## **2003 SENATE JOINT RESOLUTION 47**

November 3, 2003 – Introduced by Senators PANZER and ERPENBACH, cosponsored by Representatives GARD, FOTI and KREUSER. Referred to Committee on Senate Organization.

1	<b>Relating to:</b> the 100th anniversary of the Miller High Life brand.
2	Whereas, 2003 represents the 100th year of existence for the Miller High Life
3	brand; and
4	Whereas, the name "Miller High Life" was selected in 1903 for a new premium
5	beer originally brewed in Milwaukee, Wisconsin, by the Miller family; and
6	Whereas, Miller High Life was first christened "The Champagne of Bottled
7	Beer" in 1906, the origins of a moniker that has endured for a century; and
8	Whereas, the nature of Miller High Life as a fundamental element of the Miller
9	Brewing Company is evidenced by the contribution of the brand's name to the Miller
10	corporation, at that time known as the "Miller High Life Company," for a period in
11	the 1930s; and
12	Whereas, the production of Miller High Life, nearly in its entirety, was shipped
13	overseas to men serving in the United States armed forces during World War II; and
14	Whereas, Miller High Life represents the keystone of the characteristic "Miller
15	Time" slogan beginning in 1971; and

1	Whereas, Miller High Life has ranked in the top 10 beer brands sold nationally
2	since 1971; and
3	Whereas, Miller High Life was awarded the silver medal at the Great American
4	Beer Festival in 1989; and
5	Whereas, Miller High Life was awarded the gold medal in the American Style
6	Lager category at the World Beer Cup in 2002; and
7	Whereas, Miller High Life represents the 2nd largest volume brand for the
8	Miller Brewing Company, the 2nd largest brewer in the United States; now,
9	therefore, be it
10	<b>Resolved by the senate, the assembly concurring, That</b> the members of the
11	Wisconsin legislature recognize and celebrate the centennial anniversary of Miller
12	High Life and commends the brand's rich history and undeniable contributions to the
13	economy and heritage of the state.
14	(END)