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2003 ASSEMBLY JOINT RESOLUTION 53

October 30, 2003 - Introduced by Representatives GARD, FOTI and KREUSER, cosponsored by Senators Panzer and Erpenbach. Referred to Committee on Rules.

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 corporation, at that time known as the "Miller High Life Company," for a period in 10 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 Time" slogan beginning in 1971; and 15

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

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	Resolved by the assembly, the senate concurring, That 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)