

HOW TO CALL FOR THE BLUE.

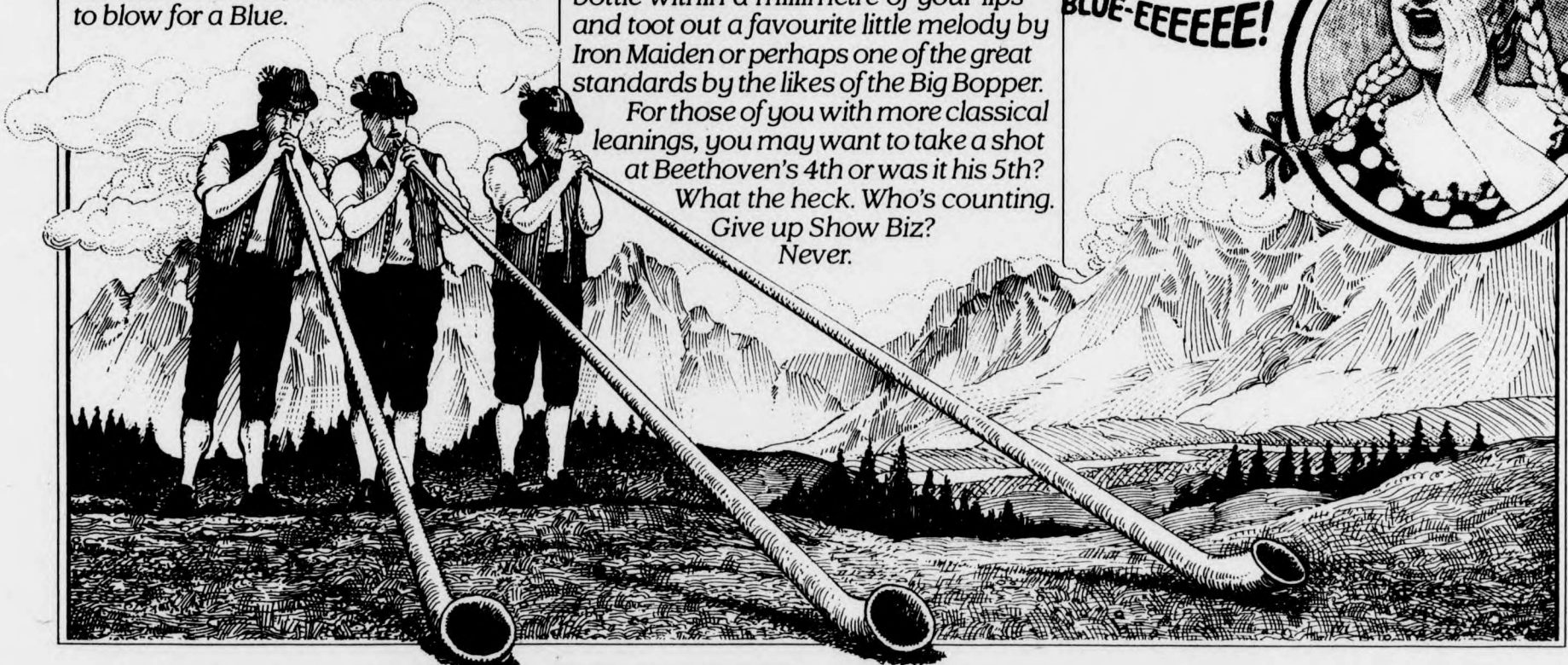


Alpine Horn

Those experienced in calling for the clean, true taste of Blue are well aware of the value of doing so in a big way. Perhaps this accounts for the enormous increase in the sales of alpine horns.

Once used almost exclusively in old Julie Andrews movies and in commercials for cheese, the alpine horn is showing up in favourite watering holes across the country.

"Alpine horns are the new growth industry." Said one dealer. "Equally impressive..." he went on to add "are the sales of knee socks, lederhosen and Tyrolean hats." It would appear, at least for the moment, that horn fever is upon us. Which means, that it is indeed, time to blow for a Blue.



Bottle Tooting

You may not be the song that makes the whole world sing, but hey, when it comes to stringing together a Doh, a Re and the ever popular Mi, you're no Sonny Bono either.

And what better way to share your gift than by tooting for a Labatt's Blue.

All that's required is an empty bottle of Blue and lungs like Luciano Pavarotti. Imagine the feeling, when surrounded by friends, you raise a Blue bottle within a millimetre of your lips and toot out a favourite little melody by Iron Maiden or perhaps one of the great standards by the likes of the Big Bopper.

For those of you with more classical leanings, you may want to take a shot at Beethoven's 4th or was it his 5th?

What the heck. Who's counting. Give up Show Biz? Never.

Hog Calling

Long an institution at country fairs and ho-downs, hog calling techniques have made their way far beyond the concession roads and split rail fences of our pastoral communities. In countless bars across the country, the once distinctive strains of "Sue-eeeeeeeeeeeeee" have been replaced by the infinitely more lyrical "Blue-eeeeeeeeeeeeee."

As popular as this technique is becoming, you would be ill advised to employ it at any function to which you are required to wear black tie or in the presence of anyone who is more than 20 lbs overweight.

BLUE-EEEEEE!



ONE IN A SERIES OF HIGHLY INFORMATIVE PRESENTATIONS AIMED AT HELPING YOU TO BETTER UNDERSTAND THE DIVERSE MEANS IN WHICH IT IS POSSIBLE TO OBTAIN ONE OR MORE BOTTLES OF BLUE, CANADA'S MOST POPULAR BEER. FOR THAT CLEAN, TRUE TASTE.