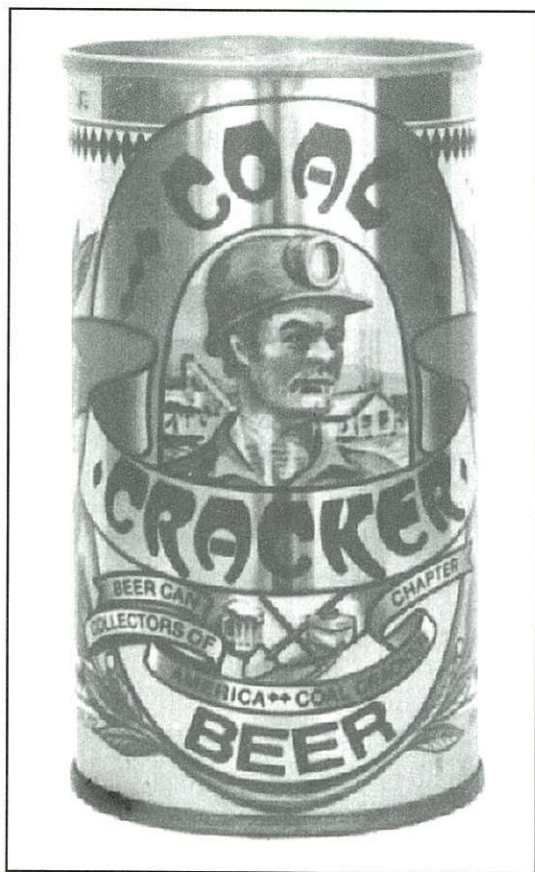


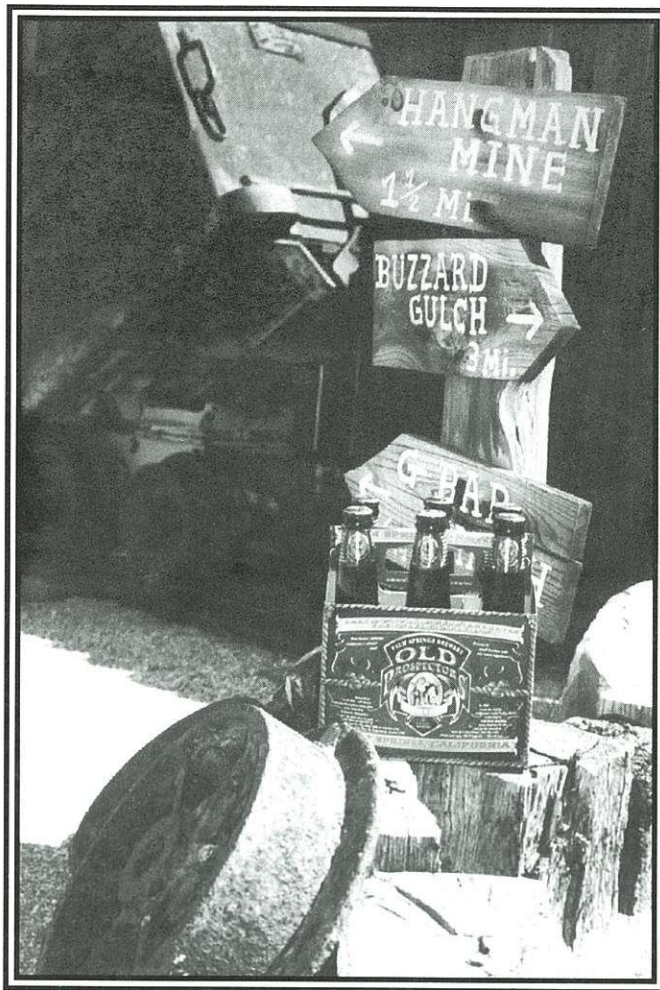
Mining Themes for Liquor Labels

by Rory Gibson

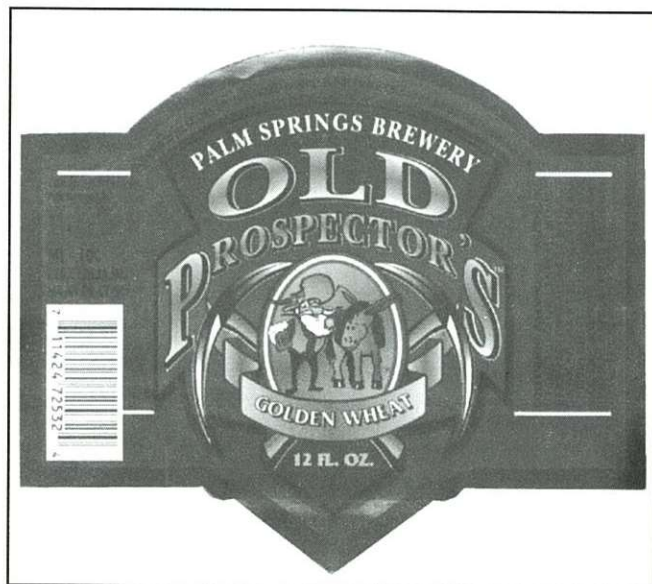
Mining has left an indelible impression on the minds of Americans and the symbols of mining such as the pick, the prospector, and the head-frame have been used for expressing the independent adventurous spirit of the prospector. Of course, advertisers have been aware of this for some time but there seems to be a resurgence of the 'miner theme' especially in regard to liquor sales. This association is by no means serendipitous, the two activities have had a long association. The following labels of beer and wine bottles represent some of the latest:



*Coal Cracker Beer
Submitted by Deric English*



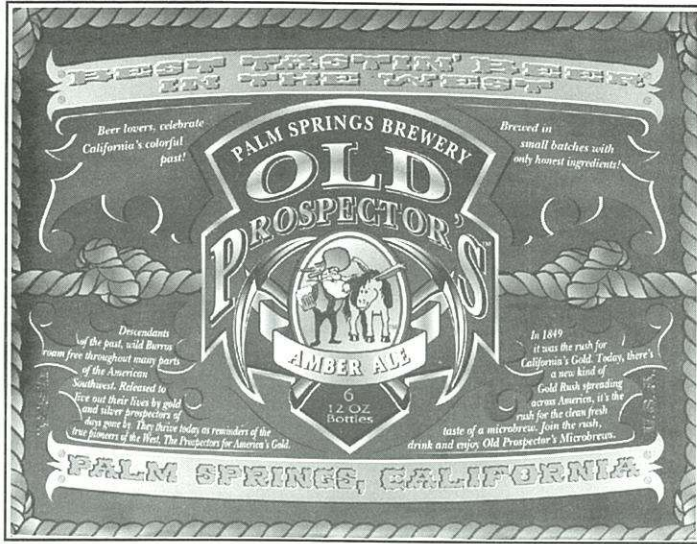
Mining display at the Palm Springs Brewery



Old Prospector's Beer Label

Mining Themes for Liquor Labels

by Rory Gibson



Rory Gibson has done some investigative 'beer reviewing' in Palm Springs, California where he found a great micro-brewery called the Palm Springs Brewery. They have renovated a historical building and added a mining theme. The beer itself has a mining flavor as can be seen by the "Old Prospector" label. The gold rush mining graphics appear to be a winning strategy to give the brewery a dynamic image that also ties in with the heritage of California. For more information and maybe a free beer, contact Rory at:

P.O. Box8665
 Palm Springs, CA 92263
 (760) 327-MINE



MINE SHAFT

DOC TIFFANY'S LADIES OF THE NIGHT WHITE

A CALIFORNIA WHITE WINE
 ALCOHOL 12.5% BY VOLUME

As the story goes, the good old doc had more than gold, he had a secret tunnel! Ladies of the night used his tunnel to get to the hotel across the street. When the women in town found out just how their men were being entertained, the hotel burned down.

Taste fine wine, see the lady of the night and life size animated miner at the
MINE SHAFT
 9525 Main Street
 Plymouth, CA 95669

Bottled by
 Charles B. Mitchell Vineyards
 9221 Stoney Creek Road
 Somerset, CA 95684

GOVERNMENT WARNING
 (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS.
 (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES

A Label from a wine bottled by Charles B. Mitchell Vineyards and obviously served at the Mine Shaft, Permosa, CA.

Submitted by Jim Swallow

