

# **Stella Artois' Restaurant Concept Took Experiential to a New Level. Now It's Going Global**

Crisp, steaming fries and cold beer. It's a combination that's become nearly universal, but its origins are profoundly Belgian.

Recommended articles

<https://www.adweek.com/creativity/stella-artois-restaurant-concept-took-experiential-to-a-new-level-now-its-going-global/>