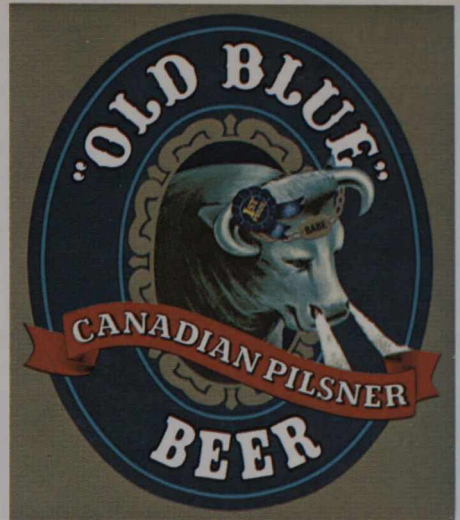


places—are Heineken's of Holland and Molson's and Labatt's of Canada. Moosehead, also of Canada, which was in seventh place last year, is moving up. Canada's share of the imports has increased steadily, from 14.7 per cent in 1970 to 33.5 per cent last year. Only the Netherlands, with 39.2 per cent, is higher. West Germany (the home of Beck's) has 10.5 per cent, Mexico has 7.2 per cent and the United Kingdom has 2.2.

Heineken's is sold in all of the United States except Hawaii and Alaska, Molson's in thirty states and Labatt's in seventeen. Molson's started in the northeastern states about ten years ago and then went south and west, leapfrogging to Florida and California. It now adds two or three new states a year.

Moosehead adopted a different strategy, spreading out across the country. It is now sold in forty-nine states (the exception is Utah, which prohibits the sale of beer with an alcoholic content of more than 3.2 per cent). It rose to tenth place among the imports in nineteen months, and took over seventh place from Carling's last year.

Uncle Ben's Brewery of Red Deer, Alberta,



began exporting its *Old Blue* only this year. It can be found in California, Washington State, Illinois, Wisconsin, Texas and Mississippi.

Comparisons

How Strong Is Canadian Beer?

(An excerpt from *The Great Canadian Beer Book*, edited by Gerald Donaldson and Gerald Lampert, published by McClelland and Stewart Ltd. in 1975.)

"How strong is Canadian beer? Some assert it is stronger than American beer while others claim that British beer is strongest.

"There are three ways to assess the alcoholic strength of beer. The first of these, most commonly used, is the 'alcoholic content by weight'—the amount of absolute alcohol by weight in any given volume of beer. By weight the alcoholic strength of ale and lager in Canada is 4 per cent, while the average American beer contains about 3.7 per cent. British beers average between 3.4 and 3.6 per cent.

"Beer may also be measured by 'alcoholic content by volume' and by this measure Canadian ale and lager have an alcoholic strength of 5 per cent. Some idea of what this means is seen when you consider that the alcoholic strength of table wine ranges between 10 and 14 per cent and that of liquors about 40 per cent."

instance, I'd say it's milder, less bitter. You can taste the hops more in European beer. The Canadian hop character is more delicate. That's pretty much a nationwide characteristic. There's more fullness in our beers than in American beers. By fullness I mean, well the feeling of having a real mouthful."

Les Jessop, former Brewing Chief of Canadian Breweries and past President of the North American Master Brewers Association.

Ale or Beer

In Quebec and Nova Scotia ale is the choice of 95 per cent of the drinkers. In Alberta, Saskatchewan, Manitoba, and British Columbia lager is preferred by the same percentage. In Ontario and the rest there are plenty of customers for both.

Where ale is preferred the early brewmasters were English or Irish. Where lager leads they were German.

In the United States, where 97 per cent drink lager, the Germans were in a clear majority.

The Canadian Taste

"If I had to use a specific word to describe the taste of Canadian beer as compared with European, for

Not So Heavy

West Germans and Czechoslovakians drink more beer than anyone.