HOW DOES THE FREE TRADE AGREEMENT AFFECT THE WINE AND DISTILLED SPIRITS INDUSTRIES?

- Preferential mark-ups for Canadian wines and spirits will be eliminated as follows:

  . for spirits: January 1, 1989; and

  . for wine: over a period of seven years, commencing on the same date.

- It will also eliminate discrimination in listing practices and extend national treatment to future changes in distribution systems.

- National treatment will be provided for retail sales of wine and spirits, with the following exceptions:

  . on-premise sale of goods produced on the premises of a distillery or winery;

  . private wine stores existing in Ontario and B.C. on October 4, 1987; and

  . Quebec's requirement for in-province bottling of wine sold in its grocery stores.

HOW DOES THE FTA BENEFIT THE WINE AND DISTILLED SPIRITS INDUSTRIES?

- The distilled spirits industry has great export potential. The FTA will place it on a secure and equal footing with the industry in the U.S. The industry was facing a protective action in the U.S., but under the FTA, its ability to compete in the U.S. market will not be inhibited.

- The Agreement will provide consumers a greater selection of wines and distilled spirits at lower prices.