Global Trends - Beverages

Global: Top 10 best-selling vodka brands

1. Smirnoff
2. Absolut
3. Pyat Ozer
4. Zubrowka
5. Belenkaya
6. Green Mark
7. Svedka
8. Grey Goose
9. Minsk Kristall
10. Skyy

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Global Trends - Wine Industry Key Elements

US: Punitive taxes will not solve harmful drinking

Tackling problem drinking by raising alcohol taxes is not efficient and will “simply force people to drink at a different price point”, warns the CEO of the Distilled Spirits Council of the US (Discus).

Education is the way forward if the drinks industry wants to promote social responsibility.

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