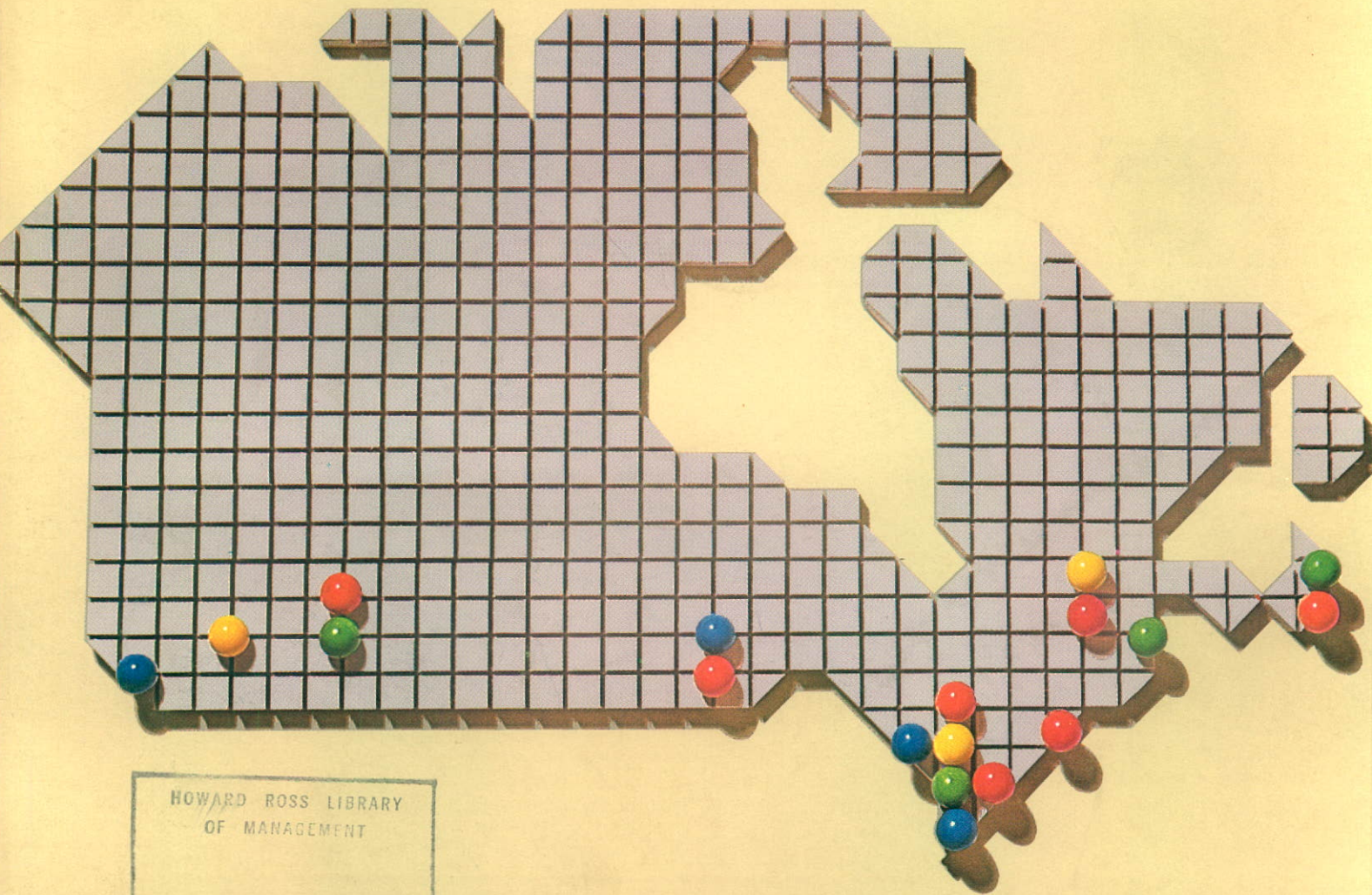


Standard Brands Limited

1971 Annual Report



HOWARD ROSS LIBRARY
OF MANAGEMENT
MCGILL UNIVERSITY

Directors



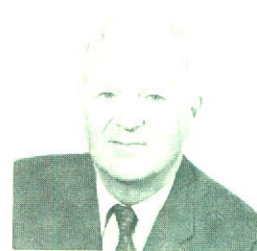
*D. George Caldwell**
Vice-President



*F. Ross Johnson**
President and Chief Operating Officer



*Gaetan C. Morrissette**
Chairman of the Board and Chief Executive Officer



Pierre Bachand
Secretary and Assistant Treasurer



Vern J. Housez
Vice-President



*Gilbert C. Clarke**
Deputy Chairman of the Board



John T. Johnson, O.C.
Partner – Borden, Elliot, Kelley & Palmer



*C. Marc Robert**
Vice-President



Barry F. Boardman
Treasurer



Philip E. Wheatley
Vice-President



Frank M. Covert, O.C.
Partner – Stewart, MacKeen & Covert



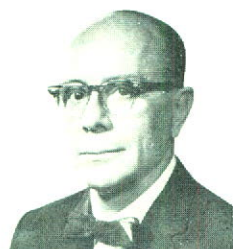
David S. R. Leighton, D.B.A.
Director – The Banff Centre



J. Boyce Donaldson
Vice-President



The Honourable Senator Paul Desruisseaux, O.C.
Corporate Director



Frank S. D'Alessandro
Vice-President – Standard Brands Incorporated



Matthew S. Hannon, O.C.
Partner – Ogilvy, Cope, Porteous, Hansard, Marler, Montgomery & Renault



Henry Weigl
President – Standard Brands Incorporated

Officers

*also an officer

The Growth of Standard Brands Limited

In 1929, Standard Brands Limited was formed as a federally incorporated company. It was the result of a consolidation of three long-established companies whose products were household words in Canada.

The three founding companies were The Fleischmann Company, which had first introduced its yeast products to the Canadian market in 1876; the Chase & Sanborn Company, which commenced Canadian operations in 1882; and the E. W. Gillett Co. Ltd., whose Canadian operations began in the early 1890's.

Since 1929, Standard Brands Limited has had a steady growth, both through the development and introduction of new products and by acquiring established successful companies in related fields.

Standard Brands Limited today manufactures and markets a wide variety of quality consumer food products, and is a major factor in the confectionery industry. The Company is a principal supplier of ingredient and convenience products to the bakery, hotel, restaurant and mass-feeding industries. Standard Brands Limited has a full range of liquor products, liqueurs, domestic and imported wines. In addition, it manufactures and markets a wide range of both canned and dry pet foods.

Some significant comparisons of the past ten years indicate the growth of the Company. In 1962 Standard Brands had ten manufacturing plants; today it has twenty-four. In 1962 Standard Brands had total assets of \$24,934,000; today it has \$117,406,000. In 1962 the shareholders' equity amounted to \$18,068,000; today it amounts to \$53,393,000. In 1962 Standard Brands employed 1,393 salary and wage earners; today the Standard Brands family numbers 3,600. In 1962 the salaries and wages paid amounted to \$6,637,000; today the salary and wages payroll is \$22,515,000.

Manufacturing Locations

Calgary, Alberta (2)
Bridgetown, Nova Scotia
Canning, Nova Scotia
Edmonton, Alberta
Gentilly, Quebec
Halifax, Nova Scotia
Kelowna, British Columbia
LaSalle, Quebec
Lethbridge, Alberta
Liverpool, Nova Scotia
Mimico, Ontario
Mississauga, Ontario
Montreal, Quebec
Napanee, Ontario
Scarborough, Ontario
Sherbrooke, Quebec
St. Hyacinthe, Quebec
Toronto, Ontario (3)
Vancouver, British Columbia
Winnipeg, Manitoba (2)

Distribution Warehouses

Halifax, Nova Scotia
Montreal, Quebec
Toronto, Ontario
Winnipeg, Manitoba
Calgary, Alberta
Vancouver, British Columbia

Region Sales Offices

Halifax, Nova Scotia
Montreal, Quebec
Toronto, Ontario
Winnipeg, Manitoba
Vancouver, British Columbia

Executive and Head Office

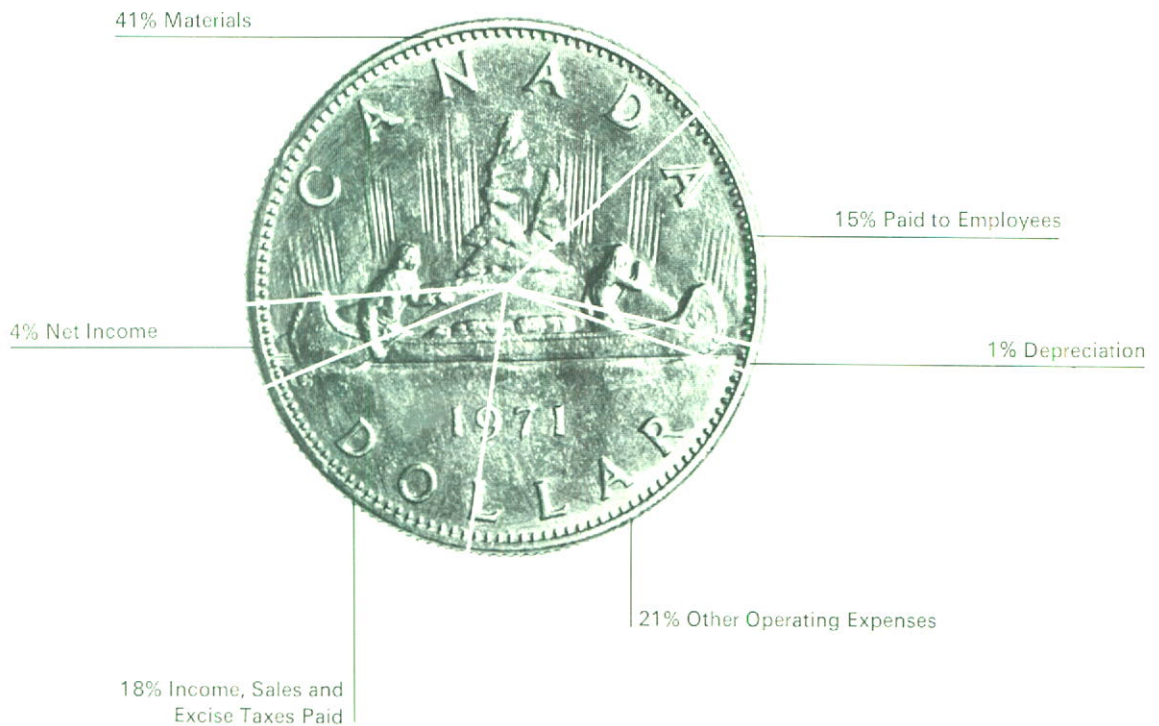
550 Sherbrooke Street, West
Montreal 111, Quebec.

Financial Highlights

Standard Brands Limited

	1971	1970
	Thousands of Dollars	Thousands of Dollars
Net sales	148,541	144,233
Income before taxes	11,858	10,590
Income taxes	5,994	5,462
Net income	5,864	5,128
Working capital	11,313	9,798
Plant and equipment (net)	34,589	31,275
Capital expenditures	1,785	3,626
Depreciation	1,873	2,028
Long-term debt	6,219	6,749
Stockholders' equity	53,393	51,529

Distribution of Sales Dollar



Report of the Chairman of the Board and Chief Executive Officer

It is pleasing to report that in 1971 sales and earnings of Standard Brands Limited reached all-time highs.

Sales of \$148,541,000 in 1971 represent an increase of \$4,308,000 or 3% over 1970.

Net income of \$5,864,000 exceeded 1970 by \$736,000 or 14.4%.

It is particularly gratifying to note that all divisions of the Company, except the Confectionery Division, attained new records in both sales and earnings in the year 1971. Major contributions were made by the McGuinness and Acadian distilling operations; the Dr. Ballard's brands of pet foods, which are the leading brands of pet food on the Canadian market; the Fleischmann brand of baker's yeast, which has been a staple of the baking industry for many decades; and Blue Bonnet and Fleischmann Corn Oil brands of margarine. An outline of the activities of the major divisions of the Company is set out in detail in the following sections of this report.

In 1971, Standard Brands Limited acquired Calona Wines Limited of Kelowna, British Columbia, one of Canada's largest and fastest-growing wine producers. We are gratified to have been able to obtain a stake in the dynamic growth of the Canadian wine industry. We expect that our new venture will make a significant contribution to the future of Standard Brands Limited.

In the fall of 1971, the construction of a new winery at St. Hyacinthe, Quebec was undertaken. Bottling operations will commence in this plant in the spring of 1972 and by the fall of 1972 the plant will become a fully integrated manufacturing operation.

In 1971 two additional acquisitions were finalized, an institutional coffee company in Ontario, and a pet food operation in Quebec specializing in export.

Major capital expenditures in 1971 were made at LaSalle, Quebec, for the expansion of yeast production facilities. At Lowney, Sherbrooke and Moirs, Halifax, Nova Scotia, new equipment was installed for improvements in the product quality and the efficiency of the packaging operations. At the Dr. Ballard's Mississauga plant, new high-speed can manufacturing facilities were completed.



It is gratifying to report that our Board of Directors has been further strengthened by the election of two distinguished Canadians: Frank M. Covert, O.B.E. D.F.C., Q.C., of Halifax, and David S. R. Leighton, M.A., M.B.A., D.B.A., of Banff, Alberta. These gentlemen are joining with three other outside directors who have made valuable contributions to our direction and growth in recent years: The Honourable Senator Paul Desruisseaux, Q.C., of Montreal, Matthew S. Hannon, Q.C., of Montreal, and John T. Johnson, Q.C., of Toronto.

In December 1971 appointments were made as follows: F. Ross Johnson as President and Chief Operating Officer; V. J. Housez as Vice-President and General Manager of the Grocery Division; J. B. Donaldson, as Vice-President and General Manager of the Bakery and Food Services Division; C. M. Robert as Vice-President and General Manager of the Confectionery Division; and P. E. Wheatley as Vice-President - Finance and Administration. We are confident that under the able leadership of F. Ross Johnson we have a management group capable of meeting the challenges of the future.

Standard Brands Limited is aware of and supports the national effort to protect and improve our ecology. We are directing an increasing amount of engineering effort and capital expenditures towards efficient and effective water, noise and air pollution control.

We are aware of the need for quality goods and services for the Canadian consumer, and to this end, we are continuing to take a leading role on the Canadian scene.

Practically all of the products of Standard Brands Limited are manufactured by Canadians in Canadian plants. Wherever possible, the suppliers of our materials and services are Canadian. Most of our products have been conceived and developed in Canada to meet Canadian conditions and Canadian needs. We are actively developing world-wide export opportunities.

In 1972 there are many uncertainties facing the Canadian economy - strong inflationary forces persist, competition and strong cost pressures continue to grow, and changing conditions are becoming evident in Canada's traditional international relationships. Despite these uncertainties, we are confident that 1972 will be a year of continued growth for our Company.

The Board of Directors wishes to express its appreciation to our 3,600 employees, for it is through their efforts that the successful growth of the Company has been possible.

Grocery Division

Vern J. Housez,
Vice-President and General Manager

A. David Clutsam,
Vice-President – Sales

Colin G. Ferrington,
Vice-President – Pet Foods Operations

W. Ralph Knowles,
Vice-President – Marketing

Our Grocery Division achieved a further record sales year in 1971.

The entire range of Dr. Ballard's pet food operations continued to experience rapid growth and gained market share in both canned and dry categories. In 1971, successful new lines of specialty canned dog and cat foods included Beef Hash for dogs and Beef Stew for cats. We also developed a range of large size cans of cat food. Major capital expenditures included the construction of an additional can-manufacturing facility at our modern pet food plant at Mississauga, Ontario.

Fleischmann's Corn Oil Margarine reached an all-time record volume and consolidated its position as the market leader in the high-polyunsaturate category. Blue Bonnet Margarine also benefited from the removal of the federal sales tax on margarine, the full effect of which we passed on to the consumer through lower shelf prices.

We are especially proud of the continued loyalty of the Canadian housewife to our famous range

of home-baking aids, encompassing Fleischmann's Yeast, Magic Baking Powder and "Chipits" chocolate chips. All these products increased in usage in 1971 and held their leading market positions. Late in the year, we launched an unsweetened chocolate variety of "Chipits" for home-baking purposes.

Sales of Planters Blue Can and Planters Dry Roasted nuts through grocery outlets reached new high levels in 1971. Planters Dry Roasted Spanish Peanuts were added to the product lines.

Planters Salad and Cooking Oil, the lightest of the polyunsaturates and with unique product characteristics, continued its outstanding sales growth.

Many of our other grocery products – Tender Leaf tea bags, Magic Pet branded powdered milk and Royal Cheese Cake mix – continued to show sales increases.



Ralph Knowles, Gib Clarke and Vern Housez discuss product packaging.



A young shopper adds a can of popular Dr. Ballard's Champion Dog Food to her purchases of other fine Standard Brands products

Bakery and Food Services Division

J. Boyce Donaldson,
Vice-President and General Manager

Clement D. Camiré,
Vice-President

James F. O'Neil,
Vice-President – Bakery and Food
Service Sales

Edwin W. Stevens,
Vice-President – National Food
Services Sales

The expansion of variety foods and convenience foods in the baking industry and the spectacular growth in the food-away-from-home market will continue to create new potentials for this division.

Standard Brands Limited maintained its long term leadership as a supplier of yeast, coffee, bulk food and ingredient items to the Canadian baking and food service industries.

In 1971, sales of yeast to the baking industry showed continued steady growth, the expansion of the food service industries – hotels, restaurants and institutions – tended to be retarded by the slowdown of the Canadian economy. Several prolonged strikes in certain major industries adversely affected the vending and mass-feeding industries. However, in the last part of the year the industry resumed its upward trend; this was reflected in significant increases in our coffee sales to the industry.

New product and product improvement activity continued in 1971. In the bakery field, we intro-

duced a prepared apple pie filling, bulk "Chippets" chocolate chips and an improved blended shortening. Our range of food service products was enlarged to include a new coffee whitener and a line of freeze-dried instant coffee. We also developed new packaging methods for our hotel and restaurant coffees which greatly improved the roaster-freshness of the product.

Major capital expenditures included the installation of a new rotary vacuum filter to expand the yeast manufacturing capacity of our plant at LaSalle, Quebec.



Jim O'Neil, Ed Stevens, Boyce Donaldson, Clem Camiré and George Williams discussing Fleischmann sales strategy.



The chef samples a cup of Chase and Sanborn coffee with François Malo.

Confectionery Division

C. Marc Robert,
Vice-President and General Manager

Douglas W. Lauder,
Vice-President - Marketing

Frank T. Barter,
Vice-President - Sales, Moirs

Charles M. Yeates,
Executive Vice-President, Moirs

Robert B. McGregor,
Vice-President - Manufacturing, Lowney

Walter J. Rooke,
National Sales Manager, Lowney

Norman J. Bennett,
Vice-President and General Manager,
Ice Cream Division

The Confectionery Division of Standard Brands Limited includes the wholly owned subsidiaries of Moirs Limited, a leading manufacturer of quality boxed chocolates in Canada; Walter M. Lowney Company, Limited, one of Canada's major producers of chocolate bars, candies and confectionery products; and Planters nut products, which are sold to confectionery distributors, the drug trade, syndicate stores and vending outlets.

The confectionery industry in Canada was faced with severe cost pressures in 1971 as a result of high cocoa prices in the spring and rapidly increasing sugar prices in the fall. In spite of these difficulties, the Confectionery Division achieved a creditable volume performance and in most categories strengthened its market share.

Planters nut products showed substantial sales increases.

Moirs famous "Pot of Gold" chocolates also made market share gains in the boxed chocolate

market. "Pot of Gold" has for years been one of the top-selling quality brands of boxed chocolates. A redesigned, modern stylized package was introduced in the fall and received an excellent reception from the public.

The "Oh Henry!" products, manufactured under license at Lowney's large modern facility in Sherbrooke, Quebec, responded well to intensified television advertising and promotion. A new Lowney bar, "Champion", was successfully launched during the year. Lowney's Bridge Mixture and Glossette products also posted substantial sales increases.

At Moirs Halifax plant a modernization program was undertaken, including the introduction of new chocolate enrobing equipment. At Lowney's Sherbrooke plant, a new packaging line for its popular "Cherry Blossom" product was installed.

In spite of extremely high sugar prices and escalating labour costs, the outlook for 1972 is encouraging.



Wally Rooke, Frank Barter and Doug Lauder examine a cello-pack of Planters mixed nuts.



A display of some of the many fine Planters, Moirs, and Lowney products.

L. J. McGuinness & Co., Limited

Lawrence J. McGuinness,
President

John R. MacDonald,
Vice-President – Operations and
Administration

Benjamin Marks,
Senior Vice-President

Peter Mielzynski,
Vice-President – Sales

In 1971, most categories of the Company's products recorded further strong gains. McGuinness liqueurs, long a leader on the Canadian market, showed substantial growth. During the year, a variety of liqueurs under the Acadian label were successfully introduced. Especially notable was the sales increase in the Company's Canadian whisky brands – Silk Tassel, Gold Tassel and Old Canada. McGuinness White Rum, McGuinness and Acadian Gin, and McGuinness and Acadian Vodka also made excellent progress.

To complement its own distilled products, McGuinness acts in Canada as agents for a wide variety of imported brands. In this area, sales of Vat 69 and Usher's Green Stripe Scotch Whisky, Booth's House of Lords Gin, Wyborowa Vodka and Monnet Cognac all recorded increases.

Wine consumption in Canada is growing rapidly and the McGuinness imported agency brands achieved significant gains. Included in this category are such famous brands as Martini & Rossi,

Sichel French and German wines, Yago Spanish wines and Melini-Lamberti Italian wines.

Export sales of bulk Canadian whisky distilled at our Toronto, Ontario and Bridgetown, Nova Scotia plants continue to be an important segment of our business.

McGuinness and Acadian distilled products have long been recognized on the Canadian market for the distinctiveness of and attractiveness of their bottles and labels. With the growth of self-service liquor outlets in Canada these characteristics have proven to be a decided advantage for the Company.



Larry McGuinness



Jack MacDonald



Benjamin Marks



Peter Mielzynski



A few of the products marketed by
L. J. McGuinness & Co., Limited.

Calona Wines Limited

Pasquale Capozzi,
Chairman of the Board

Thomas A. Capozzi,
President

Joseph J. Capozzi,
Vice-President

Calona Wines, acquired in 1971, was founded 40 years ago in the fruit-growing Okanagan Valley at Kelowna, British Columbia. Pasquale Capozzi, the present Chairman of the Board, was one of the original founders.

Calona has had a remarkable growth rate, particularly in the postwar years, which has necessitated five additions to the plant in the past eight years. Today, Calona is the largest winery in British Columbia and the fourth largest in Canada.

During 1971, Calona's strong growth rate was maintained. Progress was particularly outstanding in the new 'jack' wines, table wines and sparkling wines, while steady increases were evident in the dessert wines. During the year, several new types of wine and new package designs were introduced.

To cope with the continued rapid growth of Calona Wines, major capital expenditures were made at Kelowna for fermentation and aging

tanks, and for new high-speed automatic packaging lines. In the fall of 1971, construction commenced on a new winery at St. Hyacinthe, Quebec, for the subsidiary, Vins Calona Inc. This new winery will enable Calona to better service the Eastern Canadian market.



Joe Capozzi and
Tom Capozzi conferring



'Cap' Capozzi



Calona products help to make the meal a success.

Consolidated Statement of Income and Retained Earnings

for the Years Ended December 31, 1971 and 1970

	1971	1970
	Thousands of Dollars	Thousands of Dollars
Net sales (Note 6)	148,541	144,233
Cost of sales (Note 6)	100,960	99,686
Gross profit	47,581	44,547
Selling, general and administrative expenses	34,557	31,961
Other expense — Net	13,024	12,586
	1,166	1,996
Income before taxes on income	11,858	10,590
Provision for taxes on income	5,994	5,462
Net income	5,864	5,128
Retained earnings — Beginning of year	27,598	26,525
Dividend paid	33,462	31,653
	4,000	4,055
Retained earnings — End of year	29,462	27,598

The accompanying notes are an integral part of these consolidated financial statements.

Consolidated Statement of Source and Use of Working Capital

for the Years Ended December 31, 1971 and 1970

	1971	1970
	Thousands of Dollars	Thousands of Dollars
Source of Working Capital:		
Net income	5,864	5,128
Depreciation	1,873	2,028
Deferred income taxes	440	339
Total from operations	8,177	7,495
Issue of note payable (Note 5)	12,600	—
Issue of shares	—	10,000
Dispositions of property, plant and equipment	574	612
Other items — net	282	(350)
	21,633	17,757
Use of Working Capital		
Cost of acquisitions less working capital acquired	10,291	10,393
Dividend paid	4,000	4,055
Investment in nonconsolidated subsidiaries (Note 1)	3,452	—
Additions to property, plant and equipment	1,785	3,626
Long-term debt	590	578
	20,118	18,652
Increase (decrease) in working capital	1,515	(895)
Working Capital, beginning of year	9,798	10,693
Working Capital, end of year	11,313	9,798

The accompanying notes are an integral part of these consolidated financial statements.

Consolidated Balance Sheet

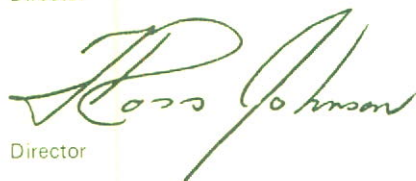
December 31, 1971 and 1970

Assets	1971	1970
	Thousands of Dollars	Thousands of Dollars
Current Assets		
Cash	1,828	1,071
Accounts receivable	15,984	15,310
Due from parent and affiliates	752	22
Inventories at the lower of average cost or market (Note 2)	31,607	27,274
Prepaid expenses	842	788
Total current assets	51,013	44,465
Investment in non-consolidated subsidiaries, at cost (Note 1)	3,452	—
Property, Plant and Equipment, at cost:		
Land	2,190	1,417
Buildings	21,678	19,929
Machinery and equipment	35,864	32,209
	59,732	53,555
Less – Accumulated depreciation	25,143	22,280
	34,589	31,275
Goodwill, at cost	28,352	21,769
	117,406	97,509

Approved on behalf of the Board:



Director



Director

Liabilities and Shareholders' Equity	1971	1970
	Thousands of Dollars	Thousands of Dollars
Current Liabilities		
Bank loans and short-term borrowings (Note 3)	28,400	23,515
Current maturities — long-term debt (Note 4)	440	414
Accounts payable and accrued expenses	7,182	6,709
Income and other taxes	3,678	4,029
Total current liabilities	39,700	34,667
Note Payable (Note 5)	12,600	—
Deferred Liabilities	1,002	744
Long-Term Debt (Note 4)	6,219	6,749
Deferred Income Taxes	4,492	3,820
Shareholders' Equity		
Capital stock—		
Authorized — 100,000 common shares, no par value		
Issued and outstanding — 77,600 common shares	23,931	23,931
Retained earnings	29,462	27,598
	53,393	51,529
	117,406	97,509

The accompanying notes are an integral part of these consolidated financial statements.

Auditors' Report
To the Shareholders
Standard Brands Limited

We have examined the consolidated balance sheet of Standard Brands Limited (a Canada corporation) and Subsidiaries as of December 31, 1971, and the related consolidated statements of income and retained earnings and source and use of working capital for the year then ended. Our examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as we considered necessary in the circumstances. We have previously examined and reported on the consolidated financial statements for the preceding year.

In our opinion, the accompanying consolidated financial statements present fairly the financial position of Standard Brands Limited and subsidiaries as of December 31, 1971, and the results of their operations and the source and use of their working capital for the year then ended, in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Arthur Andersen & Co
January 26, 1972

Notes

to Consolidated Financial Statements
December 31, 1971

1 Principles of Consolidation

The consolidated financial statements include the assets and liabilities, results of operations and source and use of working capital of all subsidiaries except:

- a) the consolidated assets and liabilities as of December 31, 1971, of two businesses and the results of their operations and the source and use of their working capital for the period September 26, 1971, the effective date of acquisition, to December 31, 1971. These businesses have not been consolidated and are shown as an investment in the consolidated balance sheet because financial results were not immediately available as of the balance sheet date. However, in the opinion of management, the effect of not consolidating the financial position of these businesses as of December 31, 1971, would not materially distort these consolidated financial statements as presented;
- b) the consolidated results of operations and source and use of working capital of Calona Wines Limited and subsidiaries, which companies were acquired December 19, 1971. The consolidated assets and liabilities of these companies are included in the consolidated balance sheet as of December 31, 1971. Foreign dollar balances included in current assets and current liabilities have been translated to Canadian dollars at the applicable rate of exchange at the end of the year. The note payable in United States dollars has been translated at the rate of exchange in effect when the note was issued.

	1971	1970
Inventories consist of:	Thousands of Dollars	Thousands of Dollars
Finished goods	9,683	8,713
Work in process	12,933	9,155
Raw materials and packaging supplies	8,991	9,406
	31,607	27,274

3 Short-Term Borrowings

As of December 31, 1971 and 1970, short-term promissory notes outstanding were \$24,000,000 and \$13,372,000 respectively, unconditionally guaranteed by Standard Brands Incorporated.

4 Long-Term Debt

	1971	1970
	Thousands of Dollars	Thousands of Dollars
a) Walter M. Lowney Company, Limited 5.55% secured building loan, maturing serially to May 1, 1980	1,746	1,893
b) Standard Brands Limited 7% Mortgage maturing February 15, 1989, secured by land and buildings	507	520
c) L. J. McGuinness and Co., Limited and subsidiaries 6% Subordinated Series A Debentures due June 23, 1974, secured by a second mortgage on the real and immovable property and a second floating charge on the undertakings and all the property and assets of a subsidiary	650	650
8% Loan due December 31, 1983, secured by a first mortgage on machinery, equipment, goods and chattels of a subsidiary	1,182	1,309
7½% Debentures due November 1, 1987, secured by a first mortgage and a first floating charge on all real and immovable property owned by the Company and its subsidiaries and all property subsequently acquired, except as otherwise pledged	2,280	2,422
d) Other	294	369
	6,659	7,163
Less—Current portion	440	414
	6,219	6,749

5 Note Payable

The 7% note payable to Standard Brands Incorporated is due in ten equal semi-annual instalments of \$1,260,000 principal, commencing in December, 1972.

6 Net Sales and Cost of Sales

Included in both net sales and cost of sales for the years are excise and sales taxes of \$21,399,000 in 1971 and \$21,143,000 in 1970.

7 Statutory Information

- a) Interest on long-term debt aggregated \$476,000 in 1971 and \$492,000 in 1970.
- b) There were 12 directors and 17 officers for the year ended December 31, 1971. Aggregate remuneration of directors (as directors) and officers (as officers) was \$5000 and \$483,000, respectively. There were 7 officers who were directors in 1971.

Principal Products

Consumer Food Products

Fleischmann's Dry Yeast
Magic Baking Powder
Chipits
Chase & Sanborn Coffee
Chase & Sanborn Instant Coffee
Tender Leaf Tea
Magic Pet Powdered Milk**
Numilk Powdered Milk
Blue Bonnet Margarine
Fleischmann's Corn Oil Margarine
Royal Jelly Powder
Royal Instant Pudding
Royal Cheese Cake Mix
Planters Peanut Cooking and Salad Oil

Confectionery Products

Planters
Planters Vacuum Pack Nuts
Planters Dry Roast Nuts
Planters Cello Bag Nuts
Lowney's
Boxed Chocolates
Maraschino Cherries
Vesta Chocolates
American Beauty Chocolates
Chocolate Bars
Oh Henry!***
Cherry Blossom
Caravan
Eatmore
Champion
Cello Pack
Glosette Nuts
Glosette Raisins
Bridge Mixture
Campfire Marshmallows**
Angelus Marshmallows**
Cracker Jack**
Lowney Ice Cream
Moirs
Boxed Chocolates
Pot of Gold
Luxury
Miniature
Half & Half
Selection
Mint Patties
Cello Bag
Quality Sweets Candies
Chocolate Bars
Moirs Wildfire
Moirs Nut Brittle
Moirs Graham Sandwich
Moirs Mint Pattie
Moirs Tru-Fruit Jellies

Bakery Products

Fleischmann's Yeast
Fleischmann's Leaveners
Fleischmann's Malt Syrups
Fleischmann's Dough Improvers
Fleischmann's Bread Flavours
Fleischmann's Prepared Pie Filling
Fleischmann's Instant Apples
Fleischmann's Tastex Shortening
Fleischmann's Flavotex Shortening
Fleischmann's Shortening
Chipits Baking Chips

Food Service Products

Chase & Sanborn Institutional Coffee
Chase & Sanborn Institutional Instant Coffee
Chase & Sanborn Institutional Freeze-Dried Coffee
Chase & Sanborn Coffee Lighteners
Tender Leaf Tea Institutional Tea Bags
Royal Institutional Jelly Powder
Royal Institutional Instant Pudding
Royal Institutional Cheese Cake Mix
Royal Portion Pack Jams and Jellies
Fleischmann's Prepared Pie Fillings
Fleischmann's Instant Potatoes
Blue Bonnet Margarine
Fleischmann's Corn Oil Margarine Reddies
Fleischmann's Mel-O-Tex Shortening
Planters Institutional Peanut Oil
Club Institutional Coffees and Teas
Melrose Institutional Coffees and Teas

Pet Foods

Dr. Ballard's Canned Dog Foods
Beef, Chicken, Liver, Kidney Flavours
Beef Stew
Meat Balls
Beef Hash
Liver 'n Beef Chunks
Horsemeat
Puppy Food
Tops
Kennel Club
Vets Choice
Dr. Ballard's Canned Cat Foods
Fish, Chicken, Beef & Liver, Kidney, Bacon, Cod Flavours
Miss Mew Gourmet Foods:
Liver Bits, Kidney Bits, Beef Bits, Chicken Bits, Tuna Bits
Beef Stew, Chicken Stew
Tops
Dr. Ballard's Dry Dog Foods
Burgerbits*
Kibbled
Meaties Biscuits
Trick 'n Treat Biscuits
Husky Canned Dog and Cat Food
Red Top Canned Dog and Cat Food
Perky Canned Dog and Cat Food
Skippy Canned Dog and Cat Food
Romper Canned Dog and Cat Food
Tops Canned Dog and Cat Food
Vets Choice Canned Dog and Cat Food
Kennel Club Canned Dog and Cat Food
Energy Canned Dog and Cat Food

Distilled Beverages

Canadian Whisky
McGuinness
Captain's Table
Old Canada
Gold Tassel

Silk Tassel
White Whisky
Acadian
Four Seasons
Port Royal
Signature
Gin and Vodka
McGuinness
Marble Arch Gin
McGuinness Vodka
Booth's House of Lords Gin*
Booth's High and Dry Gin**
Wyborowa Vodka*
Acadian
Deluxe Gin
Deluxe Vodka
Rum
McGuinness
White Rum
Black Diamond*
Golden Diamond*
'99' Dark
'99' Jamaica
Acadian
Seven Seas
Brandies and Cognac
D'Eaubonne
Monnet*
Scotch Whisky
Vat 69*
Usher's Green Stripe*
Cluny*
Bourbon
Old Forester*
Irish Whiskey
Powers Three Swallow*

Liqueurs & Cordials

McGuinness
Apricot Brandy
Blackberry Brandy
Cherry Brandy
Peach Brandy
Anisette
Cherry Whiskey
Café de Paris
Crème de Cacao
Crème de Menthe
Orange Curacao
Sloe Gin
Acadian
Raspberry Brandy
Apricot Brandy
Cherry Brandy
Crème de Menthe

Canadian Wines

Calona-Vins Calona
Table Wines
Champagne
Crackling Rosé
Crackling Mountain Red
Crackling Mountain White
Sparkling Canada White
Sparkling Canada Rosé
Sparkling Canada Duck
Mountain Red
Mountain White
Riesling
Sauterne

Still Rosé
Italian Red
Paisano
Royal Red
Royal White
Dessert Wines
Cocktail Sherry
'35' Sherry
Cream Sherry
Muscatel
White Port
Tawny Port
French Vermouth
Italian Vermouth
Apple-Up
Wine-Up
Wild Strawberry
Jack Wines
Double Jack
Cherry Jack
Berry Jack
Grape Jack
Black Jack

Imported Wines

(Some of these brands are represented in selective geographic areas; others are represented nationally.)

Sichel French Wines

Bel-Air
Beaujolais
Chateau D'Angludet
Chateau Monlot-Capet
Sichel German Wines
Blue Nun

Liebfraumilch
Bernkasteler Riesling
Senator's Rheinwein

Martini & Rossi

French Vermouth
Italian Vermouth
Aperitivo Rossi
Asti Spumante
Spanish Wines
Yago

Italian Wines

Rollo Marsala
Marsala All'uovo
Segesta
Melini Chianti
Melini Orvieto
Valpolicella
Lambrusco

Anjou Wines

Royal de Neuville
Bordeaux Wine
Chateau Maucaillou
Alsace

Sylvaner

Beaujolais
Faye Rouge
Sèvre et Maine
Muscadet "Grande Réserve"

Algérie

Ben-Afnam

Imported Beers

MacEwan's Edinburgh Ale
Dortmunder Union Beer

** Manufactured and sold in Canada under license

* Imported



Printed in Canada
Design : Gottschalk+Ash Ltd.
Printing : Simpson Press