



complete without mention of Seagram's V.O. Since the first small distillery was established in 1857, the Seagram family have built one of the largest drinks empires in the world.

The secret of success in Seagram's V.O. lies in its quality achieved through enormous investment in modern equipment and a production technique which sets it apart from other whiskeys in the manner of distillation. Seagram uses five different types of stills to achieve the subtle flavour required by its master blenders. The blending process is also unique, incorporating up to 120 different component whiskeys, each with its own individual characteristics and aged in wood for a minimum of six years. V.O. bottles are easily recognised by the special ribbon. In the early days, Seagram felt that as the company's leading brand, V.O. needed a distinguishing mark. Because of Seagram's success with thorough-bred race horses, it was decided that the distinctive feature should be a ribbon in the family's racing colours of black and yellow.

Finally a new product has entered the market, Clearly Canadian. You won't get drunk on this one, that's for sure. The product is essentially a mineral water originating from British Columbia. It is then carbonated and given a hint of different fruits associated with Canada. Among the flavours available are loganberry, peach and cherry. Clearly Canadian is enjoying tremendous success in Britain and is available through Sainsbury's supermarkets and other selected outlets. ❁

