

'A large measure of success'

Here are some Canadian beers and other beverages you really should try when next you visit your local off-licence, bar or store...



Launched in Britain as recently as February 1988, Labatt's Canadian Lager is already one of the ten best-selling standard draught lagers in the country. Available nationally in thousands of pubs, supermarkets and off-licence chains, it has become closely associated with UK life. Profiled on television and at sports events the brewery will provide backing for the Canadian team at the World Student Games in Sheffield this summer. Labatt's sponsors a two-car team in the British

Touring Car Championships and is behind a major 'Please don't drink and drive' initiative. It also sponsors one of the UK's most famous sporting heroes, Nigel Mansell and his William's Formula One Team.

True to its origins, Labatt's has, for the past three years, promoted July 1st, Canada Day. This year the company hopes that millions of Britons will toast Canada's national holiday with a glass of Labatt's Canadian lager.

Equally popular and launched here about the same time, was the premium lager, Molson Canadian. In December 1988 Molson Canadian was voted the best out of 26 lagers from sixteen countries in a blind tasting organised by a selection of independent judges and drinks authorities for the London Evening Standard. Since then, annual turnover has increased sixfold and last year the company took the bold step of introducing another of its highly successful products, Molson Special Dry. As one of the first companies to launch a dry beer in this country it reports a resounding success. This concept in lager is new to Britain but unprecedented demand has already been experienced as a result of a national advertising campaign which began on television last month.

First brewed in a backyard in Eastern Canada in 1867, the lesser known beer called Moosehead has always been popular in its region of provenance. Now, since Whitbread launched it in 1985, Moosehead has been available to UK consumers. It has developed a sound outlet base among younger, discerning drinkers within the more stylish bars and pubs.

The growth of the premium beer market has meant a massive influx of imported brands and yet Moosehead continues to increase its popularity on the basis of its distinctive flavour and extra body resulting from the unusual brewing formulation. This involves top fermentation yeast which produces ale characteristics but lager maturation offering the refreshment of lager beers. Moosehead continues its growth internationally and is now available at many pubs and off-licences throughout Britain.

It is quite an achievement to sell whiskey to the country which created Scotch. None the less, Canadian Club, a firm favourite in its home market has, over the years won the brand a strong following among discerning whiskey drinkers in the UK. Created back in 1858 by Hiram Walker, an enterprising grain-merchant from Michigan who set up his own distillery in Southern Ontario, Canadian Club is one of Canada's best known drinks selling in the UK. Its distinctive light smooth taste identifies it as an authentic Canadian whiskey, while its uniquely versatile qualities have contributed to its popularity amongst a broad range of consumer preferences. Available in the majority of pubs, restaurants, clubs and most supermarkets and off-licences, Canadian Club's popularity remains unchallenged in this country with half a million bottles sold last year.

With a history that stretches back over 130 years, a resumé of Canadian drinks would not be