



Brewers Association of Canada

Yearly Review: January - December 1994

Price Increases and Decreases

January 24 - Molson's Carling, Carling Ice and Carling Light (6 x 355 ml cans) increased by 15 cents in Ontario.

January 24 - Molson's Carling Strong (6 x 355 ml cans) increased by 40 cents and (12 x 355 ml cans) increased by 90 cents in Ontario.

January 24 - Molson's Carling and Carling Ice (12 x 355 ml cans) increased by 30 cents and Carling Light (12 x 355 ml cans) increased by 80 cents in Ontario.

January 24 - Molson's Carling (24 x 355 ml cans) increased by 35 cents and Carling Strong (24 x 355 ml cans) increased by \$1.35 in Ontario.

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January 31 - Algonquin's Special Reserve Ale, Country Lager, Country Light, Royal Amber and Formosa Bock (24 x 341 ml bottles) increased by 75 cents and (6 and 12 x 341 ml bottles) increased by 50 cents in Ontario.

January 31 - Algonquin's Formosa Draft (6 x 341 ml bottles) increased by 50 cents in Ontario.

February 4 - Labatt's John Labatt Classic to its normal selling price in Saskatchewan.

February 7 - Labatt's Extra Dry and Wildcat (24 x 355 ml cans) increased by 35 cents; (12 x 355 ml cans) increased by 30 cents and (6 x 355 ml cans) increased by 15 cents in Ontario.

February 14 - Brick's Premium Lager to its normal selling price in Ontario.

February 18 - Molson's XXX (12 x 341 ml bottles) increased by 18 cents in Saskatchewan.

February 21 - Brick's Pacific Real Draft to its normal selling price in Ontario.

April - Granville Island's products increased in B.C.

April 4 - Sleeman's Original Dark Ale increased in Ontario.

May 2 - Labatt's Extra Dry decreased in Alberta.

May 27 - Molson's Black Ice and Coors Light decreased in Alberta.

May 30 - Great Western's Saskatchewan Beer increased in Saskatchewan.

May 30 - Northern's products decreased in Ontario.

June 20 - Great Western's Rider Pride Beer increased in Saskatchewan.

June 26 - Okanagan's Premium Lager, Spring Pilsener and Extra Special Ale increased in B.C.

July - Labatt's Lucky Lager (24 x 341 ml bottles) decreased in Quebec.

July - Sleeman's Original Dark Ale (24 x 341 ml bottles) increased by 30 cents in Ontario.

July 11 - Molson's Black Ice (15 x 355 ml cans) decreased by 96 cents in Alberta.

July 11 - Labatt's Wildcat Strong (12 x 341 ml bottles) decreased by 48 cents in Alberta.

July 18 - Brick's products (24 x 341 ml bottles) increased by 55 cents in Ontario.

July 18 - Connors Special Draft and Premium Lager (24 x 341 ml bottles) increased by 56 cents to licensees in Ontario.

August 2 - Great Western's GW Ice Draft and GW Natural Draft (2L plas-

tic bottles) increased by 30 cents in Saskatchewan.

August 8 - Alberta Liquor Control Board decreased taxes on spirits by \$2.00 a litre; wine by \$1.05 a litre; brandies/sherries by 70 cents a litre; coolers by 60 cents a litre and beer by 14 cents a litre.

August 15 - Molson's Black Ice (15 x 355 ml cans) decreased by \$1.60 in Alberta.

August 15 - Molson's Miller Genuine Draft (12 x 355 ml cans) decreased by \$5.88 in Alberta.

August 15 - Labatt's Club (24 x 341 ml bottles) decreased by \$2.57 in Alberta.

August 15 - Labatt's Oland Export (24 x 355 ml cans) decreased by \$2.80 in Alberta.

August 15 - Labatt's Carlsberg Light (24 x 355 ml cans) decreased by \$2.80 in Alberta.

August 22 - Molson's Coors Light (12 x 750 ml cans) decreased by \$2.41 in Alberta.

August 22 - Molson's Coors Light (750 ml cans) decreased by 20 cents in Saskatchewan.

August 22 - Labatt's Club (24 x 341 ml bottles) increased by 11 cents and (24 x 355 ml cans) decreased by 20 cents in Alberta.

August 22 - Labatt's products (24 x 341 ml bottles) decreased by 7 cents in Alberta.

August 28 - Labatt Ice Beer (24 x 355 ml cans) decreased in B.C.

August 28 - Molson's Coors Light (12 x 750 ml cans) decreased in B.C.

August 28 - Molson's Miller Genuine Draft (24 x 355 ml cans) decreased in B.C.

August 28 - Vancouver Island's Premium Lager (12 x 341 ml bottles) increased by 40 cents and (6 x 341 ml bottles) increased by 20 cents in B.C.

August 28 - Vancouver Island's Piper's Pale Ale (12 x 341 ml bottles) increased by 30 cents and (6 x 341 ml bottles) increased by 15 cents in B.C.

September 6 - Molson's Canadian and Special Dry (12 x 750 ml cans) decreased by \$2.41 in Alberta.

September 6 - Molson's Coors Light (12 x 750 ml cans) decreased by \$2.40 in Alberta.

September 6 - Labatt's Alexander Keith's, Oland Export, Schooner and Carlsberg Light (24 x 355 ml cans) decreased by 24 cents in Alberta.

September 6 - Labatt's Carlsberg (24 x 355 ml cans) decreased by 20 cents in Alberta.

September 12 - Molson's Coors Light (750 ml cans) decreased by 20 cents in Saskatchewan.

September 19 - Labatt's Club (24 x 355 ml cans) decreased by \$1.56 in Alberta.

September 19 - Labatt's Wildcat (24 x 355 ml cans) decreased by 52 cents in Alberta.

September 19 - Labatt's Wildcat Strong (24 x 355 ml cans) decreased by 76 cents in Alberta.

September 19 - Labatt Ice Beer (15 x 355 ml cans) decreased by \$4.44 in Alberta.

September 25 - Molson's Foster's (6 x 355 ml cans) decreased in B.C.

September 26 - Brick's products (12 x 341 ml bottles) increased by 55 cents and (6 x 341 ml bottles) increased by 30 cents in Ontario.

September 26 - Great Western's GW Ice Draft (12 x 341 ml bottles) decreased by 84 cents in Saskatchewan.

October 3 - Conners Premium Lager (12 x 341 ml bottles) decreased by \$2.55 and (24 x 341 ml bottles) decreased by \$5.00 in Ontario.

October 3 - Hart's Dragon's Breath Pale Ale (12 x 341 ml bottles) increased by 25 cents and (24 x 341 ml bottles) increased by 55 cents in Ontario.

October 3 - Hart's Amber Ale (12 x 341 ml bottles) decreased by 25 cents and (24 x 341 ml bottles) decreased by 55 cents in Ontario.

October 3 - Molson's Canadian (5L cans) decreased by \$3.00 in Ontario.

October 3 - Molson's Black Label (12 x 341 ml bottles) decreased by 63 cents and (24 x 355 ml cans) decreased by \$3.60 in Alberta.

October 3 - Labatt's Alexander Keith's (24 x 355 ml cans) decreased by 20 cents in Alberta.

October 17 - Labatt's Twist Shandy (6 x 341 ml bottles) increased by \$1.10 and (12 x 341 ml bottles) increased by \$1.90 in Ontario.

October 17 - Lakeport's Around Ontario, Around Ontario Light, Lone Star, Lone Star Light, Pabst Blue Ribbon increased in Ontario.

October 24 - Great Western's GW Light, Natural Draft and Ice Draft (58.6L kegs) increased by \$1.16 in Saskatchewan.

October 30 - Molson's Foster's (6 x 355 ml cans) increased in B.C.

October 31 - Great Western's GW Ice Draft (12 x 341 ml bottles) increased by 90 cents in Saskatchewan.

October 31 - Labatt's Alexander Keith's (24 x 355 ml cans) decreased by 24 cents in Alberta.

November - Molson's Export, Dry, Coors Light, and Miller Genuine Draft decreased in New Brunswick.

November 7 - Labatt's Carlsberg Traditional Dark (58.6L kegs) decreased by \$6.00 in Ontario.

November 7 - Molson's products increased in Quebec.

November 7 - Northern's products (24 x 341 ml bottles) increased by 55 cents in Ontario.

November 14 - Hart's products (12 and 24 x 341 ml and 58.6L kegs) increased in Ontario.

November 14 - Labatt's products increased in Ontario.

November 14 - Labatt's PC Premium Light Draft (12 x 341 ml bottles) decreased by 70 cents and (24 x 341 ml bottles) decreased by \$1.45 in Ontario.

November 14 - Labatt's John Labatt

Classic (12 x 341 ml bottles) decreased by 95 cents in Alberta.

November 14 - Labatt's Classic Wheat (6 x 341 ml bottles) decreased by 47 cents in Alberta.

November 14 - Labatt's products increased in Quebec.

November 14 - Molson's products increased in Ontario.

November 14 - Molson's Black Ice (12 x 341 ml bottles) decreased by 5 cents and (24 x 341 ml bottles) decreased by 15 cents in Ontario.

November 14 - Molson's Miller High Life decreased in Ontario.

November 21 - Algonquin's Formosa Springs Draft, Formosa Springs Light, Banks and Marconi (24 x 341 ml bottles) increased by 80 cents in Ontario.

November 21 - Connors Special Draft (12 x 341 ml bottles) decreased by \$2.55, (24 x 341 ml bottles) decreased by \$4.50, (30L kegs) decreased by \$8.10 and (58.6L kegs) decreased by \$6.00 in Ontario.

November 21 - Connors Premium Lager (12 x 341 ml bottles) increased by \$2.55 and (24 x 341 ml bottles) increased by \$5.00 in Ontario.

November 21 - Connors Ale, Best Bitter, Mövenpick Pilsner and Imperial Stout (30L kegs) decreased by \$8.10 and (58.6L kegs) decreased by \$6.00 in Ontario.

November 21 - Labatt's products decreased in Ontario.

November 27 - Labatt's Kokanee Gold (58.6L kegs) decreased in B.C.

November 27 - Labatt's John Labatt Classic (12 x 341 ml bottles) decreased in B.C.

November 27 - Labatt's Classic Wheat (6 x 341 ml bottles) decreased in B.C.

November 27 - Labatt Ice Beer (15 x 355 ml cans) decreased in B.C.

November 28 - Algonquin's Special Reserve Ale, Royal Amber, Country Lager and Light (12 x 341 ml bottles) increased by 50 cents and (24 x 341 ml bottles) increased by 95 cents in Ontario.

November 28 - Great Western's GW Gold and Ice Draft (12 x 341 ml bottles) decreased by 94 cents in Saskatchewan.

November 28 - Labatt's PC Premium Draft (12 x 341 ml bottles) decreased by 20 cents and (24 x 341 ml bottles) decreased by 40 cents in Ontario.

November 28 - Labatt's PC Premium Strong (12 x 341 ml bottles) decreased by 30 cents and (24 x 341 ml bottles) decreased by 60 cents in Ontario.

November 28 - Labatt's John Labatt Classic (12 x 341 ml bottles) decreased by 95 cents in Saskatchewan.

November 28 - Lakeport's Around Ontario Strong, Laker Premium and Laker Premium Light (12 x 341 ml and 24 x 341 ml bottles) increased in Ontario.

November 28 - Great Western's GW Ice Draft (12 x 341 ml bottles) decreased by 94 cents in Saskatchewan.

November 28 - Molson's products increased in Ontario.

November 28 - Molson's Carling and Carling Ice decreased in Ontario.

November 28 - Molson's Miller High Life, Black Ice, Brador and XXX (12 and 24 x 341 ml bottles) decreased in Ontario.

November 28 - Sleeman's Cream Ale, Silver Creek Lager, Premium Light and Original Dark (12 x 341 ml bottles) increased by 55 cents and (24 x 341 ml bottles) increased by \$1.00 in Ontario.

December - Les Brasseurs du Nord decreased the price of Boréale Forte in Quebec.

December 27 - Great Western's Gold, Ice Draft and Dry (12 x 341 ml bottles) decreased by \$1.00 in Saskatchewan.

Brand Listings

January 1 - Whistler's Mother's Pale Ale (30L and 50L kegs) containing 5% alcohol by volume in B.C.

January 6 - Molson's Rickard's Brown Ale (58.6L kegs) containing 5.5% alcohol by volume in B.C.

January 6 - Molson's Black Ice (12 x 341 ml bottles) containing 5.7% alcohol by volume in B.C.

January 17 - Labatt's Old Mick's Finest Red (58.6L kegs) containing 5.3% alcohol by volume in Ontario.

January 19 - Great Western's GW Ice Draft (2L plastic bottles) containing 6% alcohol by volume in Saskatchewan.

January 20 - Pacific Western's Pinnacle Special Reserve (6 x 341 ml bottles) containing 5% alcohol by volume in B.C.

February 19 - Algonquin's Formosa Bock (12 x 341 ml bottles) in Ontario.

February 28 - Labatt's Carlsberg Traditional Dark (58.6L kegs) containing 5.3% alcohol by volume in Ontario.

March 1 - Algonquin's Black and Tan (58.6L kegs) containing 5% alcohol by volume in Ontario.

March 4 - Pacific Western's Pinnacle Dry Ice (6 x 355 ml cans) containing 5.8% alcohol by volume in B.C.

March 14 - Labatt's Old Mick's Finest Red Draught (58.6L kegs) in Manitoba and Saskatchewan.

March 14 - Whistler's Black Tusk Ale (6 and 12 x 341 ml bottles, 6 x 355 ml cans and 650 ml bottles) containing 5.5% alcohol by volume in B.C.

March 14 - Whistler's Premium Lager (650 ml bottles) containing 5% alcohol by volume in B.C.

March 19 - Algonquin's Hunt Club Cream Lager (58.6L and 30L kegs) containing 5% alcohol by volume in Ontario.

April - Labatt Ice Beer (15 x 355 ml cans) in B.C.

April - Vancouver Island's Victoria Lager containing 5% alcohol by volume in B.C.

April - Vancouver Island's Victoria Weizen containing 5% alcohol by volume in B.C.

April 1 - Algonquin's Black and Tan (1L plastic bottles) in Ontario.

April 1 - Algonquin's Hunt Club Draft (58.6L kegs) containing 5% alcohol by volume in Ontario.

April 5 - Molson's Black Ice (6, 12 and 24 x 341 ml bottles and 750 ml cans) in Quebec.

April 9 - Molson's Canadian Ice in one-trip packages in Ontario.

April 11 - Algonquin's Formosa Cold Filtered Party Keg Lager containing 5% alcohol by volume in Ontario.

April 14 - Moosehead Dry Ice containing 6% alcohol by volume in the Maritime provinces.

April 18 - Moosehead Lager (8 x 341 ml bottles) in Ontario.

April 29 - Molson's Canadian, Special Dry and Coors Light (750 ml cans) in Saskatchewan.

May - Great Western's GW Ice Draft (6 x 355 ml cans) in Saskatchewan.

May - Molson's Canadian, Coors Light and Special Dry (12 x 750 ml cans) in Saskatchewan, Alberta and B.C.

May 1 - Algonquin's Hunt Club Draft (1L plastic bottles) in Ontario.

May 2 - Molson's Canadian (5L kegs) in Ontario.

May 12 - Great Western's GW Ice Draft (sankey style kegs) in Saskatchewan.

May 16 - Molson's Red Dog containing 5.5% alcohol by volume in Ontario.

June - Molson's Canadian (15 x 355 ml cans) in Saskatchewan, Alberta and B.C.

June - Molson's Red Dog in Alberta and Quebec.

June - Lakeport's Rainier, Rainier Draft, Lone Star, Pabst Blue Ribbon and Laker Lager in Quebec.

June 1 - Labatt's Alexander Keith's, Oland, Schooner, Carlsberg Light, Carlsberg and 50 in Alberta.

June 1 - Labatt Bleue Dry (6, 12, and 24 x 341 ml bottles) containing 6.1% alcohol by volume in Quebec.

June 6 - Labatt's Carlsberg Traditional Dark (58.6L kegs) in B.C.

June 9 - Conners' Movenpick Pilsner (6 and 12 x 341 ml bottles) containing 5% alcohol by volume in Ontario.

June 13 - Lakeport's Master Choice Cold Filtered Pilsener (12 and 24 x 341 ml bottles) containing 5% alcohol by volume in Ontario.

June 13 - Lakeport's Master Choice Strong Cold Filtered Pilsener (12 and 24 x 341 ml bottles) containing 6.2% alcohol by volume in Ontario.

June 13 - Molson's Red Dog (12 x 341 ml bottles and 6 x 355 ml cans) in B.C.

June 13 - Molson's Coors Light (24 x 355 ml cans) in B.C.

June 16 - Labatt's Genuine Draft (15 x 355 ml cans) in B.C.

June 20 - Labatt's Budweiser (12 x 341 ml bottles) in Nova Scotia.

June 21 - Labatt's Lucky Lager in Quebec.

June 24 - Labatt's Blue Star Glacier Cold containing 5% alcohol by volume in Newfoundland.

June 27 - Great Western's GW Ice Draft (12 x 341 ml bottles) in Saskatchewan.

June 27 - Molson's Carling Ice and Carling Light (24 x 341 ml bottles) in Ontario.

June 27 - Whistler's Premium Lager (6 and 12 x 355 ml cans) in B.C.

June 28 - Labatt Ice Beer (24 x 355 ml cans) in Saskatchewan.

June 28 - Labatt's Genuine Draft (15 x 355 ml cans) in Saskatchewan.

June 30 - Labatt's Classic Wheat (6 and 12 x 341 ml bottles) containing 5% alcohol by volume in Ontario, Alberta and B.C.

July - Labatt Ice Beer (24 x 355 ml cans) in Manitoba, Alberta and B.C.

July - Labatt's Kokanee (15 x 355 ml cans) in Alberta and B.C.

July - Labatt's Lite (15 x 355 ml cans) in Saskatchewan and Alberta.

July - Molson's Black Ice (15 x 355 ml cans) in Alberta.

July - Molson's Canadian, Special Dry and Coors Light (750 ml cans) in Manitoba and Alberta.

July - Molson's Black Ice, Carling O'Keefe, Special Dry, Laurentide, Black Label and Export (710 ml cans) in Quebec.

July - Molson's Old Vienna (750 ml cans) in Manitoba.

July - Moosehead's Alpine Genuine (8 x 341 ml bottles) in New Brunswick.

July 4 - Labatt's Blue and Labatt Ice Beer (12.5 litre refillable containers) in Ontario.

July 4 - Molson's Canadian, Export and Special Dry (710 ml) cans in Ontario.

July 13 - Molson's Miller Genuine Draft (24 x 355 ml cans) in B.C.

July 18 - Labatt's Blue and Labatt Ice Beer (750 ml cans) in Ontario.

July 25 - Brick's Red Cap Ale (12 and 24 x 341 bottles) containing 5% alcohol by volume in Ontario.

July 25 - Labatt Ice Beer (625 ml bottles) in Ontario.

August - Lakeport's Norois (6, 12 and 24 x 341 ml bottles) containing 4.9% alcohol by volume in Quebec.

August 1 - McAuslan's Mont Tremblant Beer (6 x 341 ml bottles and 50L kegs) containing 5% alcohol by volume in Quebec.

August 8 - Molson's Coors Light (15 x 355 ml cans) in Alberta.

August 8 - Labatt Ice Beer (15 x 355 ml cans) in Alberta.

August 29 - Lakeport's Barrington

- Red Premium Draft Beer (58.6L kegs) containing 5% alcohol by volume in Ontario.
- September 1** - Granville's 10th year Anniversary Ale (650 ml bottles) containing 5.5% alcohol by volume in B.C.
- September 1** - Granville's Island Bock (650 ml bottles) in B.C.
- September 1** - Granville's Lord Granville Pale Ale (6 x 355 ml cans) in B.C.
- September 1** - Pacific Western's Original Iron Horse Strong Beer (6 x 355 ml cans) containing 6.4% alcohol by volume in B.C.
- September 15** - Pacific Western's Pinnacle Amber Ale (6 x 341 ml bottles) containing 5% alcohol by volume in B.C.
- September 19** - Molson's Coors Light (12 x 355 ml cans) in Alberta.
- September 26** - Lakeport Pilsener Beer (12 x 341 ml bottles) containing 5% alcohol by volume in Ontario.
- October** - Sleeman's Original Dark Ale (6 x 341 ml bottles) in Ontario.
- October** - Lakeport's Pabst Blue Ribbon, Laker, Laker Light, Lakeport Pilsener, Barrington Red Premium Draft, Black Tap Draft and in Manitoba.
- October 3** - Labatt's Budweiser (12 x 355 ml cans) in Saskatchewan and Alberta.
- October 3** - Labatt's Wildcat (58.6L kegs) in Alberta.
- October 24** - Great Western's Brew
- Brothers Black Pilsner (58.6L and 30L kegs) containing 5% alcohol by volume in Saskatchewan.
- October 27** - Moosehead's Red Dog, under licensing agreement with Molson, (6, 12 and 24 x 341 ml bottles) containing 5.5% alcohol by volume in the Maritime provinces.
- October 30** - Labatt's Genuine Draft (12 x 355 ml cans) in B.C.
- October 31** - Labatt's PC Premium Draft, Premium Light and Premium Strong (12 and 24 x 341 ml bottles) in Ontario.
- October 31** - Labatt's Kokanee (15 x 355 ml cans) in Alberta.
- November 7** - Brick's Red Cap (30L and 58.6L kegs) in Ontario.
- November 7** - Lakeport's Dave Nichol's Premium Draft (12 and 24 x 341 ml bottles) containing 5% alcohol by volume in Ontario.
- November 7** - Lakeport's Dave Nichol's Premium Draft Light (12 and 24 x 341 ml bottles) containing 4% alcohol by volume in Ontario.
- November 7** - Lakeport's Dave Nichol's Premium Draft Strong (12 and 24 x 341 ml bottles) containing 5.9% alcohol by volume in Ontario.
- November 7** - Lakeport's Dave Nichol's Premium Ice Draft (12 and 24 x 341 ml bottles) containing 5.5% alcohol by volume in Ontario.
- November 10** - Labatt's Budweiser (750 ml king cans) in Saskatchewan.
- November 14** - Molson's Doppelbock (12 and 24 x 341 ml bottles) containing 6% alcohol by volume in Ontario, Manitoba, Saskatchewan and B.C.
- November 14** - Molson's Miller Genuine Draft (24 x 355 ml cans) in Alberta.
- November 14** - Labatt's Genuine Draft (15 x 355 ml cans) in Alberta.
- November 16** - Molson's Canadian (12 x 355 ml cans) in Saskatchewan and Alberta.
- November 16** - Molson's Export (12 x 341 ml bottles) in Alberta.
- November 21** - Brick's Anniversary Bock (12 x 341 ml bottles, 30L and 58.6L kegs) in Ontario.
- December** - Sleeman's Cream Ale, Silver Creek Lager, Original Dark Ale (6 and 12 x 341 ml bottles) and Arctic Wolf (18 x 341 ml bottles) in Quebec.
- December 5** - Hart's Festive Brown Ale (12 x 341 ml bottles, 20L and 58.6L kegs) containing 6% alcohol by volume in Ontario.
- December 27** - Labatt's Budweiser (15 x 355 ml cans) in Saskatchewan.

Brand Delistings

- January 4** - Molson's Special Dry (12 x 341 ml bottles) from B.C.
- March 7** - Molson's Miller Lite (12 x 355 ml cans) from Ontario.
- March 19** - Molson's Amstel Light (12 x 341 ml bottles) from Ontario.
- April** - Labatt's Blue (6 x 473 ml cans) from B.C.

April - Molson's Coors (58.6L kegs) from B.C.

April - Molson's Special Dry (6 x 355 ml cans) from B.C.

April - Molson's Foster's (12 x 341 ml bottles) from B.C.

April 5 - Molson's Amstel from Ontario.

April 9 - Molson's Miller, Miller Light and Golden (one-trip packages) from Ontario.

April 11 - Algonquin's Formosa Springs Draft (355 ml cans) from Ontario.

April 13 - Molson's Canadian Ice (12 x 473 ml cans) from Alberta.

May - Molson's Miller Genuine Draft Light (12 x 341 ml bottles) from B.C.

May - Molson's Miller Genuine Draft (24 x 341 ml bottles) from B.C.

July - Molson's Special Dry (6 x 473 ml cans) from B.C.

July - Molson's Rickard's Nut Brown (58.6L kegs) from B.C.

July 30 - Molson's Canadian Ice (one-trip packages) from Ontario.

August 1 - Molson's La Rouse in Quebec.

August 29 - Labatt's John Labatt Classic (12 x 341 ml bottles) from Ontario.

September 6 - Labatt's Kokanee (15 x 355 ml cans) from Alberta.

September 6 - Labatt's Genuine Draft (15 x 355 ml cans) from Alberta.

September 6 - Molson's Special Dry from Ontario.

September 6 - Molson's Canadian (15 x 355 ml cans) from Alberta.

September 6 - Molson's Coors Light (15 x 355 ml cans) from Alberta.

September 19 - Labatt's Duffy's Dark (58.6L kegs) from Ontario.

September 25 - Labatt's Genuine Draft (15 x 355 ml cans) from B.C.

October 3 - Labatt's Oland, Schooner, Carlsberg, Carlsberg Light (24 x 355 ml cans) from Alberta.

October 3 - Molson's Special Dry (24 x 236 ml cans) from Alberta.

October 3 - Molson's Export (12 x 341 ml bottles) from Alberta.

October 8 - Molson's Amber Lager (58.6L and 6 x 341 ml bottles) and Cream Ale (58.6L kegs) from Ontario.

October 24 - Molson's Black Ice (6 x 341 ml bottles) from Ontario.

October 24 - Molson's Black Label (24 x 355 ml cans) from Ontario.

October 24 - Molson's Lowenbrau (6 x 341 ml bottles) from Ontario.

October 24 - Molson's Canadian (5L cans) from Ontario.

October 24 - Molson's Foster's (6 x 355 ml cans) from Ontario.

October 30 - Molson's Coors (12 x 341 ml bottles) from B.C.

October 30 - Molson's Special Dry (6 x 236 ml cans) from B.C.

October 30 - Molson's Special Dry, Canadian and Coors Light (12 x 750 ml cans) from B.C.

November - Molson's Miller Genuine Draft Light (6 x 341 ml bottles) from Ontario.

November - Molson's Red Dog from Quebec.

November 27 - Molson's Coors Light (24 x 355 ml cans) from B.C.

December 31 - Labatt Ice Beer and Blue (12.5L can) from Ontario.

Industry Notes

January 31 - The sales office of Labatt in New Brunswick moved to Mercantile Centre, First Floor in Saint John.

February 13 - Operations were suspended from two plants at Labatt in LaSalle, Quebec, locking out more than 1,000 employees.

March - Brick completed a major expansion to its fermenting and aging facilities in Waterloo, Ontario.

March - Okanagan began expansion to its plant in Vernon, B.C. Five new tanks and a new bottling line have been added as well as 15,000 square feet.

March 6 - Employees at Labatt returned to work at the LaSalle plants in

Quebec ending a lockout that lasted three weeks.

March 20 - Employees at Labatt in Newfoundland rejected a six year contract offer.

March 23 - Union workers at Labatt in Edmonton agreed to a six year contract.

April 1 - Employees at Labatt in Newfoundland agreed to a five year contract.

April 2 - Sleeman converted Stroh, Stroh Light and Schlitz to industry standard bottles.

April 5 - Conners converted Conners Ale to industry standard bottles.

April 6 - Molson announced the closure of its Calgary plant by October 1994 affecting 125 employees.

April 19 - Labatt was granted a patent for its Ice Brewing process by the U.S. Patent and Trademark Office.

May 2 - Conners converted Imperial Stout to industry standard bottles.

May 2 - Brick converted Red Baron to industry standard bottles.

May 25 - Employees at Molson in Newfoundland agreed to a three year contract.

June 2 - The New Brunswick government announced the reduction in the number of its liquor retail outlets. This reduction will be offset by an increase in agency liquor stores.

June 20 - Oland announced the bottling of Budweiser at its plant in Hali-

fax to be sold throughout the Maritime provinces.

June 20 - Algonquin converted Formosa Light to industry standard bottles.

June 20 - Northern converted Superior Lager, Brew 55, Edelbrau and Thunder Bay Lager to industry standard bottles.

June 27 - Algonquin converted Country Lager and Light to industry standard bottles.

June 27 - Northern converted Northern Ale and Northern Extra Light to industry standard bottles.

July 4 - Algonquin's Special Reserve Ale and Royal Amber Lager were converted to industry standard bottles.

July 6 - John Labatt Limited and Fomento Económico Mexicano, S.A. de C.V (FEMSA) announced the signing of an agreement to create a unique North American Beer Partnership.

July 7 - John Nieuwenburg replaced Charlie Ruddick as Acting General Manager at the Liquor Distribution Branch in B.C.

July 8 - Labatt Breweries of Canada signed a licensing agreement with Carlsberg-Tetley to brew and distribute Labatt Ice Beer and Carlsberg Ice Beer using Labatt's patented Ice Brewing process.

August 2 - Allied Strategies Inc. bought all shares of Okanagan Spring Brewery Ltd.

August 26 - Sleeman announced its expansion into the Quebec and Manitoba markets.

August 31 - Employees of Brewers Retail Inc. ratified a three year labour contract.

September 19 - Algonquin's Banks Beer was converted to industry standard bottles.

October 5 - Molson announced the exportation of its beer into China.

November 1 - Molson closed its Calgary plant in Alberta.

November 4 - Lakeport launched a lawsuit against Brewers Retail claiming breach of contract involving distribution fees.

Legislation Changes

February 1 - In Prince Edward Island, a law came into effect which requires all bar staff, waitresses and doormen to take an intensive training course on the importance of responsible drinking.

March 1 - In British Columbia, inter-provincial trade barriers were dropped on all alcoholic beverages from Ontario.

March 1 - In Ontario, interprovincial trade barriers were dropped on all alcoholic beverages from B.C.

March - The Alberta Liquor Control Board made some changes. They are as follows: reduced operating hours to 10:00 a.m. to 10:00 p.m. instead of 10:00 a.m. to 2:00 a.m. and raised current licence fee to \$500 for private liquor stores.

April - Canada and the United States resolved trade disputes by negotiating

specific provisions governing access for U.S. beer to the Quebec market.

April 1 - Ontario's graduated licensing system took effect. Among other restrictions, the system will require new drivers to drive with a zero blood-alcohol level for two years.

April 18 - Ontario Finance Minister, Floyd Laughren announced a cut on consumer tax collected at brew-your-own premises producing beer and wine. The 26 cents a litre tax decreased to 13 cents. As well tax increases scheduled for July 15, 1994 and 1995 were cancelled.

April 18 - In Manitoba, brewer's supplementary fee was repealed by Regulation 71/94 for all domestic brewers.

June - The New Brunswick Liquor Corporation approved credit card purchases on alcoholic beverages.

June - The Day of Rest Act in New Brunswick was revised to allow small liquor outlets operating in the tourist zone to open on Sundays.

June 1 - Manitoba launched a responsible Server Program to educate all licensees on the responsible service of alcohol to patrons.

June 1 - The Prince Edward Island Liquor Control Commission reduced the hours in licensed establishments that hold "happy hours" from between 11:00 a.m. and 11:00 p.m. to between 4:00 p.m. and 9:00 p.m.

June 1 - The Nova Scotia government launched a Responsible Beverage Service program on how to say no to patrons who have consumed too much alcohol.

June 20 - Legislation was introduced in Manitoba establishing privately owned specialty wine stores to sell wines either listed or not listed by the Manitoba Liquor Control Commission.

June 30 - Bill 25 was proclaimed in Nova Scotia for a graduated licensing system. Among other restrictions, the legislation will require new drivers to drive with a zero blood-alcohol level for two and a half years.

July - Federal and provincial officials reached an agreement to include a chapter on alcohol in a new internal trade deal which is scheduled to come into effect on July 1, 1995.

July 19 - Manitoba brewed beer is now permitted to be sold in northwestern Ontario.

July 19 - Ontario micro-brewed beer is now permitted to be sold in Manitoba.

August - The Liquor Distribution Branch in B.C. launched a Responsible Use campaign featuring a logo depicting a soaring seagull, supporting the idea that one can be a free spirit by choosing to drink responsibly.

August 12 - The New Brunswick Liquor Corporation announced its liquor stores will be open Sundays during Christmas season.

September 7 - The Liquor Control Board of Ontario launched a credit and debit card pilot project.

November - The Liquor Licence Board of Ontario released its advertising guidelines. The following sections were revised: inducements, licensee advertising, theme nights and promo-

tions, server training and sampling of alcohol.

November 25 - On Prince Edward Island, the Liquor Control Act was amended permitting the Liquor Control Commission to license private liquor outlets in selected areas.

December - The Ontario government eliminated a scheduled tax increase for smaller breweries. Current tax levels remain in effect.

December 2 - The Canadian International Trade Tribunal overturned a ruling on a 1991 anti-dumping duty against U.S. beer in the B.C. market.

December 30 - In Newfoundland, the Highway Traffic Act was amended allowing police officers to issue 24 hour suspensions of driver's license for registering a blood alcohol content level of .05 or greater.

Budgets

February 14 - Northwest Territories

February 17 - Saskatchewan

February 22 - Federal

February 24 - Alberta

February 25 - New Brunswick

March 17 - Newfoundland

March 22 - British Columbia

April 12 - Prince Edward Island

April 20 - Manitoba

April 21 - Yukon Territory

April 29 - Nova Scotia

May 5 - Ontario

May 12 - Quebec

There were no tax increases or any new taxes for beer except in the province of Quebec. The Quebec budget contained an increase in sales tax on beer to .04 cents per millilitre. An increase in tax on other alcoholic beverages to .089 cents per millilitre. New measures were announced to reduce the illicit trade in alcoholic beverages, improve the control of taxes and duties payable on beer purchased by establishments; and mark ups at the border.

Cabinet Shuffles

January 11 - In Quebec, Premier Daniel Johnson announced the appointment of a new cabinet. Some of the members and their portfolios are as follows:

- Andre Bourbeau, Finance;
- Lucienne Robillard, Health and Social Services;
- Gerald Tremblay, Industry, Trade, Science and Technology;
- Normand Cherry, Transport;
- Pierre Paradis, Environment and Wildlife;
- Yvon Picotte, Agriculture, Fish and Food and minister responsible for regional affairs;
- Andre Vallerand, Revenue.

April 25 - In New Brunswick, Premier Frank McKenna restructured his Cabinet. Some of the members and their portfolios are as follows:

- Roland Beaulieu, Intergovernmental Affairs;
- Edmond Blanchard, Justice;
- Marcelle Mersereau, Environment

June 9 - In Prince Edward Island, Premier Catherine Callbeck announced a new Cabinet. Some of the members and their portfolios are as follows:

- Wayne Cheverie, Provincial Treasurer;
- Robert Morrissey, Economic Development and Tourism;
- Keith Milligan, Transportation and Public Works;
- Walter Bradley, Agriculture, Fisheries and Forestry;
- Barry Hicken, Environmental Resources;
- Walter McEwen, Health and Social Services;
- Alan Buchanan, Provincial Affairs

September 16 - In Quebec, Premier Jacques Parizeau announced his new cabinet.

- Louise Beaudoin, Canadian Intergovernmental Affairs;
- Jean Campeau, Finance;
- Jacques Leonard, Transport;
- Jacques Brassard, Environment and Wildlife;
- Marcel Landry, Agriculture, Fish and Food;
- Paul Begin, Justice;
- Rita Dionne-Marsolais, Tourism;
- Daniel Paille, Industry, Commerce, Science and Technology;
- Jean Rochon, Health and Social Services.

October 21 - In Ontario, Premier Bob Rae appointed:

- Shirley Coppen, Labour;
- Mike Farnan, Transportation;

- Irene Mathysen, Culture, Tourism and Recreation;
- Steve Owens, Education and Training.

October 21 - In Alberta,

- Premier Ralph Klein takes over responsibilities for Economic Development and Tourism,
- Ken Rostad, Federal and Intergovernmental Affairs,
- Brian Evans, Justice and Attorney General,
- Ty Lund, Environmental Protection.

BAC Activities

February 17 - BAC celebrated its 50th anniversary with a reception at the Parliament Buildings.

February 18 - New member, La Brasserie McAuslan Brewing Inc., joined the Association.

March 9 - The Native Physicians' Association launched its responsible use program. The program is funded by BAC.

March 25 - The College of Family Physicians of Canada launched their Alcohol Risk Assessment and Intervention Program. The program is supported by the BAC and Health Canada.

April 18 - BAC endorsed the Canadian Advertising Foundation's Gender Portrayal Guidelines, formerly known as Sex-Role Stereotyping Guidelines.

May 25 - Six new members joined the Association: Brasserie Brasal Brewery Inc., Conners Brewery, Hart Breweries Limited, Lakeport Brewing Corporation, Les Brasseurs GMT Inc., and Unibroue Inc.

May 25 - Lakeport and Okanagan were voted seats on the BAC Board of Directors.

August - BAC established a UPC Working Group. The Working Group reports directly to the BAC Product Integrity Committee.

August 21 to 25 - BAC sponsored a portion of the Canadian Association of Chiefs of Police conference held in Montreal, Quebec.

August - BAC Vice President, Corporate and Public Affairs Howard Collins was appointed to the BACCHUS Canada Board of Directors.

October 4 - John Sleeman, President & C.E.O. of Sleeman, was elected Chairman of BAC.

October 4 - Peter McAuslan, President of McAuslan, was elected by BAC microbrewers to represent them on BAC Board of Directors. Members elected Jim Brickman, President of Brick, as Alternate Director.

October 4 - Two new members joined the Association, Les Brasseurs du Nord Inc. and Niagara Falls Brewing Co.

October 5-7 - BAC hosted the 23rd Annual International Medical Advisory Group Conference in Quebec.

December 2 - Dan Gagnier resigned as President from BAC.

December 5 - Howard Collins was appointed Executive Vice-President of BAC pending a search for a new president.

International Beer News

India - Government has banned alcohol on all domestic flights in India due to passengers becoming intoxicated and rowdy.

Japan - Government revised legislation allowing small breweries to operate in Japan.

New Zealand - A widespread call for a ban on alcohol advertising in the electronic media was rejected on April 21, 1994 by a panel at an Alcoholic Liquor Advisory Council conference.

The Public Health Commission dropped a proposal that an agency be set up to overview liquor advertising.

North America - The North American Free Trade Agreement (NAFTA) went into effect on January 1. NAFTA does not alter the bilateral agreement reached between Canada and United States (Canada - U.S. Free Trade Agreement) regarding the elimination of custom duties on beer by January 1, 1998.

Norway - Government introduced changes in the city of Oslo prohibiting the sale of alcohol after 2:30 a.m. effective October 1994.

Taiwan - The Environment Protection Administration announced a container recycling law requiring manufacturers and importers to recycle cans and bottles.

United Kingdom - The Brewers' Society changed its name to Brewers and Licensed Retailers Association.

The Portman Group declared its campaign against drunken driving a success after a survey showed that of 1,000 people aged 18 to 30, 70% abstained from drinking alcohol when planning to drive a vehicle.

Alcohol may be sold in all licensed retailers on Sundays effective December 1, 1994.

A Bill allowing children under 14 into pubs received Royal Assent. Children must be accompanied by an adult and leave the premises by 9:00 p.m. effective November 1994.

Excise duty rates for beers, spirits and most wines remained un-changed in the Budget released November 29th.

United States - Gary Nateman, Vice President and General Counsel of the Beer Institute retired. He has been retained as special counsel to The Brewers' Association of America.

Art Decelle, Executive Vice President and General Counsel replaced Gary Nateman at the Beer Institute.

The Supreme Court agreed to decide whether the federal government may prevent brewers from labelling the alcohol content of beer.

On Rhode Island, federal court ruled that the state may restrict liquor ads as a way to limit alcohol consumption.

This publication highlights events and developments affecting beer sales. The Association appreciates the assistance from members, trade associations, distribution companies and liquor authorities across Canada in preparing this report.

Gisella Caruso, Editor