

State of Wisconsin



2003 Senate Joint Resolution 47

ENROLLED JOINT RESOLUTION

Relating to: the 100th anniversary of the Miller High Life brand.

Whereas, 2003 represents the 100th year of existence for the Miller High Life brand; and

Whereas, the name "Miller High Life" was selected in 1903 for a new premium beer originally brewed in Milwaukee, Wisconsin, by the Miller family; and

Whereas, Miller High Life was first christened "The Champagne of Bottled Beer" in 1906, the origins of a moniker that has endured for a century; and

Whereas, the nature of Miller High Life as a fundamental element of the Miller Brewing Company is evidenced by the contribution of the brand's name to the Miller corporation, at that time known as the "Miller High Life Company," for a period in the 1930s; and

Whereas, the production of Miller High Life, nearly in its entirety, was shipped overseas to men serving in the United States armed forces during World War II; and

Whereas, Miller High Life represents the keystone of the characteristic "Miller Time" slogan beginning in 1971; and

Whereas, Miller High Life has ranked in the top 10 beer brands sold nationally since 1971; and

Whereas, Miller High Life was awarded the silver medal at the Great American Beer Festival in 1989; and

Whereas, Miller High Life was awarded the gold medal in the American Style Lager category at the World Beer Cup in 2002; and

Whereas, Miller High Life represents the 3rd largest volume brand for the Miller Brewing Company, the 2nd largest brewer in the United States; now, therefore, be it

Resolved by the senate, the assembly concurring, That the members of the Wisconsin legislature recognize and celebrate the centennial anniversary of Miller High Life and commends the brand's rich history and undeniable contributions to the economy and heritage of the state.

Representative John G. Gard
Speaker of the Assembly

Senator Alan J. Lasee
President of the Senate

Date

Donna J. Doyle
Senate Assistant Chief Clerk