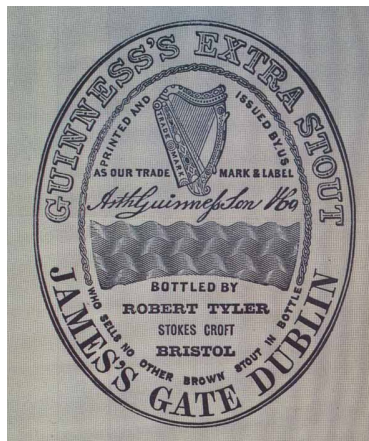
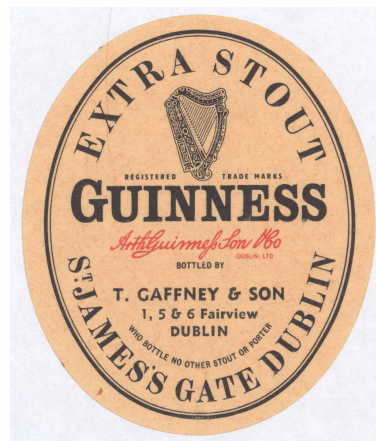




Archive Fact Sheet: GUINNESS® Labels



1862 label



1962 label

The famous buff oval trademark label for GUINNESS® was first introduced in 1862 after the passing of the Merchandise Marks Act 1862. The main features of the label were the harp emblem, based on the Brian Boru or O'Neill harp in Trinity College, Dublin, the famous Arthur Guinness signature and the word GUINNESS®.

Guinness did not introduce the trademark label in Ireland until 1896. Up until then, the label had only been used in overseas markets. The Company printed and supplied labels to its bottlers who had to guarantee that they would 'sell no other brown stout in bottle'. This was an early form of quality control as it ensured the publican would not 'mix' various stouts together and call the product 'GUINNESS®'. Publicans who sold other stouts were not entitled to use the trademark label, but rather another label approved by the brewery, known as a 'white label'.

**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
Opening Hours: Mon – Fri 09:30 to 17:00 by appointment**

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

Each publican wishing to sell GUINNESS® stout had to apply to the brewery for his own label. This meant that each label carried the publican's name and the name and address of his premises. In 1930, the brewery recorded that it was printing 1,800,000 labels a day.

The 1862 label was issued by the brewery until 1953, when a variation of the 1862 label was introduced. There followed many further label changes notably in: 1955, 1959, 1962, 1968 and 1974. These labels however, always carried the famous Arthur Guinness signature, the HARP device and the word GUINNESS®. Wholesale bottlers took over the bottling of GUINNESS® from individual publicans in the 1960s, and the practise of personalising each label was no longer undertaken.

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