



When Alexander Keith started brewing fine ale, Sir John A. Macdonald was still drinking milk.

In 1820, the proud heritage of Keith's India Pale Ale began when Alexander first inscribed his name on a bottle of his brew.

In those days, Abraham Lincoln and Charles Darwin were young lads who were still learning to read and write. And the fellow who would eventually become the first Prime Minister of Canada was only five years old, sitting on his mother's knee.

Meanwhile, Alexander Keith was hard at work establishing his new brewery. From the very beginning, he hoped to gain his share of public support by paying strict attention to his craft.

Soon Alexander acquired a reputation as a man who worked slowly and carefully, taking

the time to get things right. The merits of this philosophy were confirmed by the taste of his India Pale Ale.

It was a taste that seemed to call for celebration among friends. Guests would arrive at Alexander's home, happily anticipating the usual feast of roast beef, plum pudding and fine ale. They understood that Alexander's name on a bottle of ale was assurance of a quality brew.

Decades have passed into history, but Alexander's name endures. In Nova Scotia today, he remains as well known as any of the great men who were his contemporaries.

Because we still brew Alexander Keith's India Pale Ale his way.



THOSE WHO LIKE IT, LIKE IT A LOT

