

## SPECIALIZATION

Labatt Brewing Company is a principal operating division of John Labatt, a broadly-based, Canadian-owned company carrying on business in three major industrial groups: brewing, packaged food and agri products. Its product line includes beer, ale, malt liquor and stout.

## THE COMPANY

Labatt Brewing markets 35 brands of quality beer, ale, malt liquor and stout. The firm operates twelve plants across Canada, with a total brewing capacity of 9.6 million hectolitres.

The continued wide popularity of Labatt's national brands combined with solid regional brand performance and good success of new brand introductions such as "John Labatt Classic" and "Blue Light", have maintained Labatt's leadership in the Canadian beer market. During 1984, Labatt Brewing launched major marketing initiatives, including an important commitment to the new style bottle for its major brands.

## ACTIVITIES AND PRODUCTS

Three distinct product lines, incorporating national, regional and special brands, are brewed and marketed by Labatt's. Major national brands are "Labatt's Blue", "Labatt's 50", "Budweiser", "Labatt's Blue Light", "Labatt's Lite" and "John Labatt Classic", a premium-priced distinctively packaged beer.

"Labatt's Blue", created for the young, contemporary beer drinker, continues to be the top-selling brand in Canada for its popularity with all segments of the public.

"Labatt's 50", launched in 1950 to commemorate 50 years of service to the company by John and Hugh Labatt, quickly became a coast-to-coast success.

"Budweiser", the largest selling beer in the world, was first brewed under contract in Canada by Labatt's in 1980 and was also recently introduced in its own private-mould bottle.

Other national brands cater to the varying tastes of the consumer, Labatt's also places strong emphasis on regional brands that reflect the diversity of Canada's history and geography. Special brands include "Guinness", which is brewed under licence,

"Labatt's Super Bock", a seasonal product, and "Labatt's Select", launched in 1984 to critical acclaim as Canada's only low-alcohol beer with a full beer taste.

"Twist Shandy" was introduced early in 1986 to the Canadian market. "Twist Shandy" is a low alcohol flavoured beer beverage and is the first of its kind in North America. It is an innovative and high quality product that appeals to a broad range of consumers and that is already highly popular.

In addition, Labatt's has a long-standing commitment to a wide range of both amateur and professional activities in sports, cultural and entertainment sponsorships on a national, regional and community level. The corporate responsibility of Labatt's has been expressed through a significant advertising campaign directed to heighten drinking and driving awareness.

## INTERNATIONAL EXPERIENCE

The unique characteristics of Labatt's products which have earned wide acceptance across Canada are contributing to growing popularity in the United States. Labatt beer is the only Canadian beer available at the world famous EPCOT Centre in Florida. Labatt Importers markets beer and ale through independent distributors in 35 states in the U.S. that include all major markets for import beer.

The United States is the largest, most competitive beer market in the world. It is in this market that "Labatt's Blue", "Labatt's 50" and "Labatt's Lite", with their distinctive packaging identities, are winning new friends every year.

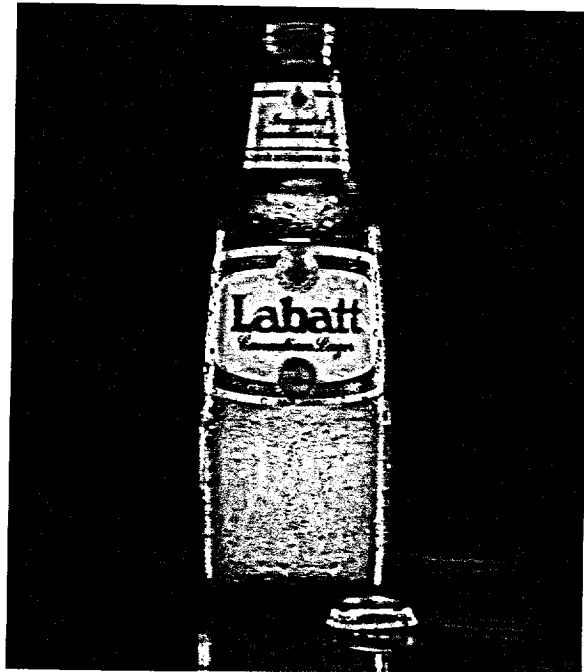
In addition, this year Labatt commenced shipments of "Labatt's Blue" to Japan and substantially increased sales to the United Kingdom and the Caribbean. International acceptance of Labatt products is excellent and significant volume potential in exports is foreseen for the immediate future.

## INFORMATION

Enquiries are welcome, and may be directed to: Ian McCaskill

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Labatt's quality control assures excellence in product through brewing, packaging, and distribution.



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Labatt  
Canadian Lager

