



## Canada's

### Agriculture, Food and Beverage INDUSTRY

## Canada's Distillery Industry

Canada is a world leader in the improvement of farm management, production, processing, and storage techniques for a wide variety of agri-food products. Environmental responsibility, innovation and quality assurance are the core values practiced in all of Canada's agriculture sectors.

### Canada – Clean and Abundant Resources

A clean environment, abundant natural resources, and high standards for food regulation allow Canada to offer some of the very best agri-food products in the world. The great success of the Canadian distillery industry can be attributed to a ready supply of high-quality raw ingredients, innovative processing, and proven distilling techniques.

### Beverage Production

Canada's distilled spirits industry has a long history with the first distillery established in Quebec City in 1769.

Today, the Canadian distilling industry produces a variety of spirits, including whisky, rum, vodka, gin, brandy, liqueurs and spirit coolers.

Measured by value, distilled spirits shipments make up about 10.4 per cent of all alcoholic and non-alcoholic beverage production in Canada and 16.4 per cent of all alcoholic beverage production.

Canada's distinctive rye-flavoured, high quality Canadian whisky is distilled in Canada from cereal grains, aged in oak barrels for a minimum of three years, and contains 40 per cent alcohol by volume. Canadian whisky is the only distilled spirits product that is "appellation protected" which

means that, by law, it can only be produced in Canada.

### Quality Assurance

Health Canada regulates the contents of all distillery products through the Food and Drugs Act, while the Canadian Food Inspection Agency monitors domestic and imported distilled products for compliance with net quantity, label and container regulations.



### Innovation

Innovative products, such as low-alcohol coolers and ready-to-drink products, are gaining in popularity, both in Canada and abroad.

Agriculture and Agri-Food Canada supports Canada's alcoholic beverages industry through research into the development of new varieties of grain, and new methods, tests and procedures to improve production.

### Trade & Investment Opportunities

In 2004, Canada exported nearly \$529 million in distilled spirits. Canada's major export market is the United States to which shipments of spirits exports were valued at \$499 million in 2004.



Manufacturing shipments of distilled spirits totalled \$851.4 million in 1995 and increased by almost 7 per cent to a value of \$907.7 million in 2003. Per capita consumption of spirits in Canada has been rising since 1995, when it was 5.5 litres, reaching 7.7 litres in 2004.

There are 805 domestic spirit brands and 4,553 imported spirit brands available in Canada, excluding coolers.

### **For More Detailed Information**

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### **Other Links:**

Association of Canadian Distillers  
[www.canadiandistillers.com](http://www.canadiandistillers.com)

**Further information on products, suppliers and investment opportunities in the Canadian agri-food Industry is available on the Agri-Food Trade Service web site at: [www.ats.agr.gc.ca](http://www.ats.agr.gc.ca)**

Canada's food and agricultural products reflect our dedication to excellence, and our deep commitment to safety, quality, environmental responsibility, innovation and service.

In every facet of our industry, we seek to earn the trust of our customers by answering their needs and exceeding their expectations. Those values along with our belief in building strong relationships, have given Canadian agriculture and food products an international reputation for excellence. Customers around the world know that they can trust the goodness of Canada.

