

SHARING TRADE SECRETS

VANCOUVER COMPANY SEES THE WORLD AS CLEARLY CANADIAN

Hard work, aggressive marketing and a distinct product have contributed to the meteoric rise of the Clearly Canadian Beverage Corporation.

Established only eight years ago in Vancouver, the 90 per cent export-based company has already seen its annual sales soar to \$175 million -- and that was five years ago.

Although current North American (excluding Mexico) sales have stabilized at \$80 million, the company is actively pursuing new markets in Europe and Asia, as well as maintaining its momentum in the U.S.A. which accounts for 70 per cent of its exports.

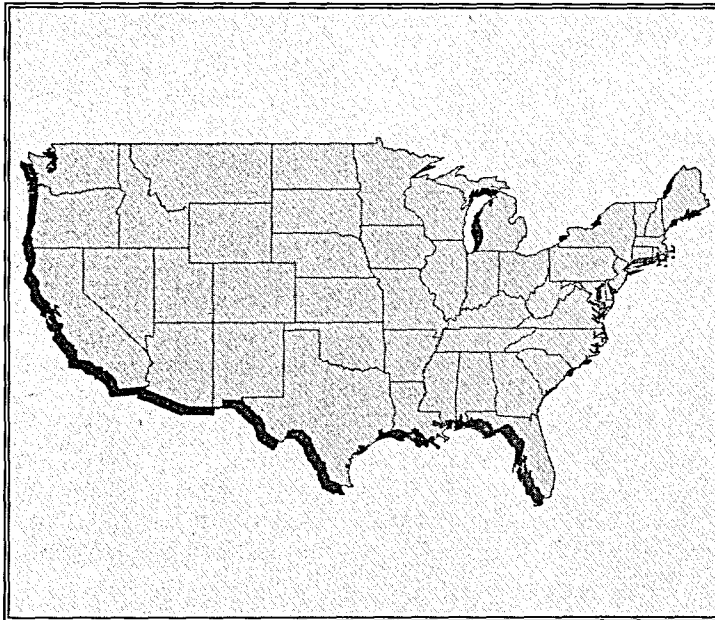
U.S. market tough
"Not that it's easy going south of the border," says Clearly Canadian's Chief Operating Officer Glen Foreman; "that's where we face a very cut-throat U.S. competition," he admits.

But the company has certain things going for it, in addition to its very distinctive products.

"For one," says Foreman, "we operate in a niche market -- which has gone from \$1 billion to \$5 billion recently -- as an alternative beverage to the various big name soft drinks.

"In addition, we bank on a very strong premium image, that of an imported Canadian product, and that in itself is quite significant," he says.

Since starting its first distributorships in California in 1988 --with less than \$2 million in sales -- Clearly Canadian is now selling in all 50 States (as well as all 10 provinces).



Follow a good game plan

How did the company spread its wings so fast?

"We have received good assistance from the Canadian Embassy," says Foreman, "in identifying solid partners; and we have also attended trade shows that are supported by the Department of Foreign Affairs and International Trade.

"In addition," he says, "when we plan a new strategy, we develop a plan and we stick to it."

Clearly Canadian makes three products, all from spring-fed water: artesian water; sparkling water; and by far the most popular, flavoured sparkling water.

For more information on the 57-employee company and its products, contact Chief Operating Officer Glen Foreman. Tel.: (604) 683-0312. Fax: (604) 683-2256.