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BEGINS

Emerging market brands beginning to dominate spirits world, according to new report

Spirit brands from developing countries were the toast of the drinks world last year, according to the **Drinks International Millionaires' Club** report, published today. Brands from emerging markets made up 12 out of the top 15 largest selling spirit brands in 2013 according to this year's Millionaires' Club from Drinks International.

The Millionaires' Club is Drinks International's annual survey of the world's largest selling million-case spirit brands. The overall picture is that the world of big spirits is in rude health, with 17 of the top 20 global brands posting sales growth, and 6 of these showing growth of the double-digit variety.

Jinro Soju from Korea remains top of the list with an eye-watering 65 million cases sold, more than double the second place Emperador brandy from the Philippines. International brands Smirnoff and Bacardi perform strongly in 3rd and 6th place respectively, although Bacardi is in danger of losing its coveted position as the world's largest selling rum as Philippines brand Tanduay closed to within 200,000 cases in 2012. Success of brands from the Philippines continues into the gin sector with Ginebra San Miguel gin becoming not only the largest selling in this category but also the 5th largest brand overall.

In the whisky sector, Diageo's Johnnie Walker brand has lost the top spot to McDowell's No.1 from Indian giant United Spirits, despite a barnstorming year where the iconic global Scotch posted a 5% sales increase. Earlier this year Diageo announced a partial takeover of United Spirits through the purchase of a stake from major shareholder Vijay Mallya.

Hamish Smith the publications editor said: "The Millionaires' Club 2013 concludes a story that has been quietly unfolding for years. The story that Scotland no longer makes the world's best-selling whisky; that the biggest brandies and gins don't come from France, the UK, or the US but from the Philippines and India; that Bacardi - so long the transcendent spirit - is being overrun in the confines of its own category."

Richard Halstead, Intellima's project director for the Millionaires' Club supplement, said: "It's clear that a fundamental power shift is underway in global spirits. Brands from developed world countries may still rule the roost in terms of value and brand recognition, but the exciting growth stories are all coming out of the developing world, such as South America, Asia and the Philippines."

Intellima compiled this year's Millionaires' Club over a 3 month period by contacting a variety of producers, distributors, PR intermediaries etc. from all four corners of the globe. Where information from the company itself was incomplete or unavailable we differed to reliable secondary data such as public company reports, press releases or interviews in the media where company officers disclosed sales data.

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Report details:

Link to the full report can be found [here](#)

About Intellima:

Intellima is a sister business to [Wine Intelligence](#) that conducts insights and strategy consulting work across several sectors, mainly in alcoholic beverage and specialty food. Using similar research techniques, and with the same group of researchers that inform Wine Intelligence reports and client projects, Intellima is our way of applying techniques and experience from the wine sector into adjacent, similar business sectors, and also a way of bringing the best ideas together for the benefit of our clients. Intellima-branded reports typically draw their inspiration from multiple categories, and countries, and try to derive conclusions and insights that have a broader relevance.

Contact:

Richard Halstead, +44 (0) 20 7378 1277 or richard@intellima.co.uk