Pernod Ricard	Cuba	9.7%	-2%	56%	-10%	3.9	4.7	5.9	5.3	5.9	6.1	6.7	6.3
34	-3	Malibu	Liqueurs	Pernod Ricard	USA	9.6%	0%	58%	2%	5.1	4.4	5.4	6.3	7.0	6.0	6.3	6.1
35	-7	Veuve Clicquot	Champagne	LVMH	France	9.3%	-1%	67%	-4%	6.1	4.9	5.9	7.1	7.3	7.0	8.0	7.3
36	-14	Ricard	Aniseed	Pernod Ricard	France	9.3%	-2%	45%	-3%	5.7	2.4	3.9	3.7	5.3	4.1	6.1	5.0
37	0	Brugal	Rum / Cane	Edrington Group	Dominican Republic	8.7%	0%	52%	1%	4.7	3.9	5.3	5.0	5.4	5.3	6.1	5.7
38	-3	Skyy	US Vodka	Campari	USA	8.7%	0%	52%	-3%	5.0	4.9	5.1	4.3	5.9	5.7	4.9	5.6
39	0	Svedka	Swedish Vodka	Constellation	Sweden	8.6%	0%	49%	2%	5.3	5.0	4.7	4.4	4.9	5.1	4.6	5.1
40	0	Čiřoc	Vodka	Diageo	France	8.4%	0%	53%	0%	3.9	5.7	7.1	4.9	5.3	5.3	4.4	6.1
41	0	Yellowtail	Still Light Wine	Casella Wines	Australia	7.7%	0%	53%	-2%	7.0	4.0	4.4	5.3	6.7	5.6	4.7	5.0
42	1	Bombay Sapphire	Gin / Genever	Bacardi Martini	England	7.7%	0%	64%	-3%	5.6	5.7	7.1	6.1	6.7	7.0	5.7	7.1
43	1	Sutter Home	Still Light Wine	Sutter Home Winery	USA	7.6%	0%	50%	0%	6.6	4.1	4.3	4.4	5.6	4.4	5.6	5.3
44	4	Tanqueray	Gin / Genever	Diageo	England	7.4%	1%	61%	5%	4.1	4.9	7.0	5.6	6.6	6.4	6.7	7.1
45	6	Ketel One	Dutch Vodka	Diageo and Nolet family	Holland	7.2%	2%	53%	2%	4.0	5.3	6.4	4.4	5.4	5.6	5.0	6.3
46	-4	Finlandia	Finish Vodka	Brown-Forman	Finland	7.2%	-1%	52%	-4%	4.9	4.0	5.3	5.3	5.9	5.1	6.0	5.3
47	-2	Famous Grouse	Blended Scotch	Edrington Group	Scotland	7.1%	0%	52%	-2%	5.4	3.4	4.9	5.3	5.7	5.0	5.7	5.9
48	-2	Beefeater	Gin / Genever	Pernod Ricard	England	6.6%	0%	57%	-3%	4.9	4.7	4.4	5.9	6.9	6.3	6.7	6.1
49	-16	De Kuyper	Liqueurs	De Kuyper and Beam Inc	Holland	6.6%	-3%	51%	-2%	5.4	3.4	4.6	5.1	6.0	5.0	6.1	5.0
50	-14	Rémy Martin	Cognac	Rémy Cointreau	France	6.4%	-2%	60%	-5%	4.6	3.4	6.7	5.9	6.4	6.3	7.6	7.1
51	8	Maker's Mark	US Whiskey	Beam Inc	USA	6.2%	1%	65%	3%	4.4	6.6	7.0	5.7	6.9	7.1	6.6	7.4
52	3	Aperol	Light Aperitif	Campari	Italy	5.5%	0%	51%	-1%	4.9	5.1	5.0	4.9	4.9	5.0	5.6	5.4
53	4	William Lawson's	Blended Scotch	Bacardi Martini	Scotland	5.3%	0%	45%	0%	4.1	5.0	4.3	4.7	4.3	4.4	4.9	4.6
54	0	Sauza	Tequila	Beam Inc	Mexico	5.3%	0%	54%	-3%	4.3	4.4	5.0	5.7	6.1	5.9	6.1	5.7
55	-3	Seagram Gin	Gin / Genever	Pernod Ricard	USA	5.3%	0%	44%	0%	5.5	2.9	3.9	3.4	4.7	4.6	5.6	4.7
56	7	Beringer	Still Light Wine	Treasury Wine Estates	USA	5.3%	0%	55%	2%	6.4	3.6	5.1	4.9	6.4	5.7	6.4	5.6
57	-1	E & J Brandy	Other Brandy	E & J Gallo	USA	5.2%	0%	39%	0%	4.9	2.7	3.6	3.9	4.0	3.9	4.6	4.0
58	-11	Dreher	Other Brandy	Campari	Brazil	5.1%	-2%	38%	-4%	5.1	2.6	3.7	3.4	3.7	3.6	4.4	4.0
59	6	Jacobs Creek	Still Light Wine	Pernod Ricard	Australia	5.0%	0%	56%	4%	6.4	4.6	4.9	5.7	6.9	5.1	6.0	5.4
60	-7	Russian Standard	Russian Vodka	Russian Standard	Russia	4.9%	-1%	44%	-4%	3.6	4.3	4.6	4.4	4.3	4.4	5.0	4.9

Rank	Rank Change	Brand	Sub category	Owner	Country	Total score 2014	Total score difference	Brand score 2014	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
61	-12	Pinnacle	French Vodka	Beam Inc	France	4.8%	-1%	39%	-8%	4.0	4.9	5.1	3.4	3.1	3.4	2.7	4.3
62	8	Dom Pérignon	Champagne	LVMH	France	4.8%	1%	70%	2%	4.1	5.0	8.4	7.0	7.9	7.0	7.9	8.4
63	-5	Bell's	Blended Scotch	Diageo	Scotland	4.7%	0%	46%	-4%	3.7	3.6	4.1	4.3	5.6	5.0	5.9	5.0
64	2	Cinzano Vermouth	Light Aperitif	Campari	Italy	4.7%	0%	47%	1%	3.4	3.7	4.4	5.0	5.3	4.6	6.3	5.1
65	-15	Lindeman's	Still Light Wine	Treasury Wine Estates	Australia	4.7%	-1%	49%	-5%	5.7	3.1	4.8	4.9	5.1	4.7	5.6	5.3
66	-6	Freixenet	Other Sparkling	Freixenet	Spain	4.6%	0%	52%	-6%	6.7	3.9	4.3	5.3	5.7	4.9	6.0	4.7
67	-5	Teacher's	Blended Scotch	Beam Inc	Scotland	4.6%	0%	49%	-3%	3.9	3.9	4.6	5.0	5.4	5.4	6.1	5.3
68	0	Glenfiddich	Malt Scotch	William Grant & Sons	Scotland	4.4%	0%	59%	0%	6.4	4.6	5.6	6.0	6.3	5.7	6.7	6.1
69	-8	Southern Comfort	Liqueurs	Brown-Forman	USA	4.4%	-1%	52%	-3%	3.9	3.3	5.1	5.4	6.3	5.7	6.1	5.9
70	2	Courvoiser	Cognac	Beam Inc	France	4.4%	0%	56%	2%	4.4	4.4	6.1	5.0	6.1	5.6	7.3	6.0
71	-4	Black Velvet	Canadian Whisky	Constellation	Canada	4.3%	0%	44%	0%	4.7	4.6	4.1	4.1	4.1	4.1	4.7	4.7
72	-8	Canadian Club	Canadian Whisky	Beam Inc	Canada	4.3%	-1%	54%	-2%	4.4	3.9	5.0	5.3	6.7	5.3	7.0	5.4
73	-2	Seagram's 7 Crown	US Whiskey	Diageo	USA	4.1%	0%	41%	-2%	3.7	3.3	4.0	3.3	4.7	4.1	4.7	4.6
74	1	Buchanan's	Blended Scotch	Diageo	Scotland	4.0%	1%	43%	3%	3.1	4.6	4.3	3.7	4.3	4.4	5.3	4.4
75	-1	Campari Bitters	Bitters / Spirit Aperitifs	Campari	Italy	4.0%	0%	55%	6%	5.1	4.9	4.6	6.0	6.0	5.4	6.6	5.7
76	-3	Kahlua	Liqueurs	Pernod Ricard	Mexico	3.8%	0%	54%	4%	4.7	4.0	4.9	5.7	6.3	5.4	6.1	6.0
77	-8	Blossom Hill	Still Light Wine	Diageo	USA	3.7%	-1%	45%	-4%	5.7	3.6	3.7	4.3	5.4	4.6	4.4	4.4
78	-2	The Glenlivet	Malt Scotch	Pernod Ricard	Scotland	3.6%	0%	56%	-6%	4.9	4.4	5.7	5.1	5.9	5.6	6.4	6.4
79	12	Clan Campbell	Blended Scotch	Pernod Ricard	Scotland	3.4%	1%	48%	6%	3.3	3.9	4.9	5.1	4.7	5.1	6.1	5.3
80	-3	Three Olives	English Vodka	Proximo Spirits	England	3.2%	0%	45%	0%	2.7	4.3	5.9	4.3	4.4	4.6	4.9	5.1
81	2	100 Pipers	Blended Scotch	Pernod Ricard	Scotland	3.0%	0%	45%	3%	2.7	3.4	5.3	4.3	5.0	4.7	5.0	5.3
82	6	Wild Turkey	US Whiskey	Campari	USA	2.9%	0%	52%	4%	3.3	5.0	5.6	5.0	5.9	5.1	6.0	5.6
83	7	The Macallan	Malt Scotch	Edrington Group	Scotland	2.8%	0%	58%	-5%	4.9	5.4	6.4	5.3	5.9	5.6	6.3	6.6
84	-3	Disaronno	Liqueurs	Ilva Saronno	Italy	2.8%	0%	47%	-3%	2.7	3.7	5.1	4.4	5.4	4.9	5.7	5.4
85	-7	Wyborowa	Polish Vodka	Pernod Ricard	Poland	2.7%	0%	44%	-1%	3.4	3.7	4.4	4.4	4.4	4.6	5.4	4.6
86	-1	Laurent Perrier	Champagne	Bernard de Nonancourt	France	2.6%	0%	56%	-1%	4.4	4.6	6.4	5.4	5.6	5.1	6.7	6.1
87	5	Wolf Blass	Still Light Wine	Treasury Wine Estates	Australia	2.6%	0%	55%	2%	4.1	4.4	5.6	5.1	5.6	6.0	6.4	6.6
88	1	Martini Sparkling Wine	Other Sparkling	Bacardi Martini	Italy	2.6%	0%	52%	-6%	5.1	4.7	4.1	6.1	6.4	4.4	6.1	4.6

THE TOP 100



Rank	Rank Change	Brand	Sub category	Owner	Country	Total score 2014	Total score difference	Brand score 2014	Brand score difference	Share of market	Future Growth	Premium Price Positioning	Market Scope	Awareness	Relevance	Heritage	Brand perception
89	6	Bols Liqueurs	Liqueurs	Lucas Bols BV	Holland	2.6%	0%	48%	3%	2.6	4.1	4.6	4.9	5.6	4.9	6.3	5.1
90	-8	Cacique	Rum / Cane	Diageo	Venezuela	2.5%	0%	38%	-5%	2.6	3.3	4.3	3.9	3.4	3.7	5.3	4.0
91	-4	Canadian Mist	Canadian Whisky	Brown-Forman	Canada	2.5%	0%	36%	-5%	3.4	3.1	3.9	3.3	3.6	3.3	4.4	4.1
92	-13	Mumm	Champagne	Pernod Ricard	France	2.4%	-1%	52%	-9%	3.9	3.7	5.4	5.0	6.0	5.1	6.3	5.9
93	-13	El Jimador	Tequila	Brown-Forman	Mexico	2.3%	-1%	41%	-10%	2.6	3.3	5.0	4.3	3.7	4.1	5.2	4.7
94	9	Pastis 51	Aniseed	Pernod Ricard	France	2.2%	0%	45%	7%	3.4	2.7	4.1	4.6	4.6	4.4	6.9	5.3
95	2	Grand Marnier	Liqueurs	Marnier-Lapostolle	France	2.2%	0%	55%	-2%	3.0	4.0	5.7	5.3	6.7	5.7	7.1	6.4
96	-3	Cointreau	Liqueurs	Rémy Cointreau	France	2.2%	0%	49%	-5%	2.7	3.3	5.3	4.7	6.1	5.0	6.1	5.7
97	-11	Eristoff	Georgian Vodka	Bacardi Martini	Russia	2.2%	-1%	42%	-4%	2.9	4.3	4.7	4.0	4.1	4.0	4.3	4.9
98	-4	Nicolas Feuillatle	Champagne	CV-CNF	France	2.1%	0%	47%	-4%	5.0	4.4	4.4	4.3	4.6	4.6	5.0	5.0
99	13	Bushmills	Blended Irish Whiskey	Diageo	Ireland	2.1%	0%	58%	2%	3.9	6.1	5.9	5.9	5.6	5.7	6.9	6.4
100	1	Taittinger	Champagne	Taittinger	France	2.1%	0%	55%	-3%	3.7	4.7	5.7	5.3	5.7	5.9	7.0	6.0



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