

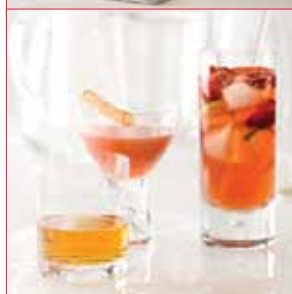
Quality
is in our **nature**



Canada

Canadian Distilling

Spirits of the land



Made with the finest ingredients the land can offer, Canadian distilled spirits — from Canadian whisky to liqueurs — are among the world's best. They're steeped in tradition, too, because we've been refining our craft since the first Canadian distillery was founded in Québec City in 1769.

Our distillers' tradition grew deeper as Canada journeyed toward nationhood, and by 1840 our distinctive Canadian rye whisky had already secured a notable reputation for excellence. **Today, Canadian distillers produce not only Canadian whisky but also a wide range of other fine spirits including rum, vodka, gin, brandy, liqueurs and coolers.** There are now close to 1,000 domestic brands of spirits available.

The taste of distinction

The most famous of all our distilled spirits is our Canadian whisky. It's the only spirit in Canada whose origin and production techniques are protected by law. Whisky is "appellation protected." This means if it says "whisky" on the bottle, you know it comes from Canada.

What makes Canadian whisky so distinctive? It's partly our careful choice of water, which must contain just the right amount of minerals. It's also because of the carefully chosen corn and internationally recognized malting barley that our distillers use. Above all, though, it's the rye included in the blend that gives Canadian whisky its distinctive character. The grain's flavours meld with the sweet vanillins from the charred oak barrels in which the spirit is aged, and after a minimum of three years in the cask, it has mellowed into one of the smoothest whiskies in the world.

Standards of excellence

The success of Canada's distillery industry rests on our high product standards, our abundance of high-quality crops grown in fertile, clean soil, and our long tradition of proven distilling techniques. In addition, **Canadian distillers operate under strict health, safety and quality regulations enforced by the federal government.** These regulations and standards have helped Canadian distilled spirits earn their well-deserved international reputation for exceptional character and memorable taste.





Taste the Canadian difference

Whether it's Canadian whisky on the rocks, a Caesar with Canadian vodka or a cooler over ice, there's a Canadian spirit to suit everyone who takes pleasure in a fine beverage. For further information on Canada's distilling industry, please visit:

Government websites

- The Canadian Distillery Industry
<http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1171995761751&lang=eng>
- Agri-Food Trade Service
www.ats-sea.agr.gc.ca



Canadian Distilling

Trade Statistics

The following tables represent Canada's total trade in a given export commodity based on Statistics Canada data. The product categories represent HS code groupings and have not been modified. In most cases, statistics have been presented at the 6 or 8 digit level. Statistics are presented in Canadian dollars and are complete through year end 2010.

Canada's Exports to All Countries (HS Code 2208)

Product (\$CAD)	2007	2008	2009	2010	Growth 2007-2010
Udenat ethyl alc by vol <80% alc; spirits liqueurs & o spir beverages	359,600,194	327,921,195	336,358,362	328,119,314	-8.8%
Product (Quantity, LPA*)	2007	2008	2009	2010	Growth 2007-2010
Udenat ethyl alc by vol <80% alc; spirits liqueurs & o spir beverages	117,123,924	134,469,644	130,603,582	134,949,408	15.2%

*Litre of pure alcohol

Canada's Monthly Exports to All Countries (HS Code 2208, Value \$CAD)

Month	2007	2008	2009	2010
Jan	27,343,344	19,261,591	19,613,081	20,332,043
Feb	28,341,583	16,068,538	21,246,482	16,896,559
Mar	38,038,997	19,135,482	27,398,127	26,040,198
Apr	35,063,646	21,594,694	26,730,646	27,648,295
May	39,415,974	31,348,930	34,422,292	34,771,822
Jun	30,585,538	27,585,303	33,552,505	28,598,457
Jul	22,431,978	27,583,799	22,687,681	21,127,494
Aug	24,114,595	21,902,072	21,776,942	23,764,021
Sep	22,122,849	25,694,458	26,101,923	30,907,544
Oct	31,031,317	39,217,418	35,216,010	34,507,363
Nov	34,047,024	39,053,937	36,492,411	35,136,321
Dec	27,063,349	39,474,973	31,120,262	28,389,197
TOTAL	359,600,194	327,921,195	336,358,362	328,119,314

Canada's Exports to All Countries by Province (HS Code 2208, Value \$CAD)

Province	2007	2008	2009	2010
Alberta	37,218,836	42,074,483	41,398,822	43,854,084
British Columbia	569,413	35,371	140,696	1,432,042
Manitoba	3,697,119	9,483,776	6,351,043	3,031,318
New Brunswick	0	0	175,018	0
Newfoundland and Labrador	1,065,773	1,695,431	12,435,289	8,422,382
Nova Scotia	194,273	112,945	778	83,308
Ontario	272,652,887	235,260,605	234,157,829	225,080,364
Prince Edward Island	0	0	46,341	0
Québec	44,201,893	39,258,584	41,652,546	46,215,816

Canada's Top 10 Distilling Markets (HS Code 2208, Value \$CAD)

Country	2007	2008	2009	2010	Growth 2007-2010
TOTAL:	359,600,194	327,921,195	336,358,362	328,119,314	-8.8%
United States	337,393,610	309,304,242	315,236,498	311,100,404	-7.8%
United Kingdom	684,956	871,870	5,066,617	4,274,801	524.1%
Germany	2,022,053	2,113,023	2,106,370	2,129,605	5.3%
Sweden	3,028,607	3,057,147	2,585,122	1,591,744	-47.4%
Japan	3,143,268	3,501,063	2,480,809	1,429,552	-54.5%
Hong Kong	0	44,688	36,663	819,462	-
Bahamas	542,279	345,032	661,430	728,134	34.3%
Hungary	453,560	605,818	413,480	573,400	26.4%
Finland	569,043	668,283	676,890	543,395	-4.5%
Latvia	727,898	746,964	334,735	491,440	-32.5%