



Gustavson
School of Business
 University of Victoria



Alcohol - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Alexander Keith's	93	213	167	161	159
Baileys Irish Cream	93	301	79	189	65
Bacardi	110	301	157	132	129
Heineken	110	213	167	132	203
Sleeman	110	139	141	132	177
Stella Artois	110	256	167	112	203
Crown Royal	136	256	121	189	150
Absolut Vodka	167	301	167	248	196
Budweiser	188	237	265	189	317
Captain Morgan	188	347	218	271	213
Molson/Coors	211	181	237	218	264
Labatt	226	139	289	271	340
Smirnoff	226	382	237	314	264
Corona	279	347	265	327	264
Seagram's	294	358	296	352	292

Contact: gustavsontrust@uvic.ca