

Who's on First

The fourth ingredient in Canadian beers (after malted barley, hops and water) is sports.

Sports fans, in both Canada and the United States, are more likely to drink beer than Scotch, Campari or Perrier water, not only when they're sitting in the stands but also when they're watching TV.

Canada's big breweries are much involved with professional sports, baseball, football and hockey. This summer Labatt and Carling O'Keefe will be locked in a crucial baseball series all season long. Labatt owns forty-five per cent of a major league baseball team, the Toronto Blue Jays, and sponsors their games on TV, and Carling O'Keefe sponsors the Montreal Expos.

Labatt will present the Jays on TV as well as two league championship series, the World Series and the popular feature program, "This Week in Baseball."

Carling will offer the Expos, which may give them an edge since the Expos are much more likely to get into the series than the Jays, and fans prefer to watch winners.

The rivalry between the breweries has been going on for years. From 1969 through 1977 Carling sponsored Expos' Canadian Broadcasting Corporation games in both French and English.

In 1977 Labatt began to sponsor the CBC broadcasts of the new Blue Jays. Then it bought Canadian TV rights for the Expos and sold them to the CBC with itself as sponsor, leaving Carling with only six scattered games a season on the French network.



Last year Carling moved back in. It outbid Labatt by offering \$31.5 million for the broadcast rights to the Expo games for five seasons, six times the price Labatt had paid.

Labatt kept the Blue Jay games but moved them to CTV, a privately owned network, probably to avoid the possibility of having the low-standing Jay's games bumped by CBC to make room for the high flying Expos.

Each sponsor hopes, of course, to shift the allegiance of sports fans to their beer. The stakes are high since a one per cent shift in the market is worth some \$4 million a year in sales.

A WORD FROM THE RINK

"Hockey is a sport of the people—the lunch bucket crowd, guys who slug their guts out all week long and whose only enjoyment is a few beers and a hockey game."

Derek Sanderson.

The Import Scene

The overwhelming majority of American beer drinkers drink American beer.

The United States produces more beer by far than any other country in the world. Some 172 million American barrels were sold in 1979.

The import market is tiny by comparison—4.4 million barrels—and holding steady, but there is a sharp competition among the 225 foreign brands that share the market.

The principal rivals—in first, second and third

