



## **Archive Fact Sheet: Miniature Bottles of GUINNESS Stout**



**GDB/MK06/0372**

Miniature bottles of GUINNESS Stout were first produced in the 1930s as advertising mementos and collectibles, mainly for the British and overseas markets. However, most miniatures were produced in the 1950s by Guinness Exports Ltd. in Liverpool. These tiny bottles usually bear a GUINNESS Foreign Extra Stout label though some bear a simpler label for GUINNESS Stout.

The 1950s bottles were filled with actual GUINNESS Stout. They bore a scaled-down trademark label and were topped with a real crown cork. The diameter of the bottle's body was just under 1 inch (2.54cm) and its total crowned height was 3.3 inches (8.38cm). The bottles were supplied by Jules Lang & Son, Hatton Garden, London.

**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**

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The oval body label, with all its type clearly legible, had a printing area just 1 inch high. The largest printed letter was less than one-tenth of an inch high. The label was printed by the Brewery's own printing works at St. James's Gate, Dublin.

The Crown Cork Co. Ltd., Southall, were responsible for the design of the 0.3 inch (1 cm) crown, which was printed in two colours and featured the harp emblem and the word 'Guinness.'

The bottles were individually wrapped in transparent film, but were also available in gift packs of three.

The problem of filling such a small bottle was solved by constructing a special, automatic line, just for filling the miniatures, in Liverpool.

Today, as with other merchandise produced by the GUINNESS S brand, they make popular collectibles.

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