

# ALCOHOL SALES

## IN CANADA

AS PER THE GUIDELINES\*, A "DRINK" MEANS:



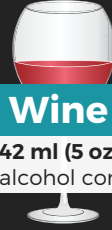
### Beer

341 ml (12 oz.)  
5% alcohol content



### Cider/Cooler

341 ml (12 oz.)  
5% alcohol content



### Wine

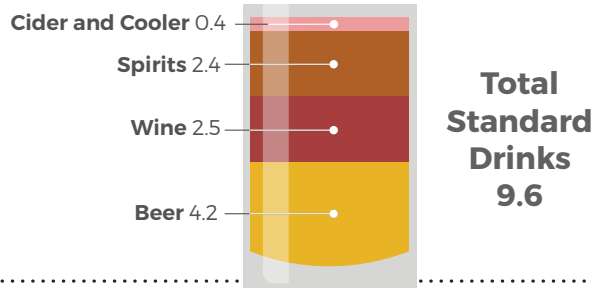
142 ml (5 oz.)  
12% alcohol content



### Spirits

(whiskey, gin, rum, etc.)  
43 ml (1.5 oz.)  
40% alcohol content

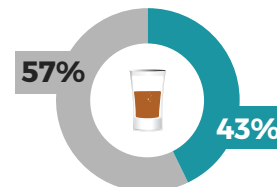
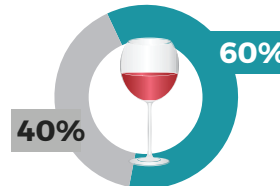
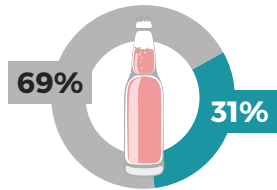
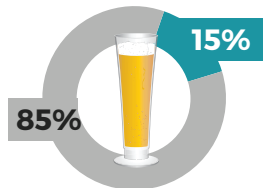
Number of standard alcoholic drinks sold per week, per person. (over the legal drinking age\*\*)



### CANADIAN

VS.

### IMPORT SALES



While most Canadians choose to buy beer, there are regional differences.

Beer is the most popular alcoholic beverage across Canada.



In British Columbia and Quebec they prefer wine.

Red is the most popular wine across Canada.



but Prince Edward Island buys more white wine.

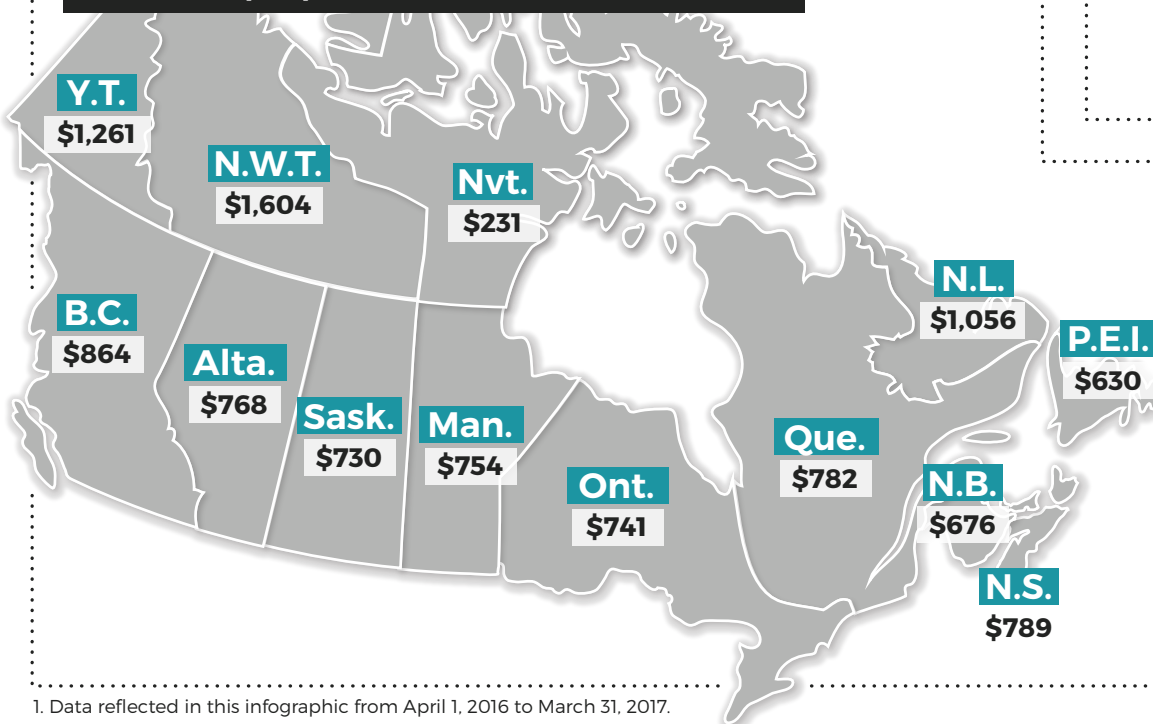


Over 70% of cider sales are in British Columbia and Ontario.



In Newfoundland and Labrador, almost 50% of spirits sales are rum.

Average sales of alcohol in Canada were \$755 per person<sup>1</sup> (over the legal drinking age\*\*)



Governments earned an average of \$411 per person over the legal drinking age from the control and sale of alcoholic beverages.<sup>1</sup>

1. Data reflected in this infographic from April 1, 2016 to March 31, 2017.

\* Health Canada Guidelines.

\*\* Legal drinking age (19+ for all provinces and territories except for Alta., Man., and Que., which is 18+).

Source: Control and Sale of Alcoholic Beverages in Canada 2016-2017 survey.

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