

# Distillery modern Age



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## Interbrand Best Global Brands 2017

Interbrand has released its *Best Global Brands 2017 Report*. On the spirits side, Jack Daniel's is the most valuable spirits brand at #82 on the list with a value of \$5.3 billion. Jonnie Walker is #96 with a value of \$4.4 billion, one place ahead of Smirnoff vodka with a value of \$4.3 billion.

### Top 100 Ranking

01	Apple	+3%	354,564 Bn	02	Google	+4%	341,500 Bn	03	Microsoft	+10%	30,909 Bn	04	Coca-Cola	-5%	46,730 Bn	05	Amazon	+20%	46,719 Bn	06	Samsung	+9%	24,248 Bn	07	Toyota	-6%	22,281 Bn	08	Facebook	+40%	46,719 Bn	09	Mercedes-Benz	+10%	27,020 Bn	10	IBM	-11%	44,420 Bn	11	Alphabet	+3%	44,256 Bn	12	McDonald's	+5%	21,020 Bn	13	Walmart	0%	41,201 Bn								
14	Disney	+5%	45,772 Bn	15	Intel	-7%	35,449 Bn	16	Cisco	+6%	24,800 Bn	17	Oracle	+3%	27,488 Bn	18	Nike	+8%	27,201 Bn	19	Louis Vuitton	+8%	22,819 Bn	20	Honda	+3%	22,819 Bn	21	SAP	+4%	22,819 Bn	22	UPS	+1%	20,491 Bn	23	Home Depot	-10%	20,491 Bn	24	ZARA	+11%	18,770 Bn	25	General Electric	-4%	18,472 Bn	26	Gilead	-6%	18,200 Bn								
27	United States Postal Service	-3%	17,787 Bn	28	UnitedHealth Group	+2%	16,416 Bn	29	JPMorgan Chase	+7%	16,387 Bn	30	Wendy's	+11%	15,749 Bn	31	Bank of America	+2%	15,273 Bn	32	Costco	+11%	14,270 Bn	33	Boeing	+5%	13,843 Bn	34	eBay	+1%	13,224 Bn	35	Netflix	+5%	13,100 Bn	36	Nextdoor	+1%	12,881 Bn	37	Accenture	+6%	12,471 Bn	38	Audi	+2%	12,020 Bn	39	Mercedes-Benz	+4%	11,204 Bn								
40	United States Postal Service	+1%	11,202 Bn	41	UnitedHealth Group	+2%	11,211 Bn	42	UnitedHealth Group	+9%	10,970 Bn	43	UnitedHealth Group	-6%	10,970 Bn	44	UnitedHealth Group	+16%	10,968 Bn	45	L'Oréal	-2%	10,970 Bn	46	Citi	+3%	10,968 Bn	47	HSBC	+1%	10,968 Bn	48	UnitedHealth Group	+6%	10,968 Bn	49	Allianz	+6%	10,968 Bn	50	Siemens	+5%	9,946 Bn	51	Gucci	+6%	9,946 Bn	52	Canon	-12%	9,788 Bn								
53	HP	-8%	9,541 Bn	54	UnitedHealth Group	+1%	9,222 Bn	55	Adidas	+17%	8,214 Bn	56	Ale	+16%	8,214 Bn	57	UnitedHealth Group	-10%	8,214 Bn	58	3M	0%	8,214 Bn	59	UnitedHealth Group	+16%	8,214 Bn	60	UnitedHealth Group	-2%	8,214 Bn	61	Sony	-1%	8,214 Bn	62	UnitedHealth Group	-1%	8,214 Bn	63	UnitedHealth Group	+4%	8,214 Bn	64	UnitedHealth Group	+1%	7,815 Bn	65	UnitedHealth Group	-2%	7,815 Bn								
66	UnitedHealth Group	+4%	7,100 Bn	67	UnitedHealth Group	+5%	7,070 Bn	68	UnitedHealth Group	+9%	6,702 Bn	69	Kia	+6%	6,681 Bn	70	UnitedHealth Group	+14%	6,670 Bn	71	UnitedHealth Group	+11%	6,300 Bn	72	FedEx	+12%	6,200 Bn	73	UnitedHealth Group	+7%	6,090 Bn	74	UnitedHealth Group	+4%	6,041 Bn	75	UnitedHealth Group	-8%	6,000 Bn	76	UnitedHealth Group	0%	5,770 Bn	77	UnitedHealth Group	+2%	5,671 Bn	78	UnitedHealth Group	+1%	5,600 Bn	79	UnitedHealth Group	+5%	5,600 Bn				
81	UnitedHealth Group	-6%	5,411 Bn	82	Paycom Software	+12%	5,400 Bn	83	UnitedHealth Group	-6%	5,366 Bn	84	UnitedHealth Group	+3%	5,202 Bn	85	UnitedHealth Group	-7%	5,202 Bn	86	New York Times	+1%	5,202 Bn	87	UnitedHealth Group	-4%	5,202 Bn	88	UnitedHealth Group	+3%	5,114 Bn	89	UnitedHealth Group	+3%	5,114 Bn	90	UnitedHealth Group	-10%	4,900 Bn	91	UnitedHealth Group	-6%	4,800 Bn	92	UnitedHealth Group	+5%	4,800 Bn	93	UnitedHealth Group	+5%	4,800 Bn	94	UnitedHealth Group	+5%	4,800 Bn	95	UnitedHealth Group	+5%	4,800 Bn
96	UnitedHealth Group	+1%	4,700 Bn	97	UnitedHealth Group	+6%	4,778 Bn	98	Prada	+16%	4,714 Bn	99	Dior	-7%	4,687 Bn	100	UnitedHealth Group	+2%	4,600 Bn	101	UnitedHealth Group	+1%	4,300 Bn	102	UnitedHealth Group	0%	4,300 Bn	103	Tesla	+1%	4,300 Bn	104	UnitedHealth Group	-2%	4,300 Bn	105	UnitedHealth Group	+1%	4,300 Bn	106	UnitedHealth Group	+1%	4,300 Bn	107	UnitedHealth Group	+1%	4,300 Bn	108	UnitedHealth Group	+1%	4,300 Bn	109	UnitedHealth Group	+1%	4,300 Bn	110	UnitedHealth Group	+1%	4,300 Bn

The report is available at [www.interbrand.com](http://www.interbrand.com).

## Craft Beverage Modernization and Tax Reform Act

"S. 236, the Craft Beverage Modernization and Tax Reform Act, re-introduced earlier this year by Sen. Ron Wyden (D-OR) and Sen. Roy Blunt (R-MN), has reached a landmark 50 co-sponsors in the Senate with 28 Democrats, 21 Republicans and one Independent, representing a clear, bipartisan groundswell of support for tax parity," according to the American Craft Spirits Association (ACSA).

H.R. 747, the companion bill introduced by Rep. Erik Paulsen (R-MN) and Rep. Ron Kind (D-WI) in the U.S. House of Representatives, which reached a majority in June, continues to rally support as well, with 278 co-sponsors as of last week, which includes three new co-sponsors gained that week alone.

The legislation would for the first time create a reduced Federal Excise Tax (FET) for craft distillers producing less than 100,000 proof gallons a year. This would provide parity with craft brewers and small vintners, who have enjoyed a reduced FET based on their smaller size for many years.

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## Recent Study Shows Dramatic Reduction in Underage Alcohol Consumption

"Underage Americans are drinking less than earlier generations but reporting concerning the latest consumption study is showing broader acceptance of marijuana, which should raise concerns for both parents and policymakers," according to a statement from the Wine & Spirits Wholesalers of America (WSWA).

WSWA President and CEO Craig Wolf said this underscores why marijuana industry advocates should step up their education and advocacy efforts and speak out on the risks of underage use and driving under the influence of marijuana.

A study published earlier this month by the journal *Child Development* is gaining significant media exposure, because it documents a dramatic reduction in the percentage of underage drinkers. The study noted that contributing to the decline was stricter law enforcement against underage drinking and DUI and evolving public attitudes due to education on the subject.

"For decades, the beverage alcohol industry has spoken with a united voice and worked to support law enforcement and regulatory efforts to fight underage drinking, support strict anti-DUI enforcement and promote positive social responsibility campaigns," Wolf said.

A September 23 article in *The Washington Post* quoted local students confirming the findings of the study but noting they were not "avoiding all mind-altering substances. Several of those interviewed said alcohol has been supplanted as the substance of choice by marijuana, which became legal to possess and consume

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## WSWA's State Law Database

The Wine & Spirits Wholesalers of America (WSWA) has created a new online database to assist industry attorneys and executives in all three tiers with detailed, up-to-date information on laws in each state and the District of Columbia. The State Law Database provides searchable information across 6,000 data points covering key topics such as consumer tasting requirements, advertising specialties, direct sales, shipping and other items.

The State Law Database, available at [www.statealcoholaw.com](http://www.statealcoholaw.com), is mobile-friendly and also includes a custom search feature where users can work with the WSWA Legal and Regulatory Affairs staff to shape and execute detailed, custom-created searches on any relevant topic or series of issues.

"Whether searching for an obscure rule or a common beverage law matter in a particular state, the WSWA State Law Database is a one-stop resource that is regularly updated and covers the entire industry and entire nation," said WSWA President and CEO Craig Wolf. "The WSWA State Law Database will be especially

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