

# AND WHERE TO WITNESS IT.

No, you won't find the makings of a romantic tragedy in this book. But you will find an equally passionate story about the Stella Artois Pouring Ritual, and the best places in Canada to enjoy it. We call them Stella Artois Gold Standard Establishments, and we handpicked them from thousands of bars and restaurants across the country because they provide the ultimate Stella Artois experience. These Establishments meticulously carry out the age-old Pouring Ritual. And why do they go to all the effort? So your Stella Artois is always the way it was intended to be perfect. To learn more about our obsessive adherence to the Stella Artois Pouring Ritual, look inside.



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