

industry's annual purchases of domestic materials and supplies are substantial (\$561 million in 1983). In the same year, barley malt alone cost over \$117 million; bottles bought in Canada came to over \$57 million; and cartons and labels amounted to over \$155 million.

Carling O'Keefe Breweries of Canada Limited

Carling O'Keefe Breweries has 3,450 employees and operates seven breweries in Canada, with an annual production capacity of approximately 6,720,000 hectolitres. The company manufactures and sells brewery products in Ireland through a wholly owned subsidiary, Beamish & Crawford plc. Annual production of this brewery is approximately 290,000 hectolitres. Beer is distributed either through independent distributors or directly to retail outlets. Principal brands are Carling Black Label, Carlsberg and Bass. Carling O'Keefe has sold and licensed its brands internationally for many years. Black Label is produced or sold in 15 countries worldwide and

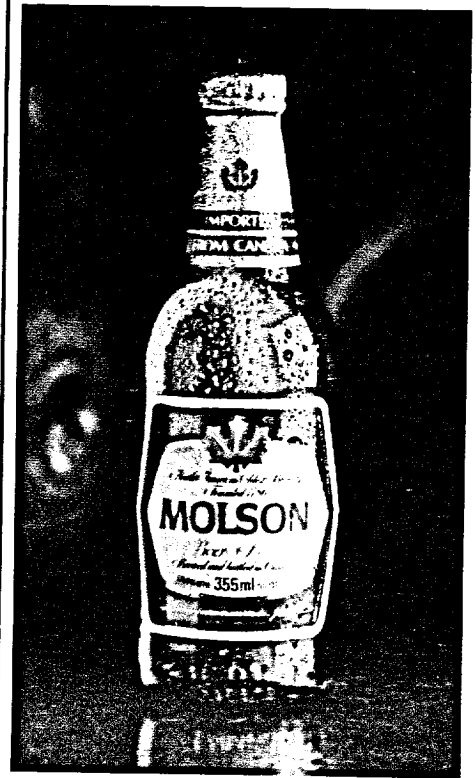
is the largest selling lager in the United Kingdom.

Molson Breweries of Canada Limited

Founded in Montreal in 1786, Molson is North America's oldest brewer, producing and marketing 26 brands of beer from 10 breweries in Canada, and exporting four brands of beer to the United States and select brands to the United Kingdom, the Caribbean and Japan. A new Montreal brewhouse which became operational in 1985, brings capacity of Molson's Montreal facility to 4.0 million hectolitres. In addition, Molson's new integrated Production Technical Centre combines engineering, scientific and technical resources under one roof for better communication, cost efficiency and service to all brewing operating divisions.

Labatt Brewing Company Limited

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.

Labatt Importers markets beer and ale through independent distributors in 35 states in the United States, covering all major markets for import beer. Labatt beer is the only Canadian beer available at the world famous EPCOT Centre in Florida. The firm has also begun shipments of "Labatt's Blue" to Japan and has recently experienced appreciable sales increases in both the United Kingdom and Caribbean markets.

Moosehead Breweries Limited

Moosehead, one of the few remaining independent breweries in Canada, moved into the United States marketplace in 1978. Given the unprecedented success garnered by Moosehead Canadian lager beer in the initial 26 states where it was introduced, export activity now covers all 50 states.

Canadian brewery products continue to grow in popularity in almost all regions of the world and Canada's breweries are known for their quality, competitive packaging and pricing and extensive new brand activity. ■

