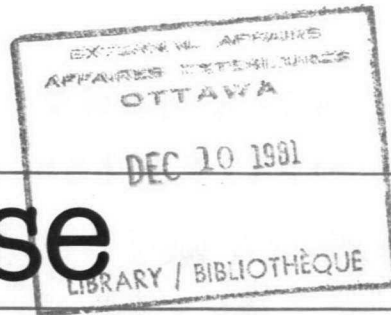




Government
of Canada

Gouvernement
du Canada



news release

Date

DECEMBER 7, 1981

For release

No. 119

INITIATIVES TO ENCOURAGE EXPORTS OF CANADIAN WINE

The Secretary of State for External Affairs, the Honourable Mark MacGuigan, and the Minister of Agriculture, the Honourable Eugene Whelan, today announced a new initiative to encourage the use of superior Canadian wines at Canadian Embassies abroad.

Co-operation between the Department of External Affairs, Mr. Whelan's office and the Canadian Wine Institute will result in worthy Canadian wines being selected for use at official functions in Canadian diplomatic missions.

"I feel this is a landmark opportunity for the Canadian wine industry to enhance the promotion and marketing of their vastly improved wines abroad," Mr. Whelan said. "Canadian wine exports have not been significant in relation to overall production capacity. However, this new initiative should help the Canadian wine industry make new gains in international markets."

Dr. MacGuigan, in expressing his endorsement of this development, remarked that he intends to serve a Canadian wine at the forthcoming dinner he will give in Brussels in his capacity as Président d'honneur of the North Atlantic Council.

- 30 -