



# A blast with the past.

Back in the 1820s, the Maritimes were the place to be. Ships loaded down with goods from around the world berthed at the port cities. While down on the docks, soldiers and sailors, adventurers and merchants brought cosmopolitan flavour to the local scene.

It was in Halifax, on Lower Water Street, that a very fine India Pale Ale was born, forever changing the social swirl. The brewmaster was Alexander Keith.

He refused to compromise, insisting on using only the finest ingredients. Then brewing slowly, carefully, taking the time to get it right. With an unrivaled commitment to quality. Once Alexander decided his was finally ready, barrels were

*MORE THAN 175 YEARS*



*OF QUALITY BREWING  
using only pure barley malt  
and select hops.*

delivered to taverns and inns. His fine ale became an overnight success.

Today, after more than 175 years of quality brewing, Halifax remains a great port of call and his ale, a Maritime favourite, celebrated wherever beer drinkers gather. Still brewed the Alexander Keith Way.

Those who like it, like it a lot.

