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## PRESS RELEASE

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### Emperador edges into second place, but Jinro maintains the top spot in IWSR's Real 100.

Emperador brandy became the second-largest spirits brand in the world in 2013, according to the IWSR's Real 100 ranking of the largest spirits brands in the world. Global volumes of Emperador grew by nearly 2m nine-litre cases, while volumes of Thai spirit, Ruang Kao slipped back. However, the Emperador brand, whose owner recently acquired Whyte & Mackay, is still less than half the size of the world's largest spirit brand Jinro, despite the number one soju brand losing volumes in 2013.

Eight of the top 10 brands are local super-giants, predominantly selling in their local markets, all of which are in the Asia-Pacific region.

The largest-growing brands on the Real 100 list are Indian whisky brands Officer's Choice and McDowell's, showing India's growing thirst for Western-style spirits. Last year's 7<sup>th</sup>-placed brand McDowell's posted growth of 4m cases, moving the brand to 6<sup>th</sup> place. Officer's Choice surpassed this, growing by nearly 5.5m cases to overtake McDowell's and become the world's largest whisk(e)y brand.

Johnnie Walker, the largest Scotch whisky, was also helped by healthy growth in India and South Africa. It moved two places up the ranking to number eight, closely followed by Celebration rum, which also jumped up two places.

Johnnie Walker is one of nine Diageo brands on the Real 100 list, equalling USL's nine brands which include Celebration rum and McDowell's. Diageo's acquisition of a controlling shareholding in USL in 2013 means the combined entity has 18 brands in the list. Beam Suntory has five brands on the list after Suntory's recent \$16bn acquisition of Beam Inc. Pernod Ricard has 11 brands in the list with Indian whisky Royal Stag ranking highest.

Thai Beverage now has two brands in the top 10 as Hong Tong 'liquor' moved up with 13% growth. Bacardi fell from the top 10 as sales declined. It is the highest ranking of the four brands in the list for Bacardi-Martini.

With Bacardi's departure from the top 10, only Smirnoff and Johnnie Walker are recognisable international brands, showing the continued dominance of local super brands. Sixty-three of the 100 brands on the list derive 90% or more of their sales from their domestic market.

### Top 10 spirits from the IWSR's Real 100 list

Rank/Brand	Category	Owner	Volume 2009	Volume 2012	Volume 2013	% change 2013 on '12
1 Jinro Soju	Shochu/Soju	Hite	67,361.6	67,710.1	65,660.0	-3.0
2 Emperador	Other brandy	Alliance Global	7,100.0	30,000.0	31,950.0	6.5
3 Ruang Kao	Other spirits	Thai Beverage	31,900.0	31,500.0	30,870.0	-2.0
4 Smirnoff	Vodka	Diageo	23,909.7	26,117.6	25,751.3	-1.4
5 Officer's Choice	Other whisk(e)y	ABD	12,277.0	18,705.3	24,164.3	29.2
6 McDowell's	Other whisk(e)y	USL/Diageo	13,040.0	19,273.3	23,291.3	20.8
7 Chum Churum	Shochu/Soju	Lotte	16,773.0	21,273.0	21,814.0	2.5
8 Johnnie Walker	Scotch whisky	Diageo	14,879.8	18,847.1	19,288.3	2.3
9 Celebration	Rum	USL/Diageo	11,156.8	17,657.3	18,904.0	7.1
10 Hong Tong 'Liquor'	Other spirits	Thai Beverage	6,500.0	16,375.0	18,500.0	13.0

Source: The IWSR Database 2014

Units: 000's nine-litre cases

The full Real 100 list is published exclusively in the July issue of *the IWSR Magazine*.

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**About the IWSR**

The IWSR is the leading source of analysis on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer and RTDs by volume and value, and provides insight into short- and long-term trends. Our data is used by all of the largest multinational wine and spirits companies, as well as many more local companies.

The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. The IWSR conducts face-to-face interviews with 1,500 companies in 118 countries each year, with further input from 350 companies. The IWSR tracks overall consumption and trends at brand, quality and category level.