

THE SPIRITS RANKING

The full listing of all this year's Millionaire risers and fallers

Full Listing

BRAND	OWNER	CATEGORY	2018	2019	2020	2021	2022	GROWTH
1 Jinro	Hite Jinro	Soju	78.0	86.3	95.3	94.5	100.9	6.8%
2 Ginebra San Miguel	San Miguel	Gin	24.1	28.9	31.2	36.7	37.9	3.3%
3 McDowell's Whisky	Diageo/United Spirits	Indian whisky	29.0	30.7	25.7	30.1	30.8	2.3%
4 Smirnoff	Diageo	Vodka	26.0	25.6	23.0	26.5	28.1	6.0%
5 Tanduay	LT Group	Rum	20.1	20.5	23.9	23.7	27.5	16.0%
6 Royal Stag	Pernod Ricard	Indian whisky	21.6	22.0	18.5	22.4	27.1	21.0%
7 Imperial Blue	Pernod Ricard	Indian whisky	22.7	26.3	21.3	24.1	24.0	-0.4%
8 Johnnie Walker	Diageo	Scotch whisky	18.9	18.4	14.1	19.2	22.7	18.2%
9 Emperador	Emperador Distillers	Brandy	25.3	25.1	23.6	23.2	21.8	-6.0%
10 Bacardi	Bacardi	Rum	17.1	17.8	17.7	19.2	21.1	9.9%
11 Jack Daniel's	Brown-Forman	American whiskey	13.3	12.3	12.3	13.5	14.6	8.1%
12 Absolut	Pernod Ricard	Vodka	11.3	11.2	9.6	11.7	13.0	11.1%
13 Captain Morgan	Diageo	Rum	11.7	11.9	11.9	12.7	12.9	1.6%
14 Tito's Handmade Vodka	Tito's	Vodka	7.4	8.8	10.4	11.0	11.6	5.5%
15 Jameson	Pernod Ricard	Irish whiskey	7.5	8.1	7.7	9.6	11.1	15.6%
17 Blenders Pride	Pernod Ricard	Indian whisky	7.3	7.7	6.6	8.0	9.5	18.8%
18 Jägermeister	Mast-Jägermeister	Herbal liqueur	7.5	8.5	7.0	7.3	9.4	28.8%
19 Khortyt'sa Vodka	Global Spirits	Vodka	8.9	9.8	10.4	10.9	9.4	-13.8%
20 Ballantine's	Pernod Ricard	Scotch whisky	7.4	7.7	7.0	8.7	9.2	5.7%
21 8PM	Radico Khaitan	Indian whisky	7.7	8.6	8.4	9.6	9.1	-5.2%
22 McDowell's No.1 Celebration	Diageo/United Spirits	Rum	11.2	10.8	8.1	8.8	8.8	0.0%
23 Baileys	Diageo	Liqueur	7.1	7.4	7.1	8.8	8.8	0.0%
24 Aperol	Gruppo Campari	Bitters	4.9	5.8	5.4	7.1	8.8	23.9%
25 Hlibny Dar	Bayadera Group	Vodka	7.5	8.0	8.5	9.2	8.6	-6.5%
26 Crown Royal	Diageo	Canadian whisky	7.3	7.9	8.1	9.0	8.4	-6.7%
27 Hennessy	LVMH	Cognac	7.3	8.0	7.9	8.6	7.9	-8.1%
28 Gordon's	Diageo	Gin	6.5	6.7	6.7	7.4	7.7	4.1%
29 Royal Challenge	Diageo/United Spirits	Indian whisky	5.6	5.5	4.3	4.7	7.2	53.2%
30 Ichiko	Sanwa Shurui	Shochu	7.2	7.0	7.1	6.7	7.1	6.0%
31 Mansion House Brandy	Tilaknagar Industries	Brandy	4.1	4.8	4.7	4.5	7.1	57.8%
32 Morosha	Global Spirits	Vodka	3.6	6.2	7.0	7.9	6.2	-21.5%
33 Suntory Kakubin	Suntory Spirits	Japanese whisky	5.0	5.2	5.1	5.2	6.1	17.3%
34 Tanqueray	Diageo	Gin	4.0	4.5	4.1	5.6	5.5	-1.8%
35 Bombay	Bacardi	Gin	4.3	4.7	4.3	4.4	5.2	18.2%
36 Chivas Regal	Pernod Ricard	Scotch whisky	4.5	4.4	3.2	4.1	5.2	26.8%
37 Malibu	Pernod Ricard	Liqueur	3.7	3.9	4.4	4.9	4.8	-2.0%
38 Magic Moments	Radico Khaitan	Vodka	4.0	4.2	3.5	3.7	4.8	29.7%
39 Ricard	Pernod Ricard	Anise	4.7	4.3	4.1	4.3	4.6	7.0%
40 Havana Club	Pernod Ricard	Rum	4.6	4.6	4.1	4.3	4.6	7.0%
41 Campari	Gruppo Campari	Bitters	3.3	3.4	3.1	3.9	4.5	15.4%

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BRAND	OWNER	CATEGORY	2018	2019	2020	2021	2022	GROWTH
42 Old Admiral	Radico Khaitan	Brandy	3.1	3.8	3.7	3.8	4.3	13.2%
43 Grey Goose	Bacardi	Vodka	3.6	3.6	2.9	3.9	4.2	7.7%
44 Grant's	William Grant & Sons	Scotch whisky	4.6	4.2	3.6	4.1	4.2	2.4%
45 Pyat Ozer	Alcohol Siberian Group	Vodka	4.3	4.3	4.1	4.1	4.2	1.3%
46 Arkhangelskaya	Beluga Group	Vodka	0.8	1.6	3.0	3.4	4.0	17.6%
47 Derevenka	Saranskiy Distillery	Vodka	1.8	2.3	3.3	3.5	3.9	11.4%
48 Don Julio	Diageo	Tequila	1.5	1.7	1.8	2.7	3.9	44.4%
49 Beefeater	Pernod Ricard	Gin	3.1	3.4	2.7	3.3	3.8	15.2%
50 Ypioca	Diageo	Cachaca	4.7	4.5	4.2	3.6	3.7	2.8%
51 Black & White	Diageo	Scotch whisky	2.7	2.8	2.9	3.2	3.6	12.5%
52 Dewar's	Bacardi	Scotch whisky	2.8	3.0	2.6	2.8	3.5	25.0%
53 Kanoka	Asahi Brewery	Japanese whisky	3.4	3.4	3.6	3.4	3.5	2.9%
54 Patrón	Bacardi	Tequila		2.8	3.1	3.2	3.5	9.4%
55 Vino Kulafu	San Miguel	Chinese wine	3.2	3.2	3.4	3.2	3.5	9.4%
56 William Lawson's	Bacardi	Scotch whisky	3.3	3.3	3.3	3.4	3.5	2.9%
57 Belenkaya	Beluga Group	Vodka	3.0	3.5	3.9	3.4	3.4	0.0%
58 Skyy	Gruppo Campari	Vodka	3.7	3.6	3.2	3.3	3.4	3.0%
59 Black Nikka Clear	Nikka Whisky	Japanese whisky	3.2	3.4	3.3	3.3	3.3	0.0%
60 Ketel One	Diageo/Nolet Spirits	Vodka	2.8	2.8	2.7	3.4	3.2	-5.9%
61 Casamigos	Diageo	Tequila	0.4	0.6	1.1	2.2	3.2	45.5%
62 Evan Williams	Heaven Hill	American whiskey	2.6	2.8	3.0	3.1	3.1	0.0%
63 Royal Green	ADS Spirits	Indian whisky	2.1	2.3	2.5	2.7	3.1	14.8%
64 Director's Special	Diageo/United Spirits	Indian whisky	4.2	4.2	3.1	2.9	3.0	3.4%
65 Torsys	Suntory Spirits	Japanese whisky	2.3	2.6	2.9	2.9	2.9	0.0%
66 J&B	Diageo	Scotch whisky	3.2	3.0	2.3	2.8	2.9	3.6%
67 BPM Premium Black	Radico Khaitan	Indian whisky	0.2	0.6	1.0	1.8	2.8	55.6%
68 GSM Blue	San Miguel	Gin		1.2	1.3	1.7	2.8	64.7%
69 William Peel	Marie Brizard Wine & Spirits	Scotch whisky	2.9	2.8	2.8	2.7	2.7	0.0%
70 White Horse	Diageo	Scotch whisky	1.6	1.8	2.1	2.6	2.7	3.8%
71 Barceló	Rones Finos del Caribe (ROFICA)	Rum	2.2	2.1	2.1	2.4	2.7	12.5%
72 Orijin Bitters	Diageo	Bitters	1.3	1.6	1.9	2.1	2.7	28.6%
73 Finlandia	Brown-Forman	Vodka	3.0	2.9	2.4	2.6	2.6	0.0%
74 Koztska Rada	Bayadera Group	Vodka	1.5	1.7	2.2	2.5	2.6	4.0%
75 Label 5	La Martiniquaise	Scotch whisky	2.6	2.7	2.6	2.6	2.5	-3.8%
76 Seagram's Gin	Pernod Ricard	Gin	2.6	2.6	2.5	2.4	2.5	4.2%
77 Buchanan's	Diageo	Scotch whisky	1.7	1.8	1.5	2.3	2.5	8.7%
78 Signature	Diageo/United Spirits	Indian whisky	2.3	2.3	1.9	2.0	2.5	25.0%
79 Nemiroff	Nemiroff	Vodka	4.7	4.3	5.0	5.6	2.4	-57.1%
80 Martell	Pernod Ricard	Cognac	2.6	2.6	1.9	2.6	2.3	-11.5%
81 Yeni Raki	Diageo	Raki	3.0	2.5	2.1	2.3	2.3	0.0%
82 Passport	Pernod Ricard	Scotch whisky	1.7	1.7	1.8	2.0	2.2	10.0%
83 JD Tennessee Honey	Brown-Forman	American whiskey	1.7	1.9	2.0	2.2	2.1	-4.5%
84 Bulleit	Diageo	American whiskey	1.6	1.7	1.8	1.7	2.1	23.5%
85 Burnett's Vodka	Heaven Hill	Vodka	2.8	2.8	2.5	2.2	2.0	-9.1%
86 Ciroc	Diageo	Vodka	2.1	1.8	1.7	2.2	2.0	-9.1%
87 Wodka Gorbatschow	Henkell Freixenet	Spirits	1.6	1.7	1.8	1.9	2.0	5.3%
88 Deep Eddy Vodka	Heaven Hill	Vodka	1.3	1.4	1.5	1.8	2.0	11.1%
89 100 Pipers	Pernod Ricard	Scotch whisky	1.5	1.6	1.3	1.7	2.0	17.6%
90 Pervak Vodka	Global Spirits	Vodka	1.2	1.4	1.5	1.6	2.0	25.0%
91 Wyborowa	Pernod Ricard	Vodka	1.7	1.8	1.5	1.8	1.9	5.6%
92 Wild Turkey	Gruppo Campari	American whiskey	1.6	1.6	1.7	1.8	1.9	5.6%
93 Chrome Vodka	Diageo	Vodka	0.7	1.2	1.1	1.3	1.9	46.2%
94 Bell's	Diageo	Scotch whisky	2.2	1.9	2.1	2.3	1.8	-21.7%
95 Sir Edward's	La Martiniquaise	Scotch whisky	1.6	1.8	1.8	1.9	1.8	-5.3%
96 Kahlua	Pernod Ricard	Liqueur	1.6	1.6	1.6	1.8	1.8	0.0%

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97 Black Velvet	Heaven Hill	Canadian whisky	1.9	1.9	1.8	1.7	1.7	0.0%
98 Poliakov	La Martiniquaise	Vodka	1.5	1.5	1.6	1.7	1.7	0.0%
99 Seagram's 7	Diageo	American whiskey	2.3	1.9	1.9	1.7	1.7	0.0%
100 The Glenlivet	Pernod Ricard	Scotch whisky	1.2	1.3	1.2	1.5	1.7	13.3%
101 El Jimador	Brown-Forman	Tequila	1.3	1.4	1.3	1.4	1.7	21.4%
102 Eristoff	Bacardi	Vodka	1.6	1.6	1.1	1.4	1.6	14.3%
103 Tsar	Beluga Group	Vodka	1.9	1.8	1.7	1.7	1.6	-5.9%
104 Glenfiddich	William Grant & Sons	Scotch whisky	1.4	1.5	1.2	1.4	1.6	14.3%
105 Hendrick's	William Grant & Sons	Gin	1.3	1.4	1.0	1.3	1.6	23.1%
106 Woodford Reserve	Brown-Forman	American whiskey	0.7	0.9	1.0	1.2	1.6	33.3%
107 Shustov	Global Spirits	Brandy	0.8	1.2	1.3	1.6	1.6	0.0%
108 Tsarskaya/Imperial	Ladoga Group	Vodka	1.3	1.5	1.4	1.4	1.6	14.3%
109 Ramazzotti	Pernod Ricard	Bitter	1.0	1.1	1.1	1.3	1.5	15.4%
110 Old Parr	Diageo	Scotch whisky	1.0	1.0	0.7	1.2	1.5	25.0%
111 Tullamore Dew	William Grant & Sons	Irish whiskey	1.3	1.4	1.2	1.5	1.4	-6.7%
112 Clan Campbell	Pernod Ricard	Scotch whisky	1.5	1.4	1.3	1.3	1.4	7.7%
113 Bulbash	Zavod Bulbash	Vodka	1.7	1.3	1.4	1.3	1.4	7.7%
114 Contessa	Radico Khaitan	Rum	1.5	1.4	1.1	1.3	1.3	0.0%
115 Shui Jing Fang	Diageo	Baijiu	0.8	1.0	0.9	1.2	1.3	8.3%
116 Espolòn	Gruppo Campari	Tequila			0.9	1.1	1.3	18.2%
117 Husky Vodka	Alcohol Siberian Group	Vodka	0.9	1.1	0.9	0.9	1.3	44.4%
118 Belaya Beriozka Vodka	Alcohol Siberian Group	Vodka	0.6	0.7	0.7	0.9	1.3	44.4%
119 VAT 69	Diageo	Scotch whisky	1.3	1.3	1.1	1.3	1.2	-7.7%
120 Gilbey's Gin	Diageo	Gin	0.6	0.6	0.6	1.0	1.2	20.0%
121 McDowell's Brandy	Diageo/United Spirits	Brandy	1.4	1.3	1.1	1.1	1.1	0.0%
122 Christian Brothers Brandy	Heaven Hill	Brandy	1.1	1.1	1.1	1.2	1.1	-8.3%
123 Appleton Estate	Gruppo Campari	Rum	1.1	1.1	1.0	1.1	1.1	0.0%
124 Olmeca Altos	Pernod Ricard	Tequila	0.9	1.0	0.9	1.1	1.1	0.0%
125 Torres Brandy	Miguel Torres	Brandy	1.3	1.3	1.0	1.1	1.1	0.0%
126 Svayak	JSC Minsk Grape Wine Factory	Vodka	1.3	1.3	1.0	1.0	1.1	10.0%
127 Black Dog	Diageo/United Spirits	Scotch whisky	0.6	0.7	0.5	0.7	1.1	57.1%
128 Cazadores	Bacardi	Tequila		0.7	0.7	1.0	1.0	0.0%
129 Montilla	Pernod Ricard	Rum	1.0	1.0	0.9	1.2	1.0	-16.7%
130 Kedrovitsa Vodka	Alcohol Siberian Group	Vodka	0.7	1.0	1.1	1.1	1.0	-9.1%
131 Sobieski	Marie Brizard Wine & Spirits	Vodka	1.5	1.2	1.1	1.0	1.0	0.0%
132 Grand Marnier	Gruppo Campari	Liqueur	1.0	0.9	0.9	1.0	1.0	0.0%
133 Bushmills	Proximo Spirits	Irish whiskey	0.8	0.8	0.8	0.9	1.0	11.1%
134 Courier Napoleon Brandy	Tilaknagar Industries	Brandy	1.1	1.2	0.6	0.7	1.0	42.9%

Non Disclosure

BRAND	OWNER	CATEGORY	2018	2019	2020	2021	2022
Jim Beam	Beam Suntory	American whiskey	9.7	10.4	10.7	10.9	non-disclosure
Maker's Mark	Beam Suntory	American whiskey	2.2	2.4	2.4	2.6	non-disclosure
Canadian Club	Beam Suntory	Canadian whisky	2.0	2.0	2	1.9	non-disclosure
Rémy Martin	Rémy Cointreau	Cognac	2.3	2.2	2.2	non-disclosure	non-disclosure
Courvoisier	Beam Suntory	Cognac	1.4	1.4	1.4	1.5	non-disclosure
Larios	Beam Suntory	Gin	1.5	1.5	1	1.3	non-disclosure
Bagpiper	Inbrew Beverages	Indian whisky	5.6	6.1	5.3	5.6	non-disclosure
Old Tavern	Inbrew Beverages	Indian whisky	6.2	5.3	4.5	4.4	non-disclosure
Teacher's Highland Cream	Beam Suntory	Scotch whisky	1.3	1.5	1.5	1.5	non-disclosure
Hornitos	Beam Suntory	Tequila	1.3	1.3	1.6	1.7	non-disclosure
Sauza	Beam Suntory	Tequila	2.7	2.2	1.5	1.0	non-disclosure
Pinnacle	Beam Suntory	Vodka	2.5	2.5	2.5	2.3	non-disclosure