

5. SPIRITS AND WINE

Although only 5% of the Thai population drinks wine, its popularity is increasing as Thai tastes become more western. As a general comment, Thailand is not a nation of teatotalers. Consumption of hard liquor (spirits) is substantial and with the rise in disposable income, the market for spirits is rapidly expanding.

THAILAND'S PRINCIPLE SPIRITS AGENTS AND THEIR KEY BRANDS (Those companies who distribute Canadian products are marked with an asterisk*).

<u>AGENTS</u>	<u>PRODUCTS</u>
RICHE MONDE	SWING, JOHNNY WALKER, HENNESY
CALDBECK	DIMPLE, OLD PARR, BLACK & WHITE, HIDE, DEWAR'S, BELL'S VAT 69
SEAGRAM THAI*	CHIVAS REGAL, PASSPORT, MARTELL
ASSOCIATED LIQUOR	I & B, DUNHILL
ALLIED WALKER	FAMOUS GROUSE, REMY MARTIN
DIETHELM	CLAN CAMPBELL, WILD TURKEY, LARSEN
ITALTHAI	WHITE HORSE, I.W. HARPER
HAGEMEYER	OTARD
NATTAKIJ	LANG, GASTON, BEEHIVE
ASIAN FOOD	CUTTY SARK
MASTER BRAND	WILLIAM GRANT'S, JACK DANIEL'S, CAMUS, CHABOT
WANICHWATANA	WHYTE & MAKAY, MACINTYRE
POLIGNAC	SEMPE