



Crown Royal

THE MARKET

The origin of whisky goes back far earlier than the existence of the nation of Canada: nearly a full millennium. The first to create this admirable brew were the Irish, back in the 1200s. Next were the Highlanders of Scotland in the 1400s, who began to produce what they called *uisge beatha* — “the water of life.”

As immigrants from Ireland and Scotland descended upon what would become Canada, they brought with them their distilling traditions. Here, they discovered abundant grains, including rye, from which they could produce a unique Canadian (rye) Whisky. Since its birth in 1794, this fine beverage has joined the distinct fabric of this nation’s history and risen to become one of the top selling beverage alcohol categories consumed today.

Canadian Whisky is very much a *North American* passion, with 86 percent of all that is produced being sold to the United States. It is, however, much loved by, and exported to, over 150 countries globally. In Canada, the Canadian Whisky market represents 3.6 million 9L cases, with 45 percent of these being sold in the province of Ontario.

Crown Royal DeLuxe is the number one Canadian Whisky brand in Canada, selling over half a million 9L cases annually. Beyond being the top selling Canadian Whisky, Crown Royal is also the most “adored” whisky in Canada, according to Ipsos-Reid Brand Tracking Research, thanks to its rich and deeply rooted history, which underpins its commanding ownership of status, and understated privilege.



ACHIEVEMENTS

When the sixth annual San Francisco World Spirits Competition was held in March 2006, with 19 judges tasting 701 products in over 70 different spirits classifications from 52 countries, Crown Royal achieved Gold Medal honours for the third year in a row. Today, Diageo has the privilege of upholding nearly 70 years of impeccable standards, through the gatekeeping of Crown Royal’s equity and stature.



Beyond this individual accomplishment, the 2005 San Francisco World Spirits Competition Gold Medal for “Importer of the Year” went to Diageo, which proudly owns Crown Royal and a number of other premium spirit brands, including Smirnoff, Johnnie Walker, Baileys, Captain Morgan and Tanqueray.

HISTORY

Few man-made creations have legendary power in their very origin, but such is the case for the birth of Crown Royal Canadian Whisky. Samuel Bronfman had read that the King and Queen of England were planning a visit to Canada in 1939, and decided to salute their majesties with his own superior blend, presented in a crown-shaped bottle and a royal purple bag. Bronfman reportedly tried over 600 different blends, before settling on the one which he felt was worthy enough to be called CROWN ROYAL.

Ultimately, Bronfman was allowed to place only one single, precious case of his master blend on the Royal train when it stopped in Montreal, and later, one more case in Toronto, before the royal couple continued West. This was the auspicious birth

of Crown Royal Canadian Whisky — and one of the most astonishing marketing coups in modern history.

In July 2000, Diageo Inc. announced a strategic realignment behind its premium drinks business, which led to the acquisition of 60 percent of the Seagram’s spirits and wine business. Included in this acquisition were the brand jewels of Crown Royal Canadian Whisky and Captain Morgan Rum.

In Canada, the Crown Royal franchise includes the flagship brand Crown Royal DeLuxe, as well as Crown Royal Limited Edition and Crown



Royal Special Reserve. And the future looks to hold new gems on the horizon for the growing Crown Royal family.

THE PRODUCT

Today, Andrew Mackay is the master whisky blender for Crown Royal, with the task of guaranteeing its majesty and consistency. “The distinctiveness of Crown Royal comes from the insistence on excellence that can be seen in the attention to **every detail** from the ground up: quality grains, exact processes, expert distillation, careful maturation, appraisal and small batch blending, and over 61 different quality checks.” Mackay will tell you that the family of whiskies to which Crown Royal belongs is quite distinct from all other Canadian distilleries in production

today, since the aim is to “consistently make balanced, creamy, fruity and spicy whiskies that are blended in a manner where the sum adds up to *more* than the individual parts.” So, while all men are created equal, all whiskies are NOT.

Just outside Gimli, Manitoba, an hour’s drive north of Winnipeg, stands a proud sign that reads, “WELCOME TO CROWN ROYAL GIMLI PLANT.” It seems a strange place to put this important centre, until one realizes that it’s all about the clear and pure water supply that is tapped from an endless underground river running between Lake Winnipeg and Lake Manitoba. Gimli is Diageo’s only remaining distillery, replacing six others, including the long-revered “Joseph E Seagram and Sons,” which thrived in Waterloo, Ontario, between 1857 and 1992.

Aside from the rich history and superior liquid blend, another attribute that truly makes Crown Royal one of a kind is the crown cut glass bottle, and the legendary purple bag loved by virtually every Crown Royal drinker, young and old. Crown Royal is proudly bottled in Amherstburg, Ontario, producing just over 4.2 million 9L cases annually. Crown Royal’s Canadian-based team of dedicated experts, from coast to coast, is truly passionate about bringing the superiority and worthiness of Crown Royal to whisky aficionados everywhere.

RECENT DEVELOPMENTS

With a company that has been around for nearly 150 years, and a magnificent blend nearly half that old, “recent developments” can mean decades — or days. Crown Royal has introduced a number of new “offspring” over the past two decades. In celebration of the 50th anniversary of the birth of Crown Royal Deluxe, a noble blend was developed to commemorate this milestone — Crown Royal Limited Edition. This unique blend is a distinguished collection of “batch distilled” whiskies which yield a robust taste sensation for flavour-seeking whisky connoisseurs. In the mid-’90s, master blender Arthur Dawe created Crown Royal Special Reserve, an ultra-premium version of its parent. Early in the maturation process, the best of the young whiskies are hand selected and reserved for this blend. The additional aging gives the product maximum richness, mellowness, and more complexity.

In 2006, Crown Royal will yet again set discerning taste buds alight with a monumental



luxury blend, which at the time of publication of this book could not yet be divulged. Stay tuned for rarity that could come only from the Kingdom of Crown Royal.

PROMOTION

In 1938, when Crown Royal was still being blended — **and blended!** — to be fit for a King



and Queen, its distilling company won a “first place among advertisers in all fields of industry,” by wisely directing its sales messages to the upper end of the drinking scale. “This company . . . recognizes that confidence is the dominant influence

in liquor buying,” announced the advertising magazine presenting the award. These inspired promotions have continued over the decades, with such magnificent, memorable ads as a dropped and shattered bottle of Crown Royal with the caption below, “Have you ever seen a grown man cry?” Originally developed in the early ’80s and spanning three decades, its unprecedented longevity is a testament to the power and effectiveness of great advertising.

The renowned advertising agency Grey Worldwide has been working with the Crown Royal brand for many years, delivering inspired and iconic advertising that has helped to maximize the power of its magnificent assets.

Of course, there is more to promotion than magazine and TV ads. One of the most compelling promotional vehicles is the

Crown Royal Web site (www.crownroyal.ca). Loyal consumers tap into this site for new and exciting information and rewards from Crown Royal and its sponsorship platforms. In terms of sponsorship, two very prominent platforms have been supported by Crown Royal — the CFL (Canadian Football League) and more recently, NASCAR, via sponsorship of the Roush Nextel Cup Racing #26 racing team. This motorsports platform allows Crown Royal the opportunity to deliver communications around the responsible use of beverage alcohol. Crown Royal and Diageo are passionate about social responsibility.

A great brand, a great product and a close affiliation and identification with two of the most popular professional sports in North America today — football and motorsport racing. This is what successful promotion is all about.

BRAND VALUES

Crown Royal owes its unparalleled success to its rich heritage and status, unwavering product quality and a passion for delivering **only the best**. All this, while never forgetting what the brand and its consumers both value most: Genuineness, Approachability and Excellence.



THINGS YOU DIDN'T KNOW ABOUT CROWN ROYAL

- During its inception in 1939, Sam Bronfman reportedly tried over 600 different blends, before settling on the one which he felt was worthy enough to be served to a king — and a queen — and to be blessed with the name **Crown Royal**.
- Six million gallons of water and 10,000 bushels of grain are used each day in the production of Crown Royal.
- Crown Royal is poured — or, rather, regally served — over 119 million times every year across Canada.
- Crown Royal has long been, and continues to be, the number one spirit gifting option during special holidays.