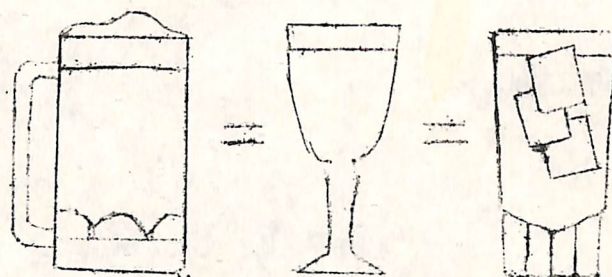


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Amherstburg News

July 1986



EQUIVALENCE LOGO

The equivalence logo is now a familiar sign for most employees working in the beverage alcohol industry. In recent months we have seen in the national magazines such as MacLean's, Time and several others the message: "Different But Equal" on a full page ad sponsored by the Distillers of Canada.

At the end of March our president Mr. G. Jellinek informed us of the magazine insert entitled "Alcohol Facts, Alcohol Fictions" which was distributed nationally in seven Canadian magazines. The insert was sponsored by Joseph E. Seagram & Sons, Limited and was intended to inform Canadians about responsible consumption of the major products in the beverage alcohol market: Beer - Wine and Distilled Spirits. Reprints of this pamphlet are available at the plant or if larger quantities are required from Head Office.

A Gallup Survey conducted in 1984 indicated that only 20 percent of Canadians surveyed were aware that typical servings of beer, wine and distilled spirits contain the same amount of alcohol and 57 percent believed that beverages containing liquor had a higher alcohol content than beer and wine.

The Distillers of Canada feel that the message on responsible drinking habits and the inequity of the taxation of our products has to be conveyed to the public. The media campaign on equivalence is the first step in this direction. Our company is counting on its 1500 employees in Canada to "spread the word" on equivalence to relatives, friends, business contacts, etc. In our message we share the concern of several organizations and groups in Canada who tell the people to drink responsibly. Some of these are: General Motors, The Insurance Bureau of Canada, M.A.D.D. (Mothers Against Drunk Driving), Health and Welfare Canada, 5 provinces (incl. Ontario) in their Drivers' Manuals/Handbooks, Metro Toronto Police Dept. and the Alcohol and Drug Addiction Research Foundations in 8 provinces.

The campaign will continue for some time and more information will be provided in future company newsletters.

LONG SERVICE AWARDS

The Amherstburg Plant had the largest number of long service awards this year. We were pleased to have with us Mr. Peter Abbott for the two days when the presentations were made. Our congratulations are extended to the recipients in the 40 and 30 year group:

40 year : Brian Sprague

30 Year:

Ruth Beaudoin
Ronald Bondy
Frank Colley
Bernard Drouillard
Charles Goodchild
William Maitre
Ann Markham
Murray Martin
Don Menard
Sebastien Recchia
Alex Sabo
Ben Schinkel
Arie Vandenharn

Joe Beneteau
Robert Bondy
Gene Chikaz
Tony Dinunzio
Bill Farmer
Dale Grant
Norman Imeson
Louis Jaber
Veikko Jokimaki
Alvin Matte
Ernest Meloche
Casey Overgaauw
Hector Rocheleau
Douglas Stothard

PLANT VISIT

On Tuesday, May 27, we had a group of Seagram executives visiting the plant: Mr. M. Griffin, the Deputy chairman of Joseph E. Seagram & Sons Limited, was accompanied by Messrs. G. Jellinek, D. Pashleigh & C. Brochu from Montreal. The program included a plant tour and a presentation by the local management group to bring the visitors up to date on the activities in the plant. We were glad to have the opportunity to show the operation of our new line #4 during this visit while it was in the start-up phase after the complete line revision.

This event was also Mr. Griffin's last official visit to the plant as he had announced earlier his intention to retire at the end of the year. Upon retirement he will return from New York to Canada and the Griffins will be living in the Kitchener-Waterloo area.

INSTALLATION - LINE #4

During April and the first two weeks in May line #4 was completely dismantled and rebuilt with mostly new machinery. The start-up on V.O. 1.75 l was very smooth and within a few days we were able to get good production runs at approximately 80% of our projected future line speed.

It is certainly an indication of the professional job the bottling maintenance group did on this project. After a short run the line was shut down again pending the arrival of the cartoner from Italy within the next few days. Once this machine is installed we can resume the line testing again in preparation of the Xmas V.O. and Canadian Hunter to be produced after the summer shutdown.

INSTALLATION - LINE #4

The bottling activities have been much reduced during the past six weeks as a result of the line #4 revisions and reducing shipping requirements during this time of the year.

Plans are already in motion to get the Xmas program under-way soon and we expect to run the V.O. Xmas litre program during the last week of June depending on the availability of materials.

SUMMER STUDENTS

Welcome to the following summer students:

Vera Colley, who has been assigned to the Bottling Department, she is the daughter of Frank Colley.

Vera has completed her 1st year at the University of Windsor and is working on her Bachelor of Arts degree.

Wendy Delmore has been assigned to the Administration office, she is the daughter of Larry Delmore.

Wendy has completed her 1st year for her Honours in Business Administration at Wilfred Laurier University.

Tracey Foreman has been assigned to the Quality Control Department, she is the daughter of Diane Foreman.

Tracey has completed her 2nd year for her Bachelor of Social Work degree at the University of Windsor.

APPOINTMENTS

Mr. Claude R. Brochu, Executive Vice-President Marketing, Joseph E. Seagram & Sons Limited, is pleased to announce the appointment of Mrs. Janet Leigh to the position of Manager, New Product Development, effective July 1, 1986.

Mr. Harold C. Abney, Executive Vice-President, International Vintners Limited, is pleased to announce the appointment of Ms. Susan Hershman to the position of Director of Marketing Services, International Vintners Limited, effective July 1, 1986.

CALDIST CREDIT UNION ANNUAL MEETING

The Annual meeting was held April 8, 1986 at the Amherstburg Knights of Columbus Hall.

Special guests were Mr. & Mrs. F. Rusticus, Cumis Insurance, Mr. & Mrs. C. Diemer, Woodslee Credit Union, Mrs. D. Capel-Cure Brond Credit Union, Mr. D. Keltika, The Seagram Company and Mr. T. Crawley, Ward and Mallette.

CALDIST CREDIT UNION ANNUAL MEETING

1985 had been a good year for your credit union, we experienced an 8.5% growth in our assets, maintained a loan rate well below other financial institutions and paid a dividend that was among the highest in Essex County. Mr. T. Crawley noted in the auditors report that your credit union was among the top 10% for its size in Ontario. This is good news for you, the members, and reflects on the capable management by the Board of Directors and our Treasurer-Manager.

Changes to the Credit Union bylaws were made pertaining to the amount of minimum share capital. Each member must have \$25. in shares where previously \$5. in shares was the minimum.

The change was a result of a directive from the Ministry of Consumer and Commercial Relations due to the number of financial institutions that were in trouble.

Elections for vacancies on the Board of Directors was held. R. Davis, R. Lindenbaum and C. Robinson were elected. The board welcomes the two new members R. Lindenbaum and C. Robinson and is looking forward to working with them and R. Davis who has served well in the past.

Howard Goulin and Parker Odette both decided not to run for re-election. Parker had approximately 10 years of active service in the credit union, 7 years as a member of the Board of Directors and previously on the Credit Committee and Supervisory Committee.

Howard had almost 20 years service on all areas of the credit union. He served as President for 10 years, 1973 to 1983 and Vice President until he retired.

The board would like to thank them for their contributions to the credit union and credit union movement. Their wisdom and counsel will be missed.

The board is looking forward to another successful year in 1986.

RETIREMENTS

Congratulations to John White of Seagram Security on his retirement on March 31, 1986.

John retired after 33 years of continuous service with Seagrams.

John initially started with Seagrams in 1946 working in the Bottling Department for a short period. He left for six years and worked in the construction industry and returned to Seagrams in 1952. Upon his return John was employed as a security guard, a position he held until his retirement.

John will be quite active during his retirement since he is an avid golfer, pitches horseshoes and also bowls ten pin on a regular basis.

* * * * *

Congratulations are also in order for Aare Sipila of bottling on his retirement effective March 27, 1986. Aare is retiring after 32 years of service with our company.

RETIREMENTS (continued)

Aare started in the Bottling Department in 1953 and remained there until 1955. From 1955 - 1982 he worked in the distillery as a still operator. He returned to Bottling after the distillery shutdown and worked as a labeller operator until his retirement.

During his retirement Aare is planning to take up golfing and also may study languages. He will continue with his swimming exercises 3 - 4 times a week.

* * * * *

Congratulations to Arie Versnel of the Case Bond & shipping on his retirement as of April 30, 1986, after 31 years of service with Seagrams.

During his 31 years with the company Arie worked mainly in the distillery as a cooker operator. After the distillery shutdown Arie worked in the Bottling and Case Bond department as a palletizer operator.

On behalf of all the Seagram employees we extend to John, Aare & Arie our best wishes for a long, healthy and happy retirement.

In the photo section we have included additional pictures of retirees H. Goulin and S. Vance which was reported in a previous issue.

SAFETY

HAZARDOUS CHEMICALS

Everywhere we look today, in our home and in industry, chemicals in one form or another are used. Toxic chemicals may be present in a variety of forms such as dusts, gases, fumes, mists and liquids. Often a chemical may be hazardous but with proper protection it is safe to use.

The following rules will ensure your safety at home or in the plant:

1. Before you use a chemical, know its hazards.
2. Follow the procedure for handling and use.
3. Use personal protective equipment when required, e.g. gloves, safety glasses, etc.
4. Observe good hygiene practices after using a chemical.
5. Make sure you know what to do in case of an emergency.

If you are not sure of any of these rules, do not hesitate to contact your supervisor and at home ask the person or supplier where the product is purchased.

HAPPY BIRTHDAY TO:

June 11 - Jim Holmes
12 - Tom Paisley
- Robert Pillion
14 - Margaret Drouillard
28 - Shirley Pare
29 - Isabelle Martin
30 - Alice Dufour
- Leona Matte

July 4 - Randy Head
7 - Jackie Deslippe
8 - Norman Renaud
9 - Gordon Freeman
10 - Shirley Paquette
Betty Lou Beaudoin
11 - Stella Masse
Laurence Bridgen

GET WELL WISHES TO:

John den Hartogh
Barry Renaud
Cameron Jones
Brian Sprague Jr.
Mae Stocker

Doreen Goodwin
Achille Pouget
Santa Pietrangelo
Bert Tofflemire

CONDOLENCES TO:

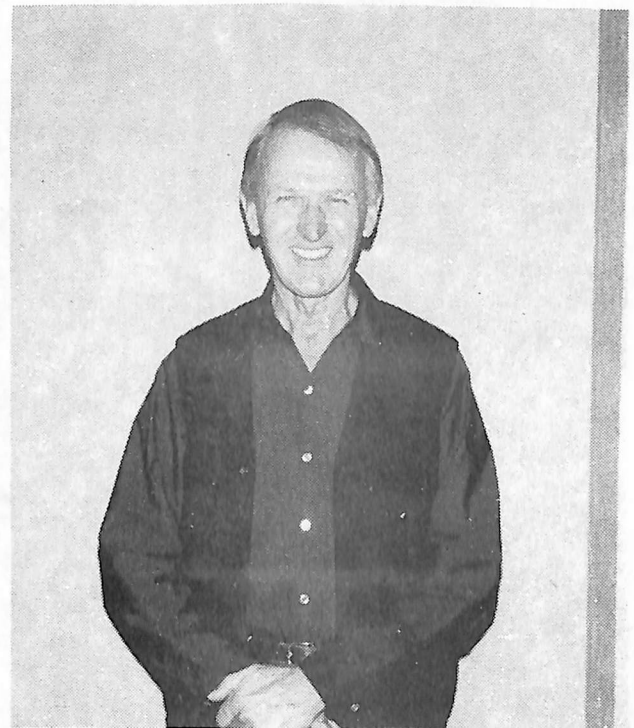
Our retiree Bernice Deacon passed away on April 17 after an extended illness. She retired in 1977 after 21 years of service. Bernice will be missed by many employees and retirees from Seagrams.

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Betty Gibb of Bottling on the loss of her mother Edith Pattenden on June 8th, also to Lynwood Brush of Bottling on the loss of his Grandmother-in-law.



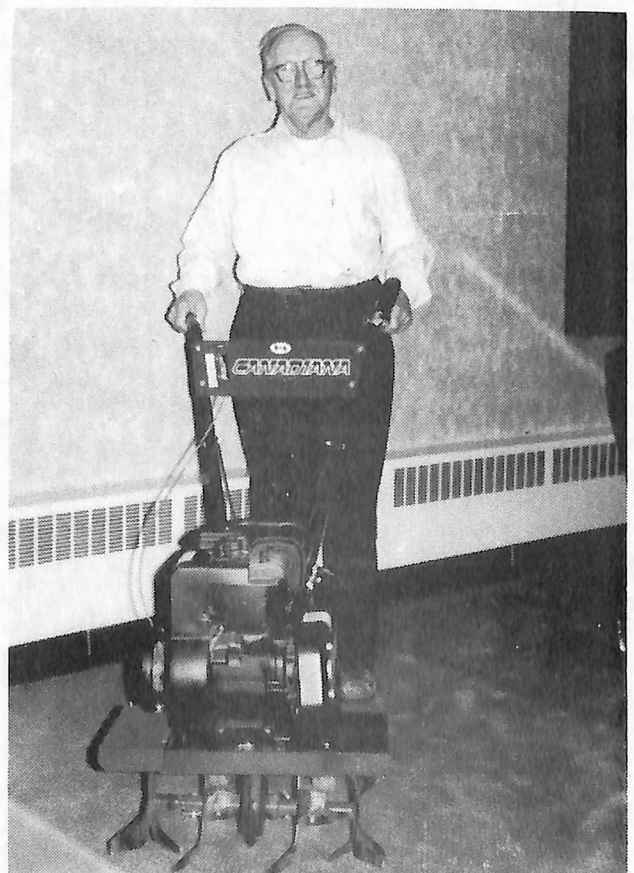
JOHN WHITE



AARE SIPILÄ



SHIRLEY VANCE



HOWARD GOULIN