

BREWING INDUSTRY

<u>PRINCIPAL STATISTICS</u>	<u>1971</u>	<u>1980</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Establishments	44	41	40	40	40
Employment	11400	12342	12637	12938	13000(E)
Shipments (\$000,000's)	438	1206	1444	1668	1843
Exports (\$000,000's)	11	105	123	145	157
Domestic Shipments (\$000,000's)	427	1101	1321	1523	1686
Imports (\$000,000's)	2	25	19	13	19
Canadian Market (\$000,000's)	429	1126	1340	1536	1705
Exports - % of Shipments	2.5	8.7	8.5	8.7	8.5
Imports - % of Domestic Market	0.5	2.2	1.4	0.8	1.1

<u>FINANCIAL STATISTICS (4th Quarter)</u>	<u>1981</u>	<u>1982</u>	<u>1983</u>
Profits after Tax (\$000,000's)	136	160	198
Retained Earnings (\$000,000's)	591	700	852
Debt/Equity ratio	1.37	1.25	1:14
Return on Equity (%)	27	27	27
Return on Fixed (Net) Assets (%)	30	32	36

<u>REGIONAL DISTRIBUTION - 1982</u>	<u>ATLANTIC</u>	<u>QUEBEC</u>	<u>ONTARIO</u>	<u>WEST</u>
Establishments - % of total	20	7.5	27.5	45
Employment - % of total	8	37	31	24
Shipments - % of total	9	29	39	23

<u>FOREIGN TRADE</u>	<u>U.S.</u>	<u>EEC.</u>	<u>ASIA</u>	<u>OTHERS</u>
Imports - % of total 1981	53	45	16	1.4
1982	32	61	7	6.3
1983	47	46	2	5
1984(E)	45	48	2	5
	<u>U.S.</u>	<u>EEC.</u>	<u>ASIA</u>	<u>OTHERS</u>
Exports - % of total 1981	99	.6		
1982	99	.4		
1983	99.5	.1	.1	.3
1984(E)	99.4	.2	.1	.3

<u>MAJOR FIRMS</u>	<u>LOCATION</u>	<u>OWNERSHIP</u>
The Molson Companies Ltd.	Que., Ont., West	Canadian
John Labatt Limited	All regions	Canadian
Carling O'Keefe Ltd.	All regions	U.K.
Mooshead Breweries Ltd.	Maritimes	Canadian

(E): Estimate