

WISER'S®

CANADIAN WHISKY CANADIEN

THE MARKET

With more than 200 years of whisky-producing experience, the heritage of Canadian whisky can be tasted in every bottle. With such a rich history in distillation and a complete range of truly Canadian flavours to choose from, it's no wonder Canadians are among the world's most discerning consumers of whiskies.

There are four countries around the world that are considered among the top whisky producers in both quantity and quality — Canada, the United States, Ireland and Scotland. In Canada more than 3.6 million 9-litre cases are sold annually. Wiser's is the best selling Canadian Whisky family, selling more than 675,000 9-litre cases every year — one-fifth of all Canadian whisky sold in Canada.

Wiser's Whisky is the oldest continuously produced whisky in Canada and is currently one of the country's fastest-growing whisky brands. Enjoying a brand renaissance in recent years, Wiser's has seen its volume increase by more than 38 per cent over the past five years.

ACHIEVEMENTS

Wiser's is Canada's best selling Whisky family and also the best tasting, according to accolades from prestigious competitions over the past few years.

Most recently, the prestigious 2008 International Review of Spirits conducted by the Beverage Tasting Institute of Chicago awarded members of the Wiser's family first, second and fourth place in the Canadian Whisky category. J.P. Wiser's Red Letter Whisky received a Gold Medal and "Exceptional" rating with a score of 92.

In 2007, Wiser's Very Old Canadian Whisky was named Best Canadian Whisky by *Whisky Magazine* and was the only Canadian whisky to receive the Editor's Choice Gold award by the same magazine.

Recognition from these prestigious awards and many others over the past years validate Wiser's as a world-class Canadian Whisky and prove that its attention to detail is paying off in the quality of the product being produced.



HISTORY

J.P. Wiser, who is often referred to as the "Father of Canadian Whisky," established the Wiser's Whisky Distillery on the shores of the St. Lawrence River in 1857, and began producing authentic Canadian Whisky; creating a tradition of craftsmanship and uncompromising quality.

J.P. Wiser strode onto the landscape during the middle of the 19th century as distilling technology was rapidly improving. An influx in the Canadian population combined with a growing network of railroads in the eastern part of the country created the perfect atmosphere for growth.

Wiser's distillery was located in Prescott, Ontario, which made it perfectly suited to take advantage of river and rail transportation channels to both Montreal and Toronto. His perfectionism, hard work and energy soon set his distillery apart, and he quickly developed a reputation for delivering the best. The Wiser's name was thereafter synonymous with reliable, high-quality whisky.

Wiser passed away in 1911, leaving control of his empire to his sons. In 1919 Wiser's Canadian Whisky was sold to Corby Distilleries. By 1932, production had been moved to Corbyville, Ontario.

Corby nurtured and developed the brand, creating very strong consumer loyalty through excellent word of mouth marketing, making Wiser's the Canadian Whisky for those who truly knew what a full-flavoured, authentic Canadian Whisky should taste like.

In 1994, production was again moved, this time to the largest distillery in Canada, in Windsor, Ontario. The state-of-the-art production facilities are capable of keeping up with the ever-increasing consumer demand for Wiser's Whisky.

THE PRODUCT

Wiser's tradition of uncompromising quality and craftsmanship are currently entrusted to the skilled hands of Master

Blender David Doyle. "Wiser's products are unique Canadian Whiskies that deliver full whisky taste: oak, vanilla and toffee, and at the same time are extremely smooth and well-balanced." Doyle takes great pride in the entire family of Wiser's products, monitoring every detail at every stage of the process.

The Wiser's family is made up of several varieties of high-quality whisky: Special Blend, DeLuxe, Small Batch, Eighteen Year Old and Red Letter. Each blend lends its own unique aroma and flavour to the dynamic portfolio of Wiser's Canadian Whisky.

Wiser's Special Blend: This smooth, mellow whisky reveals a deep gold colour and suggests

hints of spice, vanilla and oak. A perfect introduction to the Wiser's family.

Wiser's DeLuxe: A full-flavoured, authentic Canadian Whisky, the flagship brand of the Wiser's family. Deep rich notes of toffee and oak from years in the barrel are pronounced; the key ingredient to creating the ultimate Manhattan.

Wiser's Eighteen Year Old: The deep amber colour and lengthy oak, spice and cedar notes are the result of eighteen long years of gentle ageing in American White Oak barrels in Wiser's cool and quiet maturing rooms.

J.P. Wiser's Red Letter Whisky: Created in honour of the 150th Anniversary of Wiser's, this

by the Master Blender and presented in a beautiful walnut box. The first premium Canadian Whisky to be sold to consumers as a non-chill-filtered, double-barreled product, it is truly innovative within the category, and served notice to all competitors that Wiser's will continue to set the gold standard for whisky blending in Canada.

Wiser's Small Batch:

The newest member of the Wiser's family, this blend is inspired by J.P. Wiser's early blends. Learn more about this exciting new member of the Wiser's family when it becomes available to the public in October 2008.

RECENT DEVELOPMENTS

2007 marked the 150th Anniversary of the Wiser's family in Canada, and the brand celebrated this historical occasion with over 150 on-premise promotions, and the first two editions of the Wiser's Tap the Cask contest. Consumers are given the chance to explore a virtual version of the Wiser's distillery and then test their luck to win great prizes. Tap the Cask has proven to be a hugely successful promotion, and Wiser's will continue to grow and build the property.

The Wiser's brand continues to be a leader in innovation and whisky development. If the overwhelming success of J.P. Wiser's Red Letter Whisky, the most recent addition to the Wiser's family, is any indication of the quality and standard that consumers should expect from future Wiser's offerings, whisky fans are sure to be impressed.

There are new products already in development for 2009 because great whiskies like Wiser's aren't made overnight. Some might say that they have been 150 years in the making.

BRAND VALUES

Wiser's is an authentic, full-flavoured Canadian Whisky. Uncompromising when it comes to the time, effort and craftsmanship required to create the ultimate Canadian Whisky, Wiser's echoes the character of many of its loyal consumers, unwilling to accept anything less than a best effort.



ultra-premium blend was modeled after the authentic 19th-century whisky for today's discerning Canadian Whisky consumer. Applauded by spirit writers and critics across the country, Wiser's Red Letter was produced in a very limited quantity, each bottle numbered and hand signed



Wiser's still strives to live up to the expectations set forth 150 years ago by J.P. Wiser himself — to produce the highest-quality whisky “that pleases the nose, tongue and eye,” using only superior ingredients.

THINGS YOU DIDN'T KNOW ABOUT WISER'S CANADIAN WHISKY

- At the 1893 World's Fair in Chicago, J.P. Wiser exhibited and sampled some bottles of his famous whisky. It is thought that this was the first time that the words “Canadian Whisky” appeared on a label, and that is why J.P. Wiser is commonly referred to as the Father of Canadian Whisky.
- Canadian Whisky is often referred to as “Rye,” but most blends are in fact corn-based spirits, with each major whisky using its own secret blend combining Canadian corn, rye and barley grains.
- J.P. Wiser served one term as a member of Canadian Parliament for his riding of Leeds-Grenville. He served as a member of his close friend Sir Wilfrid Laurier's Liberals, often engaging in fierce debates in the House with Sir John A. MacDonald of the Conservatives. Legend has it that while the two men didn't see eye to eye politically, Sir John A. was a fan of J.P.'s whisky and had it delivered to his residence in Ottawa.
- Wiser's Canadian Whisky has a longstanding relationship with the Saskatchewan Roughriders football team. In December 2007, to celebrate their championship season, Wiser's issued a commemorative bottle in Saskatchewan, which caused a sensation at liquor stores, becoming one of the fastest-selling spirits in the province's history.

