



## Legislation Text

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**File #:** 210238, **Version:** 1

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210238  
SUBSTITUTE 1

ALD. STAMPER

Substitute resolution declaring a portion of West State Street to be the “Champagne of Beers Region.”

This resolution declares the portion of West State Street located in the Miller Brewery Grounds as the “Champagne of Beers Region”, and that only beers invented within this area be considered “The Champagne of Beers”.

Whereas, Miller Brewing Company was founded in 1855 by Frederick Miller in Milwaukee, Wisconsin; and

Whereas, Miller Brewing’s oldest brand, and flagship beer, Miller High Life, was introduced in 1903; and

Whereas, Within 3 years, the beer had earned the nickname “The Champagne of Bottle Beer”; and

Whereas, Miller High Life has retained the nickname “the Champagne of Beers” since that time, and is still brewed with the same recipe and bottled in the same clear glass; and

Whereas, The Miller Brewery and its local workers still produce hundreds of thousands of cases and tens of thousands of kegs of Miller High Life in Milwaukee each year; and

Whereas, Famously, sparkling wine is only “champagne” if it is produced in the “Champagne” region of France; and

Whereas, As of June, 2021, over 12,000 people have signed a petition urging the Milwaukee Common Council to declare a “Champagne of Beers region” in the Miller Brewery Grounds, and declare that only beers invented within those borders will be considered “The Champagne of Beers”; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the portion of West State Street located within the Miller Brewery Grounds shall be designated the “Champagne of Beers Region”; and, be it

Further Resolved, That only beer invented within the “Champagne of Beers Region” shall be considered “The Champagne of Beers”.

LRB176739-1  
Luke Knapp  
6/1/2021