



PREMIUM UKRAINIAN VODKA ARRIVES IN CANADA

Perlova vodka is now available in Canada. The premium brand vodka from Ukraine has recently been approved for distribution by the Liquor Control Board of Ontario, and is being considered by liquor boards across Canada.

Perlova vodka is distributed exclusively in Canada by Moka International a Toronto-based organization with exclusive global distribution rights with a Ukrainian distiller located in Lviv, Ukraine.

Terry Goshulak, Moka's president, said that there was a large demand for an authentic Ukrainian vodka in Canada. "We have found that people want a premium brand vodka they can drink chilled, straight-up. They are looking for a vodka with a smoother more refined taste than the brands currently available in Canada." The company expects Perlova to be popular with the discriminating drinker, people who enjoy a toast and a traditional drink.

Ukrainian vodka has long been known for its distinctive flavour, and the country of Ukraine is considered by many to be where vodka originated years ago. Water and herbs from the Carpathian mountains are key ingredients and give Perlova its unique taste.

The Perlova bottle has a traditional black and red label and can be obtained in liquor stores, or by calling Moka directly at 416 483-1010.

Canada Encourages Investment in Ukraine: Overview of Renaissance Programme & Opportunities

by
Joanne Charnetski and George Rejhon

In reaction to the unprecedented changes occurring in Eastern and Central Europe at the turn of the decade, the Department of Foreign Affairs developed the Renaissance Eastern Europe Programme (REE) to assist the countries of the former Soviet Union to successfully survive their transition and incorporation of free market economics. With hope of facilitating investment that would reach a profitable and sustainable end, the programme encourages Canadian investors to increase their activity in these markets and work with their new partners in reaching international standards.

Promoting the exploration of mutually beneficial, cooperative relationships, REE offers non-repayable financial assistance. REE helps pay for further examination of such things as:

- venture specific front-end studies
- joint business ventures
- investment opportunities
- structured cooperation
- enterprise-specific training.

Up to 50% of eligible expenses (including travel, training, translation, legal and other consulting expenses) can be covered up to a maximum of \$100,000 per project. REE understands the value added of creating industrial linkages between various investments and will fund up to three separate/distinct activities per company per government fiscal year.

REE has certain applicant criteria that must also be met by Canadian investors. Applicants must satisfy at

least one of following:

- incorporated business
- independent professional service firm
- private sector trade association
- profit orientated Crown Corporation
- Crown-owned company
- provincial/municipal agency

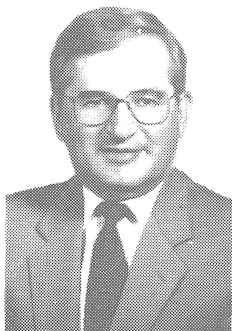
Companies must possess creditability and capability; incorporated and professional firms must have been established for at least three years in Canada and must have annual sales exceeding \$1 million (service firms require 50% of that amount).

REE is sponsored and delivered by the Department of Foreign Affairs and International Trade's (DFAIT's) Bureau of Assistance for Central and Eastern Europe. All administrative responsibilities are adhered to by DFAIT's Central and Eastern Europe Trade Development Division.

For additional information on how to apply to REE, potential partners/areas of investment in Ukraine or development of new ideas, contact:

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