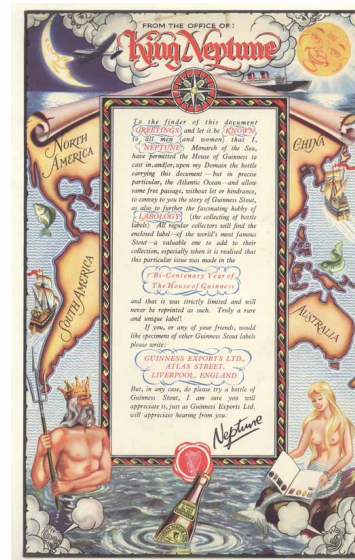




## Archive Fact Sheet: Bottle Drop



1954 Bottle Drop Certificate



1959 Bottle Drop Certificate

In 1954, the Guinness Company undertook an unusual publicity stunt. The Company dropped 50,000 bottles in 11 locations in the Atlantic, Pacific and Indian oceans. Each sealed bottle contained a 'parchment' message informing the finder that he/she had found a special GUINNESS bottle and requesting the finder to provide his/her name, address and location and date of where the bottle was found to Guinness Exports Ltd, in Liverpool, England. The first of the 50,000 bottles was located in the Azores within three months of the Atlantic bottle drop.

Building on the success of the 1954 bottle drop, the Company decided to recreate the idea as part of the Guinness Bi-centenary commemorations in 1959. In July of that year, Guinness celebrated 200 years since the establishment of the company. To mark the occasion, 150,000 specially embossed bottles were dropped into the Atlantic Ocean from 38 different ships over a period of 6 weeks.

**If you have any further questions about the history of Guinness please contact us at: Guinness Archive, GUINNESS STOREHOUSE®, St. James's Gate, Dublin 8  
Telephone: +353 1 471 4557, Email: [guinness.archives@diageo.com](mailto:guinness.archives@diageo.com)  
Opening Hours: Mon – Fri 09:30 to 17:00 by appointment**

**The GUINNESS® and GUINNESS STOREHOUSE® words and associated logos are trade marks**

The bottles were sealed to protect the small number of documents they contained. The most interesting of these was a colourful certificate from 'the Office of King Neptune'. In addition there was a little booklet recounting the story of Guinness, a special gold-coloured GUINNESS® Stout label and some instructions on how to turn the bottle into a table-lamp. Sometimes the bottles contained other items such as an advertisement for Ovaltine (who helped sponsor the bottle drop) or a notice about the ship concerned.

These bottles are still turning up over 50 years after the event, making it the longest running advertising promotion for GUINNESS®. In the past few years, bottles have been found in California, Texas, South Africa, Wales, Canada and the Bahamas.

The bottles do not have a large financial value, but they do create interest as collector's items (especially if unopened).

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