



Silent Sam Premium Vodka, a Schenley Canada product, has recently been introduced to the Japanese market.

their own retail prices and establishing their own marketing practices. This retail operation carried on by the provinces is of major financial importance to them. Revenues from this source amount to more than one billion dollars per year, based on spirits sales alone.

For over one hundred years, Canadian whisky has been earning respect for Canadian-made goods throughout the world. Today it stands as one of Canada's leading fully-manufactured export products. Canadian whisky exported to world markets brings over \$300 million into Canada each year. The Canadian distilling industry has grown with the nation until today it stands as a national industry of major importance to Canada. ■



Meaghers' oak-aged Canadian whisky.

EXPORTS OF CANADIAN WHISKY 1984

COUNTRY	QUANTITY IN LITRES OF ABSOLUTE ALCOHOL	VALUE IN \$,000	COUNTRY	QUANTITY IN LITRES OF ABSOLUTE ALCOHOL	VALUE IN \$,000
United Kingdom	261,672	1,930	Hong Kong	9,082	99
Austria	1,787	14	Malaysia	1,217	12
West Germany	193,091	1,530	Singapore	2,131	24
Sweden	266,565	1,177	Peoples R. China	503	12
Switzerland	15,174	136	South Korea	27,815	260
Japan	485,734	2,849	Philippines	391	3
Australia	55,607	434	Taiwan	13,561	182
New Zealand	7,280	62	Thailand	1,980	28
Argentina	470,075	2,116	Fiji	1,222	3
Bahamas	35,606	264	Brazil	195	2
Neth. Antilles	15,176	151	Venezuela	4,437	40
United States	85,232,460	349,022	Bermuda	13,386	128
Belgium-Luxemburg	114,567	798	Barbados	3,254	30
Finland	10,914	101	Jamaica	5,180	50
France	8,564	91	Leew-Wind Is.	8,256	102
Iceland	1,647	18	Trinidad-Tobago	2,202	17
Italy	46,394	447	Costa Rica	271	2
Netherlands	39,472	172	Dominican Rep.	195	2
Norway	4,015	33	Fr. West Indies	250	3
Hungary	1,000	5	Panama	9,095	71
Israel	3,509	33	Puerto Rico	16,120	164
South Africa	1,131	17	U.S. Virgin Is.	40,032	418
C. Wealth Africa NES	3,932	34	St. Pierre-Miq.	5,185	25
Spanish Africa	3,840	29			

TOTALS: QUANTITY IN LITRES OF ABSOLUTE ALCOHOL: 87,445,172
 VALUE IN \$,000: 363,142

Information published by Statistics Canada.
 NES: Not elsewhere specified.