

# Beck's Quality and Purity



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## Beck's was first brewed in 1873, in Bremen, north west Germany – a nation renowned for its exacting brewing techniques, heritage and beer excellence.

Today, Beck's is still brewed in Bremen and is now Germany's number one exported beer, sold in over 120 countries worldwide. It was launched in the UK in 1984, and currently sells around half a million bottles every day – the third highest distributed beer brand in the UK.

Within a year of its launch, Beck's received its first prize from Crown Prince Frederick, closely followed by an international prize in the US. These medals, together with the 'key' symbol (representing the key to the city of Bremen) still appear on the brand label.

Every bottle of Beck's is brewed in strict accordance to the 'Reinheitsgebot', a German purity law dating back to 1516 and said to be one of the oldest food regulations in the world. It stipulates that only the finest natural ingredients of barley, water, hops and yeast can be used in the brewing process.

Beck's brand values are rooted in a modern, contemporary attitude that values style and culture. For over 20 years the brand has supported and worked with progressive designers and artists at grass roots level; an active involvement that has seen it commission a series of high profile artists each year to design a limited edition bottle label. Esteemed artists such as Gilbert and George, Tracey Emin, Damien Hirst, Jake and Dinos Chapman and, most recently, Yinka Shonibare, have at one time all

created exclusive designer labels that are now becoming collectible – a set of four bottles recently changed hands for £3,600.

Until 1999, Beck's sponsorship of contemporary art primarily took the form of a series of ambitious commissions from contemporary artists such as Rachel Whiteread (House, 1995, Water Tower, 1997), Tony Oursler and Douglas Gordon, as well as the sponsorship of a selection of national exhibition openings. In 1999 Beck's collaborated with the Institute of Contemporary Arts (ICA) to formalise its role in the UK art scene; Beck's Futures was born.

Devised to support and exhibit emerging UK artists, across a range of mixed media at a critical point in their careers, the success and diversity of the annual exhibitions to date and the esteem in which the awards are held, stand as testament to the success of Beck's Futures.

In November 2005 Beck's launched the first installment of a two-part poster campaign, featuring the creations of high-profile artists such as Damien Hirst and Tracey Emin and revisiting some of the most popular limited edition label designs of the past two decades. Part two was an advertising first – artists that had been involved with Beck's over the years were invited to create original works for posters that represented what 20 years of Beck's Art means to them; it featured art from Tim Head, Bruce MacLean, Tasuo Miyajima, Donald Urquhart and Simon Bedwell.

Following a seven-year break from UK television advertising, Beck's has returned with a hypnotic ad which tells consumers that only four natural ingredients – barley, water, hops and yeast – are used to make it. The number four is symbolic, with four dancing

characters, each created using a different visual effect, repeatedly dancing the same four steps. Special effects have been achieved through a combination of animation techniques, set to a soundtrack from The Flaming Lips.

In airing a beer commercial in the run up to, and during, the World Cup without a single footballing reference, the brand demonstrates its progressive wit and the confident, free and independent way of thinking so celebrated by its consumer.

