LABATT – THE LEGACY OF A LEGEND

LABATT GROWS
Over 164 years, Labatt grows from a single, small brewery in London, Ontario to a Canadian business icon and key part of the Anheuser-Busch InBev family – the world’s largest brewer.

Oct. 28, 1847  John Kinder Labatt goes into partnership with Samuel Eccles, an experienced brewer. This is the beginning of John Labatt’s enterprise.

Dec. 15, 1853  The Great West Railway brings the first train into London. Now the brewery can ship beer to Hamilton, Toronto and Montreal.

1878  Labatt opens a distribution agency in Montreal.

1899  Labatt establishes a sales office in Toronto.

1911  John Labatt’s Brewery is changed to John Labatt Limited, under a federal charter with 2,500 shares and a capitalization of $250,000.

1919  Labatt replaces its horse-drawn carriages with two Keg trucks from the White Motor Company of Cleveland, Ohio. With a maximum speed of 20 mph and a 10-ton capacity, Keg trucks serve Labatt efficiently for seven years.

1927  Ontario brewers establish an efficient method for the distribution and sale of beer by securing warehouse space and acquiring a transport company. By year end, Brewers Warehousing Company Limited has 86 outlets.

Early 1930s  Labatt’s powerful and instantly recognizable Streamliner trucks first appear. The bold aerodynamic design, gold graphics and red colour make these trucks different than any other on the road. Four generations of Streamliners served Labatt for more than 20 years, with the second winning “Best Design” at the 1939 New York World’s Fair.

June 7, 1945  John Labatt Limited becomes public to raise capital for expansion, with 2,327 shareholders and 900,000 shares issued.

Jan. 27, 1950  Canadian Pacific Railway’s 3-month experiment with “piggy back” transportation of Labatt products is running smoothly. CPR flat cars carry fully loaded Labatt trucks from London to Toronto where the truck proceeds with deliveries, picks up empties, and returns to London on the train.

1995  Labatt becomes part of Belgium-based Interbrew S.A., one of the world’s largest brewing groups. Labatt becomes a private company again after being public for 50 years.

Mar. 3, 2004  Interbrew and AmBev combine to create InBev, the world’s largest brewer with an unparalleled global platform, building on Interbrew’s strength in Europe, Asia and North America, and AmBev’s unrivalled position in Latin America.

Nov. 18, 2008  InBev NV completes the acquisition of Anheuser-Busch, combining the world’s two largest brewers to create the global leader in beer.

LABATT LEADS IN LABOUR AND EMPLOYEE RELATIONS
Labatt practices its belief that great companies are formed by great people. They are behind everything we do and are our only sustainable competitive advantage.

Aug. 23, 1907  International Union of Brewery Workers issues Charter No. 381 to employees at London Brewery.

1915  Labatt among first Canadian companies to pay for statutory holidays.

1920  Labatt among first Canadian companies to provide paid annual vacations.

Aug. 1, 1932  Labatt’s group insurance plan, among first in Canadian industry.

1936  Labatt employees receive new union charter – Local No. 1, National Brewery Workers Union.

1937  Launch of employee publication, Brewery Beer Bubbles.

1938  Hospitalization benefits added to group insurance.

Oct. 1, 1938  Pension plan for all full-time employees wins labour movement praise.

June 20, 1939  Girls’ Committee meets to advise on matters pertaining to female employees.

June 22, 1940  Company goes public – employees offered first opportunity to purchase shares.

June 1941  London brewery workers establish “Backers Groups” to support employees serving in World War II and raise $1,200 to keep each “man in the field for a year.”

Mar. 1943  Margaret Whitelaw appointed London brewery’s first nurse to provide first aid and call on employees confined to home due to illness or injury.

1943  Employees, management establish first Safety Committee to promote accident prevention.

Jan. 31, 1944  First hot meal served at new London brewery cafeteria.

Mar. 1944  Employees bring pay stubs, receipts to accounting office which helps prepare income tax returns.

Oct. 15, 1946  40-hour week for all employees.

Feb. 1949  Labatt subdivides company property in London into 14 lots. The lots are sold to brewery employees for $200 for new home construction.
Oct. 1957  University scholarships for employees’ children established to mark Labatt’s 50 years of organized labour.


Mar. 1967  Employee Share Purchase Plan is a success – 588 participate.

July 9, 1974  142 children of employees participate in Smile Across Canada. Since its 1972 inception, 290 have taken part in the 2-week exchange.


1977  Job Holders Day inaugurated. Employees receive report and ask questions about operations. President Don McDougall visits 23 locations to conduct the sessions.

1978  Labatt sponsors Discovery Train’s 5-year journey across Canada and arranges for all employees to visit the mobile museum.

Jan. 1990  Labatt establishes Peter Hardy Matching Gift Program. Employee gifts to charities are matched by the company.

COMMUNITY SUPPORT AND DONATIONS

Soon after the company’s founding, John Kinder Labatt establishes the philosophy that endures today – with our time, expertise and financial resources, we will support the communities where we do business.

1859  John Labatt donates 1,000 pounds of flour to London families during severe depression.

1930  Labatt’s much praised Highway Courtesy Program launched in Ontario; ultimately helps over 50,000 drivers in trouble.

1937  Labatt’s purchases Tecumseh Park and in 1940 presents the renamed Labatt Park to the City of London.

1937  Thames River overflows and floods major sections of London. Labatt employees pump out residential basements, public service buildings, hotels and businesses.

Sept. 1937  Labatt St. John Ambulance Brigade Overseas Division #71 is established and 45 employees trained in first aid. The Division provides assistance at public events.

Feb. 1939  Labatt ads on US radio stations promote tourism in Canada and generate US currency for American war supplies. Labatt subsequently sponsors “Famous Signals of the Royal Canadian Navy” and a program to tell Canadians about wartime issues like shortages, inflation, preventing waste and promoting War Savings and Victory Bonds.

Aug. 1941  Labatt funds and opens Motor Mechanics Army Trade School at London brewery to assist the war effort. By 1944, Labatt mechanics have trained 204 soldiers; more than half serve overseas.

1942  London adds a new machine shop to produce war materials. The shop completes 423 war contracts and manufactures 164,837 pieces by 1945.
Aug. 1943  The Wartime Prices and Trade Board asks Labatt to repair public vehicles due to a shortage of trained mechanics. 1,510 transport trucks repaired by closing in 1945.

Jan. 31, 1944  Labatt responds to heating fuel shortages by obtaining and selling cords of wood to employees at cost. Employees transport coal to London area families.

Mar. 20, 1948  In southwest Ontario, the Grand Maitland and Thames rivers overflow and flood. Labatt employees operate pumps in the Walkerton Bell Telephone switchboard room for eight days, and assist businesses and homes in Galt, Paris, Boughdale, and Chatham, Ontario.

Mar. 30, 1951  First gift shipment for Canadian servicemen, 3,440 cases of Labatt ale, leaves for Korea. The gift is hailed by the federal government for helping maintain excellent morale of Canada's UN Special Force.

May 6, 1955  Labatt provides a short-term loan of $500,000 to the City of London, lowering borrowing costs and saving the city funds. The money had been earmarked for Montreal Brewery construction costs, but Labatt is anxious to “put it to work” where needed.

Nov. 29, 1957  Labatt sends Christmas gifts of beer to Canadian armed forces serving overseas in Indo-China, the Middle East and Europe.

Winter 1959  Labatt sponsors English classes for new Canadians using “modern audiovisual aids.” Classes are held at Labatt facilities in London, Toronto, Sarnia and other centres.

Apr. 1972  Labatt announces $100,000 in grants for student summer jobs in environment and other community service activities.

June 1987  Labatt launches its annual 24-Hour Relay in London, Ontario — a community fundraising event where teams of family and friends, work colleagues and volunteers come together to walk or run in support of children, youth and families in London and Middlesex served by the Children’s Aid Society of London and Middlesex. The 24th edition will be held in 2011.

Mar. 2008  Labatt launches its commitment and strategy to become The Best Beer Company in a Better World as part of its parent company's global initiative. Labatt commits to maintaining and improving upon its industry leading record in Canada in three areas: Environment, Responsible Enjoyment and Community & Heritage.
ENVIRONMENTAL AWARENESS
Labatt and the Canadian brewing industry are leaders in establishing recycling, and water and energy reduction programs.

Dec. 1957 Labatt forms a Feed Products Department to market dried grain, dried yeast and feed ingredients. Spent yeasts and grains (malt, corn and other products used in brewing) can be recycled and repurposed as animal feed supplements.

1962 The brewing industry replaces its various shapes and colours of bottles with a uniform compact amber bottle, the “stubby.”

1969 Labatt undergoes a $2 million dollar modernization and expansion program at its Industrial Grain Products subsidiary in Fort William (now Thunder Bay). The expansion reduces losses in waste streams, considerably cutting pollution levels into the Kam River, and making this plant the most efficient of its kind in North America.

Apr. 1972 Labatt makes up to $100,000 in grants available for student summer jobs in environmental, anti-pollution and other community service activities. The Labatt People in Action program, launched in 1977, provides students with valuable career-related experience and evolves to include assistance to environmental projects.

1981 La Brasserie Labatt introduces Canada’s first scrap aluminum recycling system in cooperation with the Province of Quebec. Labatt’s Montreal brewery distributes its main brands in aluminum cans and consumers can return empties for cash at collection centres.

1984 Labatt commits to the industry-wide standardized reusable glass bottle, paving the way for recycling.

1993 Advanced natural gas-powered turbine installed at London brewery provides all steam and electrical needs. Surplus electricity is sold to the public utility.

1994 Labatt’s Board of Directors adopts environmental protection policies and management procedures, including adopting standards, co-operating with government to develop environmental standards, incorporating sound environmental consideration in engineering design and long-term planning, and communicating awareness to employees, customers and the public.

1997 95% of the bottles Labatt sells are returned, cleaned and re-used, and 95% of the weight of all consumer packaging and associated materials is recaptured.

1997 To ensure efficient use of resources, Labatt installs waste water treatment facilities, reduces label pulp, and installs co-generation systems in the brewing process.

1999 Labatt wins Canada’s National Energy Efficiency award from National Resources Canada.

2006 Labatt is the first brewery in Canada to implement a Kettle Stack Energy (Heat) Recovery System.
**SPORTS SPONSORSHIPS**

Beer and sports go together and Labatt’s support for amateur athletes and the fans’ favourite teams and leagues extends to more than a half century.

<table>
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<tr>
<th>Date</th>
<th>Event Description</th>
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<tr>
<td>Sep. 28, 1956</td>
<td>Pilsener brewed in Winnipeg brewery introduced to Manitoba market and becomes an immediate success. Its distinctive blue foil label earns popular nickname “Blue” from fans of the CFL’s Winnipeg Blue Bombers.</td>
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<td>1961</td>
<td>Labatt’s first all Canada media/sports association is established when Labatt becomes national sponsor for CFL games.</td>
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<td>Mar. 14, 1968</td>
<td>Labatt completes negotiations to purchase controlling interest in the NHL’s Oakland Seals, conditional on transferring the franchise to Vancouver.</td>
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<td>Feb. 18, 1969</td>
<td>The NHL Board of Governors turns down a bid by the Burrard Hockey Club, in which Labatt is a minority partner, to transfer the Oakland Seals to Vancouver. This ended a year of effort by Labatt to bring another NHL team to Canada.</td>
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<td>Apr. 1972</td>
<td>Labatt Ontario sponsors Canada’s only Formula One Grand Prix in Mosport, Ontario – the Labatt’s 50 Grand Prix of Canada.</td>
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<td>Sept. 1972</td>
<td>Labatt is a major television sponsor of the historic Russia-Canada hockey series.</td>
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<td>1976</td>
<td>Labatt acquires 45% of an American League baseball expansion franchise for Toronto. A public contest produces the name Toronto Blue Jays.</td>
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<td>1977</td>
<td>Following a whirlwind effort by Labatt, the Toronto Blue Jays play their first game in the American League.</td>
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<td>Dec. 1977</td>
<td>Labatt establishes Grand Prix du Canada to build a track and hold an annual international auto race on Montreal’s Ile Notre-Dame, the site of Man and His World.</td>
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<td>1978</td>
<td>Labatt makes national headlines by indicating interest in purchasing control of the Montreal Canadiens. The transaction is reported closing when the Molson Brewing Company secures the sale to protect its investment in Hockey Night in Canada.</td>
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<td>1978</td>
<td>Labatt signs the largest commitment to amateur sports in Canada’s history, agreeing to sponsor the Brier, Canada’s most prestigious curling event, for five years.</td>
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<td>1978</td>
<td>The Grand Prix du Canada is an unqualified success. 125,000 auto racing fans see Canadian driver Gilles Villeneuve win.</td>
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<td>Aug. 1980</td>
<td>Golfing legend Arnold Palmer wins the 1980 Labatt’s International Golf Classic in Edmonton. PGA champions from around the world compete with Canada’s professional golfers for the Labatt Cup and $20,000 first prize.</td>
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<td>May 1986</td>
<td>Labatt acquires The Sports Network (TSN).</td>
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May 1986  Labatt acquires promotional rights to the Montreal Expos Baseball Club.
June 1989  Blue Jays move into the SkyDome and win the American League East Championship.
May 1990  Labatt’s Europe sponsors Formula One Williams Racing Team headed by Jackie Stewart.
June 21, 1991  Labatt purchases Webster Estate’s interest in the Toronto Blue Jays for $67.5 million to own 90%.
Sep. 1993  Toronto Blue Jays win back to back World Series.
May 2, 1994  JLL Broadcast Group purchases Toronto Argonauts Football Club.

SERVING CONSUMERS WITH INNOVATIVE PRODUCTS
Labatt’s customers and consumers come first and we constantly look for products, packaging and other innovations that meet their ever changing needs.

1934  Labatt establishes North America’s first division to support proper treatment and fresh products for hotel tap rooms, installing and repairing beer dispensing equipment.
1938  Labatt’s new advertising department produces its first colour magazine advertisement.
June 1, 1948  Labatt introduces the six pint carton, a new package size.
Nov. 1948  Labatt introduces new seasonal decorator cartons for beers exported to the US and other provinces. Regulations prohibit them in Ontario.
May 6, 1949  Labatt introduces its latest carton design: the Labatt streamliner EZY-DOZ case. It is “slim, trim, easy to lift and carry with its convenient handle.”
Mar. 6, 1950  Labatt’s Fiftieth Anniversary Ale introduced to commemorate 50 years of service by John S. and Hugh Labatt. It is immediately popular and nicknamed “50.”
1950  A modern, fully-public quality control laboratory is installed in London as a working symbol of Labatt’s dedication to quality products.
May 16, 1951  Labatt’s introduces Pilsener Lager Beer in Windsor. Sales in the ‘60s and ’70s soar and the brand becomes known as Labatt Blue.
Nov. 26, 1953  Labatt introduces a new two-dozen carton, which includes the industry’s first convenient “handgrip.”
Aug. 16, 1954  Labatt products feature a new family of labels as unrelated designs are abandoned.
Apr. 25, 1958  Velvet Cream Stout introduced in Ontario.
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<td>Apr. 9, 1962</td>
<td>The “stubby” – amber compact bottles – replaces green and white long-necks in Ontario, Quebec and the Atlantic provinces.</td>
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<td>Apr. 29, 1965</td>
<td>Labatt beer is available in cans.</td>
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<td>1977</td>
<td>Labatt’s Special Lite – a breakthrough in brewing technologies – is Canada’s first low calorie light beer.</td>
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<td>June 1980</td>
<td>Labatt introduces Budweiser and Michelob beer into Alberta as government officials and licensees watch the Anheuser-Busch Clydesdales deliver a case to the warehouse.</td>
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<td>1981</td>
<td>Labatt introduces aluminum cans in Quebec and British Columbia. They are easier to handle and cool faster than steel.</td>
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<td>1984</td>
<td>Labatt launches the greatest packaging advance in Canadian brewing history – a private mold bottle with twist-off cap.</td>
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<td>Spring 1990</td>
<td>Labatt launches its “Know When to Draw the Line,” moderation TV commercial featuring Canadian cartoonist Ben Wicks.</td>
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<td>Apr. 1990</td>
<td>Labatt Blue is given a distinctive new look in Ontario with a new painted label bottle known as ACL (applied ceramic labeling).</td>
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<td>Nov. 2, 1990</td>
<td>Labatt’s state-of-the-art experimental brewery in London can replicate commercial scale brewing operations, enabling fast and efficient introductions of new brands, materials and processes.</td>
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<td>Mar. 1992</td>
<td>Labatt launches “Labatt Genuine Draft,” produced through a distinctive cold filtered process which eliminates the need for heat pasteurization. It is the first bottled draft beer from a national Canadian brewer.</td>
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<td>July 1, 1998</td>
<td>Labatt and Anheuser-Busch announce a lifetime licensing agreement. Budweiser and Bud Light will be forever brewed and marketed by Labatt.</td>
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<td>2002</td>
<td>Labatt is the first Canadian brewer to offer consumers a 24-bottle case with personalized photos on the labels – called Blue by You.</td>
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<tr>
<td>2002</td>
<td>Labatt introduces Canada’s first modern painted design on a 50 bottle, using washable ink and a unique light technology.</td>
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