

Shochu sells in Japan

Two Canadian firms, Potter Distilleries of British Columbia and McGuinness Distillers of Ontario, introduced their own brands of shochu, a popular Japanese alcoholic drink, to Japan early last year and they have since become two of Canada's largest food and beverage sellers in that country.

By the end of 1985, an estimated 600 000 bottles of Potter Distilleries' Canadian Rockies and McGuinness Distillers' Canadian Rocky were sold in Japan. Both products are distilled and packaged specifically for the Japanese market and are not sold in any other country.

Designed for the market

"This is a very exciting new product for us and we're extremely pleased with the results so far," said Armand Blum, Canada's economic/commercial minister at the Canadian embassy in Tokyo. "It's an example of how one can be successful with a product designed specifically for the Japanese consumer," he added.

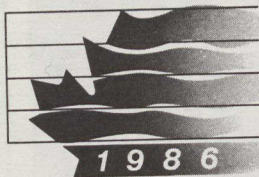


Two Canadian companies were highly successful in Japan in 1985, selling their own special brands, Canadian Rockies and Canadian Rocky, of a popular Japanese alcoholic drink, shochu.

Shochu can be distilled from a number of foods including rice, potatoes, buckwheat or even coffee or tea but the highest quality product is distilled from grain. The resulting clear spirit contains between 25 and 35 per cent alcohol.

The Japanese consume a reported 400 million litres of shochu each year.

Special year for Canadian music



Communications Minister Marcel Masse inaugurated 1986 as the International Year of Canadian Music

at the world premiere performance of Steven Gellman's *The Universe Symphony* at Roy Thomson Hall in Toronto on January 8.

At the opening ceremony, Mr. Masse said "this year will highlight the distinctive Canadian music that represents Canada to the world". He added that the events planned for the year "will help to ensure that Canadian music continues to flourish and grow, and will soon take its deserved place of honour among the world's musics".

1986 as the International Year of Canadian Music was recognized by the International body of Music Information Centres at its meeting in Como, Italy in September 1984. Other countries have been recognized in recent years.

Other celebrations

For Canada, 1986 was considered particularly appropriate to recognize and highlight Canadian music, as a number of organizations contributing to the country's music and culture are celebrating special anniversaries. They include the fiftieth anniversary of the Canadian Broadcasting Corporation (CBC); the thirty-fifth anniversary for the Canadian League of Composers; the twentieth anniversary of the founding of la Société de musique contemporaine du Québec, Canada's first new music ensemble; and the tenth anniversary of the Eckhardt-Gramatté Competitions in Brandon, Manitoba.

Musical festivities being planned for 1986 will celebrate Canadian creativity, include performances of Canadian works at home and abroad, highlight Canada's unique musical heritage, and further develop Canadian music. The year will feature revivals of outstanding Canadian musical works and the creation of new works, through concerts, special series, broadcasts, telecasts and recordings.

Musical premieres

The Toronto inauguration, described as a "spectacular performance", combined the full Toronto Symphony Orchestra conducted by Andrew Davis with the Canadian Electronic Ensemble and unique lighting and sound effects. The 45-minute composition has been described by the composer as "a voyage in space that brings together concert music and science".

Other major orchestras across Canada also inaugurated 1986 as the International Year of Canadian Music with world premieres of works by some of the country's leading composers.

The year celebrating Canadian music began in Montreal on January 17 with the premiere of Anne Lauber's oratorio *Jesus Christus*. It was performed by the Donovan Chorale, five soloists and L'orchestre métropolitain du grand Montréal conducted by Mario Bernardi. On January 23, the orchestra also premiered two other compositions, *La remontée d'Adanac ou Le Salmo Salar* by Michel-Georges Brégent and *Dans les champs y a des bibites* by Walter Boudreau.

Two major premieres in Vancouver on January 19 started the year celebrating Canadian music in the city. Pianist Robert Silverman performed the *Sonata opus 35* for solo piano by Jaques Hétu, and mezzo-soprano Phyllis Mailing and pianist Richard Epp performed *Thisness* by Istvan Anhalt.

Other premieres included the January 21 performance of *Concerto for Flute* by Peter-Paul Koprowski with flautist Per Oien and L'orchestre symphonique de Québec and a concert by Music Inter Alia in Winnipeg on January 28 with four premieres of Canadian chamber works, including Steven Chatman's *Twenty Moods of Emily* and a corporal mime performance by Guisepppe Condollo. A retrospective concert of the music of Richard Johnston is scheduled for Calgary.

Opera telecast

The Canadian Broadcasting Corporation began its tribute to music year on January 5 with a national television broadcast of the historic Canadian opera *Louis Riel*. The telecast of the original Canadian Opera Company production featured interviews with composer Harry Somers and librettist Mavor Moore.

CBC Television also dedicated to the International Year of Canadian Music the January 20 telecast of a concert in Sackville, New Brunswick featuring Jon Vickers singing on the recently released Centredisc *VICKERS*.

Other events planned to highlight the year of music are a series of ten films on Canadian composers, to be produced by Rhombus Media and the National Film Board; an international directory of groups that perform new music, to be published by the Canadian League of Composers; and a National Library of Canada display to be mounted in the foyer of the National Arts Centre during the summer, focusing primarily on contemporary music in Canada.