

Alexander Keith's becoming the top beer in Canada?

Read [a story](#) in the [Daily News](#) today that said the president of Labatt Breweries of Canada wants to position Keith's in a "splashy marketing campaign" that could make it the most popular brand in the country. It goes on to say how Keith's will always be brewed in Halifax, and that the marketing will not overshadow (in fact, it will *use*) the fact that Keith's has a long history of maritime brewing.

Maybe we'll find out whatever happened to Roger, the Admiral, and my personal favourite, the Admiral's daughter.

Alexander Keith's Hockey Night in Canada, anyone? :)

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