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IWSR Top 100: World's Fastest-Growing Spirits Brands Collectively Gain 11% Volume in 2018

Growth of Leading Brands Far Outpaces Total Global Spirits Category, According to IWSR Drinks Market Analysis Research

London – The world's top 100 fastest-growing spirits brands, categorised by their respective case volume growth last year, collectively grew by 11%, compared to total global category growth of 0.8% in 2018. Those 100 leading brands, across all the major spirits categories, represent 690.5m nine-litre cases of the world's total 3.17bn cases of spirits.

These figures – and more than 1.5m other points of data – are included in the just-released IWSR Drinks Market Analysis Global Database.

The top-selling brand in the world, which is also the product that added the most cases to its total volume last year, was Korea's Jinro soju, growing 6.4% to a total of 80.9m cases. (Interestingly, Jinro sells 47m more cases than the next-largest brand in the world, Officer's Choice whisky, which posted 33.8m cases last year, an increase of 5.6%.) The majority of brands that top the list of fastest-growing are national or regional products, including soju, baijiu, and Indian whisky.

"Though we saw a decline in beer and wine consumption last year, brands in the spirits category continue to enjoy great consumer loyalty," says Mark Meek, the IWSR's CEO. "It's particularly interesting to see the growth of gin brands, the category which experienced the largest gain in global beverage alcohol consumption in 2018."

Press contact: Greg Cohen – greg.cohen@theiwsr.com, +1 917 714 8237

Other enquiries: enquiries@theiwsr.com

About the IWSR

The IWSR is the leading source of data and intelligence on the alcoholic beverage market. The IWSR's database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, and mixed drinks by volume and value in 157 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts. The IWSR tracks overall consumption and trends at brand, price segment and category level. Our data is used by the major international wine, spirits and beer companies, as well as financial and alcoholic beverage market suppliers. The IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. Our analysts travel the world in order to meet over 1,600 local professionals to capture market trends and the 'why' behind the numbers.

Top 100 Spirits Brands, Ranked by Absolute Volume Growth*:

Source: IWSR 2019

#	Brand	Owner	Category	% Change 2017 to 2018
1	Jinro Soju	Hite-Jinro	National Spirits	6.4%
2	Imperial Blue Whisky	Pernod Ricard	Whisky	19.4%
3	Royal Stag Whisky	Pernod Ricard	Whisky	15.5%
4	Chum Churum Soju	Lotte	National Spirits	10.3%
5	McDowell's Whisky	Diageo	Whisky	7.8%
6	Tanduay Rum	Tanduay	Rum	12.1%
7	Magic Moments Vodka	Radico Khaitan	Vodka	48.0%
8	McDowell's Brandy	Diageo	Brandy	17.8%
9	Officer's Choice Whisky	ABD	Whisky	5.6%
10	Jing Jiu Baijiu	Jing Brand	National Spirits	11.5%
11	8 PM Whisky	Radico Khaitan	Whisky	28.0%
12	Bangalore Malt Whisky	John Distillers	Whisky	44.1%
13	Gordon's Gin	Diageo	Gin and Genever	27.8%
14	Tito's Vodka	Tito's	Vodka	18.6%
15	Original Choice Whisky	John Distillers	Whisky	11.9%
16	Nemiroff Vodka	Nemiroff	Vodka	40.3%
17	Sterling Reserve Whisky	ABD	Whisky	3,928.8%
18	Royal Green Whisky	AST	Whisky	97.5%
19	Men's Club Brandy	Diageo	Brandy	90.4%
20	Blender's Pride Whisky	Pernod Ricard	Whisky	15.0%
21	Aperol Aperitif	Campari	Flavoured Spirits	22.6%
22	Urozhay Vodka	Roust	Vodka	215.4%
23	Royal Challenge Whisky	Diageo	Whisky	19.0%
24	Jim Beam Whiskey	Beam Suntory	Whisky	9.5%
25	Mansion House Brandy	Tilaknagar	Brandy	21.7%
26	Hong Thong	Thai Beverage	Other Spirits	3.8%
27	G.S.M. Blue Gin	San Miguel	Gin and Genever	12.9%
28	San Miguel Gin	San Miguel	Gin and Genever	6.1%
29	Yanghe Baijiu	Jiangsu Yanghe	National Spirits	14.9%
30	Johnnie Walker Scotch	Diageo	Whisky	3.6%
31	Tanqueray Gin	Diageo	Gin and Genever	19.1%
32	Alfonso Brandy	Medina	Brandy	49.9%
33	Jack Daniel's Whiskey	Brown-Forman	Whisky	3.8%
34	Zubrówka Vodka	Roust	Vodka	10.8%
35	Jameson Whiskey	Pernod Ricard	Whisky	8.9%
36	Yamskaya Vodka	Roust	Vodka	187.6%
37	Pervak Vodka	Global Spirits	Vodka	56.8%
38	Grand Royal Whisky	International Beverages Trading	Whisky	7.8%
39	Stareishina Brandy	Alvisa	Brandy	64.9%
40	Velho Barreiro Cachaça	Tatuzinho	Cane	6.9%
41	Khortytza Vodka	Global Spirits	Vodka	5.6%
42	Seaman Schnapps	Nigeria Distilleries	National Spirits	33.3%
43	Crown Royal Whisky	Diageo	Whisky	6.7%
44	Arkhangelskaya Vodka	Beluga Group	Vodka	123.1%
45	Haywards Whisky	Diageo	Whisky	4.4%
46	Bagpiper Whisky	Diageo	Whisky	5.8%
47	Courrier Brandy	Tilaknagar	Brandy	47.4%
48	Ballantine's Scotch	Pernod Ricard	Whisky	5.5%
49	Baileys Cream Liqueur	Diageo	Flavoured Spirits	5.5%
50	Soplica Vodka	Roust	Vodka	26.1%

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Top 100 Spirits Brands, Ranked by Absolute Volume Growth* (Continued...):

Source: IWSR 2019

#	Brand	Owner	Category	% Change 2017 to 2018
51	Moutai Baijiu	Kweichow Moutai	National Spirits	5.4%
52	Action	Intercontinental Distillers Ltd	Flavoured Spirits	28.0%
53	Black & White Scotch	Diageo	Whisky	14.7%
54	Wuliangye Baijiu	Wuliangye Yibin	National Spirits	19.9%
55	Old Port XXX Rum	Amrut	Rum	19.1%
56	Bombay Gin	Bacardi	Gin and Genever	7.7%
57	Don Julio Tequila	Diageo	Agave-Based Spirits	26.3%
58	Rockford Reserve Whisky	Modi	Whisky	66.7%
59	Old Monk Rum	Mohan Meakin	Rum	7.3%
60	Ketel One Vodka	Diageo	Vodka	11.9%
61	Yeni Raki	Diageo	Flavoured Spirits	8.5%
62	Cuervo Tequila	Proximo	Agave-Based Spirits	4.3%
63	Captain Jack Rum	Stellar Beverage Co	Rum	41.3%
64	Taaka Vodka	Sazerac	Vodka	19.8%
65	Martell Cognac	Pernod Ricard	Brandy	10.8%
66	Ruang Khao	Thai Beverage	Other Spirits	0.8%
67	Cachaça do Barril	Industria de Bebidas Pirassununga	Cane	17.1%
68	Fireball Cinnamon Shot Whisky	Sazerac	Whisky	4.0%
69	Guojiao 1573 Baijiu	Luzhou Laojiao	National Spirits	37.0%
70	Khoday's Rum	Khoday	Rum	11.7%
71	Rémy Martin Cognac	Rémy Cointreau	Brandy	12.1%
72	Beefeater Gin	Pernod Ricard	Gin and Genever	8.6%
73	Best Gin	Westside	Gin and Genever	34.8%
74	Jägermeister Bitters	Mast-Jägermeister	Flavoured Spirits	3.1%
75	Signature Whisky	Diageo	Whisky	11.3%
76	Tory's Whisky	Beam Suntory	Whisky	17.5%
77	Berliner Luft Peppermint Liqueur	Schilkin	Flavoured Spirits	69.0%
78	Honey Bee Brandy	Diageo	Brandy	5.1%
79	Empee's Brandy	Empee's	Brandy	16.7%
80	Hanoi Vodka	Halico	Vodka	25.0%
81	Kpoo Keke	Liberty Industries Ventures	Flavoured Spirits	20.0%
82	Royal Club Whisky	MDG	Whisky	12.5%
83	Russian Standard Vodka	Roust	Vodka	6.1%
84	Suntory Whisky	Beam Suntory	Whisky	4.5%
85	Bacardi Rum	Bacardi	Rum	1.2%
86	Kibao Vodka	KWAL	Vodka	114.7%
87	Old Buck Gin	Distell	Gin and Genever	50.4%
88	Tullamore Dew Whiskey	William Grant & Sons	Whisky	15.9%
89	Tekirdag Raki	Diageo	Flavoured Spirits	66.2%
90	Maker's Mark Bourbon	Beam Suntory	Whisky	9.3%
91	Tsarskaya Vodka	Ladoga	Vodka	17.2%
92	Bulleit Whiskey	Diageo	Whisky	12.9%
93	Rancho Escondido Cane	Grupo Corona	Cane	5.2%
94	Hendrick's Gin	William Grant & Sons	Gin and Genever	16.6%
95	Director's Special Whisky	Diageo	Whisky	2.9%
96	Shustov Brandy Range	Global Spirits	Brandy	28.3%
97	Casamigos Tequila	Diageo	Agave-Based Spirits	79.4%
98	Havana Club Rum	Pernod Ricard	Rum	3.7%
99	Gorbatschow Vodka	Henkell Freixenet	Vodka	13.7%
100	Brugal Rum	Edrington	Rum	5.7%
TOTAL				10.8%

*Absolute volume growth is calculated on the actual increase of the number of nine-litre cases that each brand grew (regardless of brand total volume size) globally between 2017 and 2018. In some instances, these may be brands that grew quickly from a relatively small base of total case volume. Percent change, represented here, is based on the brand's total global volume growth 2017 to 2018.