



## **Archive Fact Sheet: The History of Guinness**

### **The 18<sup>th</sup> Century and Arthur Guinness**

In 1759, at the age of 34, Arthur Guinness signed a lease for the St. James's Gate Brewery, Dublin. He leased the brewery for 9000 years at an annual rent of £45. The brewery was only 4 acres in size, disused, and had little brewing equipment. Despite this, Arthur quickly built up a successful trade and by 1769 he had begun to export his beer to England.

Arthur Guinness began by brewing ale at St. James's Gate. In the 1770s, he began brewing 'porter', a new type of English beer, invented in London in 1722 by a brewer named Ralph Harwood. Porter was different from ale because it was brewed using roasted barley, giving the beer a dark ruby colour and rich aroma. Arthur's porter was successful and in 1799 he decided to stop brewing ale altogether, and concentrate on porter alone.

Arthur Guinness brewed different types of porter to suit different tastes, including a special export beer called 'West India Porter'. This beer is still brewed today and is now known as GUINNESS Foreign Extra Stout. It accounts for 45% of all GUINNESS sales globally and is popular in Asia, Africa and the Caribbean.

By the time Arthur died in 1803, he had built a successful brewing business, with a promising export trade.

**If you have any further questions about Guinness history please contact us at:  
Guinness Archive, GUINNESS STOREHOUSE®, St. James's Gate, Dublin 8.  
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## **Arthur Guinness II and the 19<sup>th</sup> century**

Arthur's business was passed on to his son, Arthur Guinness II, who took over the Brewery. The business was then passed on from father to son for five successive generations; a remarkable brewing dynasty.

Arthur Guinness II continued to develop the business, and in the 1830s the St. James's Gate Brewery became the largest brewery in Ireland. Arthur II also expanded the export trade, and by the 1820s shipments were being made to destinations as far away as Lisbon (Portugal), South Carolina (USA), New York (USA), Barbados (Caribbean) and Sierra Leone (Africa). Under Arthur Guinness II the recipe for yet another type of porter was written down. This brew was known as 'Extra Superior Porter'. Extra Superior Porter was a slightly stronger porter designed for the British market. This beer is still brewed today and is known as GUINNESS Extra Stout, or GUINNESS Original.

## **Benjamin Lee Guinness**

By the 1850s, Arthur II's son, Benjamin Lee Guinness, had taken over the business. Under Benjamin's leadership the first trademark label for GUINNESS stout was introduced in 1862. The main features of the trademark label are still used today in the GUINNESS brand's livery – the Arthur Guinness signature, Harp device and 'GUINNESS' word. The success of the business helped to elevate the position of the family in Irish society. Benjamin became Lord Mayor of Dublin in 1851, and also contributed generously to the restoration to St. Patrick's Cathedral - some £150,000.

## **Edward Cecil Guinness**

Benjamin died in 1868 leaving the business to his son Edward Cecil Guinness. Under Edward's leadership the St. James's Gate Brewery became the largest brewery in the world, and was floated on the London Stock Exchange; Guinness was the first major brewery to be incorporated. On incorporation in 1886, Edward became Chairman, a

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position held by a member of the Guinness family until 1986. By the end of the 19<sup>th</sup> century sales of GUINNESS stout had reached 1.2 million barrels a year, the Brewery had grown to 60 acres in size, and had its own railway and fire brigade; it was a city within a city.

Edward, like his father, contributed to the welfare of the Brewery's workforce and the people of Dublin. He established the Iveagh Trust to provide clean affordable housing for the working classes. The Brewery's employees were among the highest paid workers in Dublin receiving employment benefits such as pensions and medical healthcare, which were not provided by the State at that time.

The export trade was flourishing, but little was known about the condition of GUINNESS in foreign markets. In the 1890s overseas travellers were appointed. These men travelled the world investigating the markets where GUINNESS was sold. They wrote reports on their travels and provided valuable information to help the company monitor product quality.

## **The 20<sup>th</sup> Century**

By the turn of the 20<sup>th</sup> century, GUINNESS had become an international brand and the largest brewery in the world. In 1901 a laboratory was established; using science to enhance generations of brewing craft.

Edward died in 1927, and his son, Rupert Guinness, became the new Chairman. Under Rupert's Chairmanship the business expanded further afield. For the first time a GUINNESS Brewery was built overseas and opened in 1936, at Park Royal in London.

In 1929, the first official advertising campaign for GUINNESS was launched. This represented a significant break from a tradition that relied solely on the quality and good name of the product to generate sales. S.H. Benson Limited was chosen as the advertising agency to run the first campaign. It was a success, and the agency

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continued to hold the account for a further 40 years, creating some of the most memorable poster and television advertisements in advertising history.

S.H. Benson employed the artist John Gilroy; responsible for posters in two of the most famous campaigns for GUINNESS. The first used the slogan "Guinness for strength", showing people performing incredible feats of strength empowered by GUINNESS. The most popular poster in this series was the "Man with Girder" (1934) showing a workman effortlessly carrying a massive girder on his head. The second campaign featured the zoo-animals with the slogan "My Goodness, My Guinness". The hapless zookeeper, a caricature of Gilroy, watched over the family of animals who tried to prevent the zookeeper from enjoying his GUINNESS.

Greater involvement in product marketing followed and in 1951 a new company, Guinness Exports Limited, was formed to bottle, market and distribute GUINNESS overseas. This also provided greater control over product quality.

Further product developments took place including the launch of Draught GUINNESS in 1959. For the first time GUINNESS was dispensed under pressure using a mixed gas dispensing system in bars, producing a pint with the distinctive creamy head.

Throughout this period a major overhaul of brewing machinery took place, and new brewing equipment was installed at the Brewery. This involved the replacement of wooden and iron vessels with aluminium and stainless steel vessels – known as 'sterile plant'. A sterile plant ensured better quality control and a more consistent product.

In 1962 Rupert's grandson Benjamin Guinness became Chairman. He was the last member of the Guinness family to hold this position, which he held until 1986.

The brewery at Park Royal in London proved successful and further overseas breweries for GUINNESS were built in Nigeria (1962), Malaysia (1965), Cameroun (1970), and Ghana (1971). New licences were also issued to brewers in other

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countries so that GUINNESS could be brewed locally. By the end of the 20th century, GUINNESS was being brewed in 49 countries, and sold in over 150.

The St. James's Gate Brewery was modernised further, and became fully automated, making it one of the world's most technologically advanced breweries. In 1996 the Brewery became one of the first in the world to be accredited with ISO 14001, the International Environmental Management Standard.

A new research and development facility was built in 1964 and more innovations were achieved. GUINNESS Draught in Can was launched in 1988 thanks to the innovative 'widget' – a groundbreaking invention in beer packaging technology. The widget brought GUINNESS Draught into the home for the first time.

In 1997 Guinness Plc merged with Grand Metropolitan Plc in a £24 billion merger. A new company was formed called 'Diageo' Plc. The name 'DIAGEO' was derived from the Latin word for 'day' and the Greek word for 'world', because every day, around the world, millions of people enjoy the company's brands.

Brewhouse 4, a state of the art brewery at St. James Gate, Dublin, officially opened in 2014. The new brewhouse is one of the most technologically advanced and environmentally sustainable in the world, and is also the largest stout brewery in the world. The Brewery consumes over 100,000 tonnes of Irish barley a year and continues to be a major contributor to the Irish economy.

GUINNESS Stout today is sold in over 150 countries around the world and 10 million glasses are enjoyed daily around the world.

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