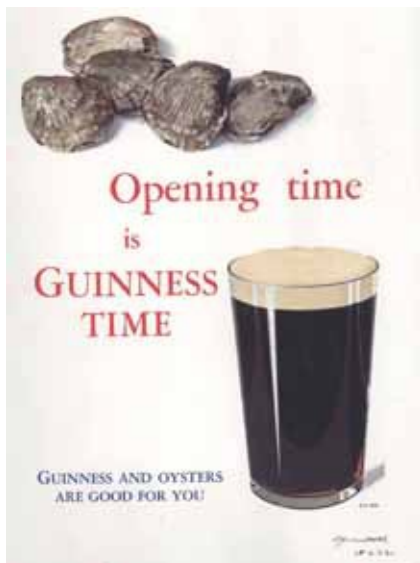




## Archive Fact Sheet: GUINNESS® and Food



Press Advertisement, 1932



Press Advertisement, 1946

GUINNESS® has a long-standing relationship with food and has always been widely enjoyed with seafood, especially. Benjamin Disraeli (British Prime Minister, 1874 – 1880) is known to have had the perfect combination of oysters and stout on the night of November 21 1837 'the most remarkable day hitherto of my life'. The first official national press advertisement for GUINNESS® began in 1929 and soon afterwards the Company were advertising regularly in many publications in Britain and the United States. From the early 1930's GUINNESS® and food was a popular advertising theme, with the Company advertising GUINNESS® with all types of food including; oysters, shell fish, sea fish, river fish, game birds, chicken, cheese,

**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**

savouries and country dishes. A great palate cleanser, the carbonation of GUINNESS® lifts the flavours off the tongue, while its deep flavour complements all hearty food. The dry roasted, slightly bitter taste of GUINNESS® also brings seafood to life.

Following World War Two the Company continued to advertise GUINNESS® and food, 'we emphasise the gastronomical side of Guinness on the Continent' (James Milner, Continental Manager for GUINNESS®, 27 November 1952, GDB/SA03.02/0028.02). This was further emphasised by the sponsorship of GUINNESS® of the Galway Oyster Festival in 1954, a long standing partnership in existence today.

The staff at St. James's Gate Brewery also enjoyed a long standing relationship with food with the Company providing free meals to all members of staff. There was a distinct hierarchy at the Brewery and this was also reflected in the staff dining rooms. There were up to seven dining rooms, for workers of various grades. This was even extended to the Workmen's Dining Rooms, in that the foremen and supervisors dined separately from labouring staff. The Head Brewer along with his Brewers enjoyed the privilege of a private dining room with silver service. The Head Brewer, positioned at the head of the table, had the responsibility of ceremoniously carving the daily meat. The Brewers also enjoyed other special privileges; they lived in the Company houses, at 98 and 108 James's Street. However permission had to be sought from the Master Brewer to have a female visitor for tea! Men and women management staff dined at tables seating either four or six people, complete with linen table cloths and silver cutlery, and the workers dining room at Belview, which had long dining tables seating about twenty and which did have tablecloths.

A menu from 1919 shows a sample of menu choices to the Brewers. Breakfast consisted of porridge, tea, coffee or cocoa, two pats of butter and marmalade, one helping from the following five dishes; fish; three rashers and two eggs; liver and bacon; sausages and bacon; three boiled eggs. Lunch consisted of one helping of

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fish, entrée with vegetables and potatoes or joint with the choice of two courses of soup, sweets, bread and butter, fruit. Beverages at lunchtime were limited to two cups of coffee, two cups of cocoa, glass of milk, one bottle of Guinness, lemon squash and soda water.

In 1914 at the annual Queen's Day Fete, organised by the Company for all Brewery staff, the employees along with their families consumed 26,500 ham sandwiches, 25,000 pints of stout, 21,000 buns, 9,000 biscuits and 30,000 cups of tea!

Children in the locality of the Brewery also enjoyed the benefits of free refreshment, at the Iveagh Play Centre, a charitable organisation established by Lord Iveagh in 1915. On a daily basis the traditional cocoa and currant bun, was provided to the children and mainly for this reason the Centre was popularly known among residents of the surrounding Liberties as the "Bay-no" (beano or party). Large scale Christmas parties attended by hundreds of local children were an additional attraction.

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