

## SPECIALIZATION

Carling O'Keefe Breweries of Canada Limited is one of three major brewing companies which together account for approximately 96% of all Canadian beer sales.

## THE COMPANY

Carling O'Keefe Breweries has 3,450 employees and operates seven breweries in Canada, with an annual production capacity of approximately 6,720,000 hectolitres. One plant is located in each of the provinces of Newfoundland, Quebec, Ontario, Manitoba, Saskatchewan, Alberta and British Columbia. In Ontario, Manitoba, Saskatchewan, Alberta and British Columbia, the company and other Canadian brewers jointly own companies for the distribution of their product and pay their respective share of operating costs based on market share. In the provinces of Quebec and Newfoundland, beer is distributed through independent distributors and company branches.



## ACTIVITIES AND PRODUCTS

The company manufactures and sells its own and licensed brands. Principal brands are Miller High Life, O'Keefe, Old Vienna, Carlsberg, Carlsberg Light, O'Keefe's Extra Old Stock and Carling Black Label. The company has recently launched Miller Lite. Exports of Old Vienna, O'Keefe and Cinci to the United States are distributed through Century Importers Inc.

Carling O'Keefe Sports was created in 1981 to function as the sports marketing arm of Carling O'Keefe Breweries.

Corporate acquisition have placed Carling O'Keefe in a leadership position in the sponsoring of sports properties in Canada.

## INTERNATIONAL EXPERIENCE

Carling O'Keefe Limited manufactures and sells brewery products in Ireland through a wholly-owned subsidiary, Beamish & Crawford plc. Annual production of this brewery, located in Cork, Republic of Ireland, is approximately 290,000 hectolitres. Beer is distributed either through independent distributors or directly to retail outlets. Principal brands are Carling Black Label, Carlsberg and Bass.

Carling O'Keefe has sold and licensed its brands internationally for many years. Black Label is produced or sold in 15 countries throughout the world and is the largest selling lager in the United Kingdom.

## INFORMATION

Enquiries are welcome and may be directed to:  
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