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# IMPORT PROFILE

## Investment Opportunities

MINERAL WATER, NATURAL

Pub. No.: 88-01-IP

May 1988



Government  
of Canada

Gouvernement  
du Canada

Regional Industrial  
Expansion

Expansion industrielle  
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INSTITUTIONAL EXPENDITURE  
1960-61

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MINERAL WATER, NATURAL

INTRODUCTION

This report is part of a continuing series designed to increase business awareness of the potential existing for production in Canada.

CANADIAN IMPORTS

Import data are given on subsequent pages for the following product:

<u>Description</u>	<u>Commodity Code</u>	<u>TOTAL IMPORTS</u>			
		<u>1986</u>		<u>January - November 1987</u>	
		<u>Value</u>	<u>Quantity</u>	<u>Value</u>	<u>Quantity</u>
		<u>(C\$ million)</u>	<u>(000 litre)</u>	<u>(C\$ million)</u>	<u>(000 litre)</u>
Mineral Water, Natural	171-80-20	14.5	27 949	15.3	26 096

Lists of Canadian importers and foreign exporters to Canada are given in Appendices A and B, respectively.

CANADIAN PRODUCTION

There are at least nine Canadian producers of natural mineral water. Statistics Canada does not, however, publish specific data on production of this product.

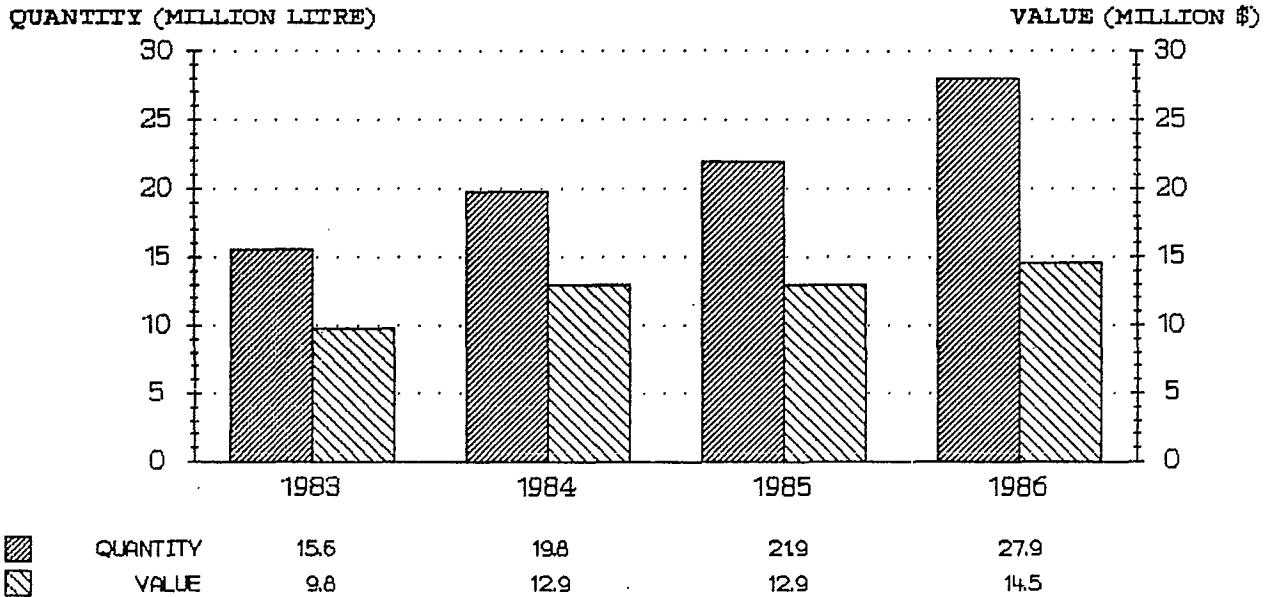
CANADIAN EXPORTS

Although the Canadian producers indicate that they export, Statistics Canada does not publish specific data on exports of natural mineral water.

UNITED STATES' IMPORTS

The United States Department of Commerce indicates that U.S. imports of natural, imitation, and artificial mineral water from all countries totalled C\$80 million in 1986. Canada's share of U.S. imports totalled C\$2 million.

NATURAL MINERAL WATER  
COMMODITY CODE 171-80-20  
IMPORT TRENDS



IMPORTS BY MAJOR FOREIGN COUNTRY OF EXPORT

FOREIGN COUNTRY OF EXPORT	1983	1984	1985	1986	AVERAGE ANNUAL GROWTH RATE 1983-88	8-MONTH IMPORTS	
						JAN. TO JUNE 1986	1987
					%		
FRANCE							
QUANTITY (000 LITRE)	11487	16183	17497	21784	24	6428	3782
VALUE (C\$000)	8214	11444	11018	11713	13	3135	2211
ITALY							
QUANTITY (000 LITRE)	2088	1802	2025	2813	8	748	553
VALUE (C\$000)	658	574	677	1099	19	239	287
GERMANY, FED. REP.							
QUANTITY (000 LITRE)	263	289	628	866	49	231	83
VALUE (C\$000)	119	109	233	432	54	101	54
NETHERLANDS							
QUANTITY (000 LITRE)	0	0	0	800	N/A	493	0
VALUE (C\$000)	0	0	0	374	N/A	312	0
NETHERLANDS ANTILLES							
QUANTITY (000 LITRE)	99	192	281	225	31	208	0
VALUE (C\$000)	131	168	257	185	12	174	0
OTHER							
QUANTITY (000 LITRE)	1685	1358	1499	1851	3	884	933
VALUE (C\$000)	631	851	679	852	1	215	377
TOTAL							
QUANTITY (000 LITRE)	15822	19804	21930	27949	21	8772	5331
VALUE (C\$000)	9753	12946	12862	14455	14	4178	2909

N/A - NOT APPLICABLE

NATURAL MINERAL WATER - COMMODITY CODE 171-80-20

IMPORT MARKET SHARES

FOREIGN COUNTRY OF EXPORT	1983	1984	1985	1986
	%	%	%	%
FRANCE				
QUANTITY	73.5	81.6	79.8	78.0
VALUE	84.2	88.4	85.6	81.0
ITALY				
QUANTITY	13.4	9.1	9.2	9.3
VALUE	8.7	4.4	5.3	7.8
GERMANY, FED. REP.				
QUANTITY	1.7	1.5	2.9	3.1
VALUE	1.2	0.8	1.8	3.0
NETHERLANDS				
QUANTITY	0.0	0.0	0.0	2.1
VALUE	0.0	0.0	0.0	2.6
NETHERLANDS ANTILLES				
QUANTITY	0.8	1.0	1.3	0.8
VALUE	1.3	1.3	2.0	1.3
OTHER				
QUANTITY	10.8	6.9	6.8	6.6
VALUE	6.5	5.0	5.3	4.5
TOTAL				
QUANTITY	100.0	100.0	100.0	100.0
VALUE	100.0	100.0	100.0	100.0

UNIT PRICES (C#)

FOREIGN COUNTRY OF EXPORT	1983	1984	1985	1986
FRANCE	0.72	0.71	0.63	0.54
ITALY	0.32	0.32	0.33	0.42
GERMANY, FED. REP.	0.45	0.38	0.37	0.50
NETHERLANDS	N/A	N/A	N/A	0.62
NETHERLANDS ANTILLES	1.32	0.88	0.91	0.82
OTHER	0.37	0.48	0.45	0.35
TOTAL	0.62	0.65	0.59	0.52

N/A - NOT APPLICABLE

CANADIAN IMPORTERS

The principal 20 importers of natural mineral water accounted for 55 per cent of the total import value during 1986.

<u>Principal Importers</u> (No.)	<u>Cumulative Value</u> (C\$ million)	<u>Per Cent of Total Value</u>
5	6.2	43
10	7.3	50
20	7.9	55
All Importers (51)	14.5	100

Importers of natural mineral water during 1986, are listed below in alphabetical order. This list includes all importers except individuals and a minimal number of importers whose names were not available.

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
91350 Canada Ltd.	Brossard, Qué.	Fatima Foods Products Ltd.	Toronto, Ont.
Adriano Bertozzi Importing Incorporated	Downsview, Ont.	Ferma Import & Export, O/B 407470 Ontario Ltd.	Toronto, Ont.
Aliments Kouri Inc.	Laval, Qué.	Finica Food Specialities Ltd.	Agincourt, Ont.
Barone Coffee Import & Export Ltd.	Downsview, Ont.	G S Teja Ltd.	Vancouver, B.C.
Beira Mar Importers Co. Ltd.	Burnaby, B.C.	Grand Island Biological Co. of Can. Ltd.	Chagrin Falls, OH, USA*
Brevages Capdor Inc.	Montréal, Qué.	Grand Specialties Limited	Toronto, Ont
Caffe Mauro Distributors, Div. of Numage Trading Inc.	Woodbridge, Ont.	Gray Beverage Co. Ltd.	Vancouver, B.C.
Correia Portugese Importers Ltd.	Toronto, Ont.	Hahamovitch Kosher Imports Inc.	Montréal, Qué.
Crombie Kennedy Sales Limited	Markham, Ont.	Herd & Charton (1971) Inc.	Montréal, Qué.
D Cracower & Company Ltd.	St-Laurent, Qué.	Holtzheuser Brothers Ltd.	Toronto, Ont.
David Ashley & Company, Div. of Intermetco Limited	Mississauga, Ont.	Importations Scalia	Montréal, Qué.
De Luca Bros. Foods Int'l. Ltd.	Winnipeg, Man.	Italfina Products Company	Concord, Ont.
Dovre Import & Export Ltd.	Vancouver, B.C.	Koffman Foods, Division of Intermetco Limited	Richmond, B.C.
Elco Fine Foods Inc.	Richmond Hill, Ont.	Kofman Barenholtz Foods Limited	Concord, Ont.
Eli Lilly Canada Inc.	Scarborough, Ont.	Laboratoire F C C Inc.	St-Bruno, Qué.
Elio Importing Limited	Toronto, Ont.	Lippens Inc.	Montréal, Qué.
Euro Mark Inc.	St-Léonard, Qué.	Marchese Import Canada Ltd.	Toronto, Ont.
F L P Domestic International Sales Corp.	Tempe, AZ, USA*	Marine Equipment Ltd.	Halifax, N.S.
		Mario's Food Products Ltd.	St-Laurent, Qué.
		Miloni Food Importers Ltd.	Burnaby, B.C.

CANADIAN IMPORTERS (CONT'D)

<u>Name</u>	<u>Address</u>	<u>Name</u>	<u>Address</u>
National Cheese Company Ltd.	Concord, Ont.	S & F Food Importers, Div. of	Concord, Ont.
Ocean King Import Export		340532 Ontario Limited	Mississauga, Ont.
Company, O/B 336850 Ontario		Seven-Up Canada Inc.	Concord, Ont.
Ltd.	Toronto, Ont.	Silton Limited	Edmonton, Alta.
Perrier Group of Canada		Sun Lai Wholesale Ltd.	Woodbridge, Ont.
Inc.	Toronto, Ont.	Supreme Foods (Ontario) Limited	Montréal, Qué.
Primo Foods Limited	Weston, Ont.	Tidewater Industries Inc.	Laval, Qué.
Québeurope Importations Inc.	Montréal, Qué.	Van De Water-Raymond Ltd.	Montréal, Qué.
Recson Food Products Ltd.	Mississauga, Ont.	Vintan Limited	

\* Non-resident importer



FOREIGN EXPORTERS TO CANADA

Major exporters to Canada of natural mineral water during 1986, are listed below in descending order of dollar value by major country of export. These exporters accounted for 90 per cent of the total value of imports in 1986.

<u>Country</u>	<u>Exporter Name</u>	<u>Value of Imports</u> (C\$ 000)
France:	Soveper N.V.	8 634
	S.A. des Eaux Minérales D'Evian	1 862
	Cie Perrier Export	1 288*
	N. Corman S.A.	
	Société Générale des Eaux Minérales de	
Vittel		
Italy:	San Pellegrino S.P.A.	767*
	Societa' per Azioni	
	Dell ' Acqua	
	Terme di Crodo S.P.A.	
	Terme di Recoaro S.P.A.	
Federal Republic of Germany:	Apollinaris Brunnen A.G.	410*
	N. Corman S.A.	

\* Aggregated to preserve confidentiality of Canadian importers.

FOR MORE INFORMATION PLEASE CONTACT:

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235 Queen Street  
Ottawa, Ontario  
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Grocery Products Division  
Service Industries and Consumer Goods Branch  
Department of Regional Industrial Expansion  
235 Queen Street  
Ottawa, Ontario  
K1A 0H5  
Tel: (613) 954-3092

REFERENCE SOURCES

Department of Regional Industrial Expansion  
Statistics Canada  
Revenue Canada

ENQUIRIES CONCERNING TARIFFS SHOULD BE DIRECTED TO THE NEAREST CUSTOMS AND EXCISE OFFICE OR TO:

TARIFF PROGRAMS  
REVENUE CANADA  
CUSTOMS AND EXCISE  
OTTAWA, ONTARIO  
K1A 0L5  
TEL: (613) 954-7018

EXPLANATORY NOTES

Valuation

Imports are generally recorded at the values established for customs duty purposes according to the provisions of the Customs Act. Customs values are identical to selling prices for most transactions between non-affiliated companies, but customs values exceed selling prices for many transactions between affiliated companies. All values are reported in Canadian dollars and do not include duty.

Average Growth Rate

Growth rates are calculated on the basis of annual compounding.

Rounding

Figures may not add due to rounding.

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