

THE UNIVERSITY OF WESTERN ONTARIO

WESTERN ARCHIVES



THE LABATT BREWING COMPANY COLLECTION

AFC 101

WESTERN ARCHIVES

THE LABATT BREWING COMPANY COLLECTION AFC 101 FONDS DESCRIPTION

Dates

1832 - 2009

Material and Extent

450.89 m textual records
137 volumes
59 scrapbooks
10 manuals
1 songbook
7710 transparencies
45,696 photographs
54 photo albums
664 illustrations
54 prints
1331 prints –poster
1 sketchbook
1 collage
10 mechanical art
34 concept boards
14 storyboards
233 mock-ups
11 maps
189 land surveys
21 site plans
586 blueprints
1342 architectural drawings
2700 technical drawings
802 specification sheets
3812 films
8017 videocassettes
1 videocassette (audio)
504 videotapes
948 audiocassettes
34 audio discs
1598 audio tapes
1624 CDs
334 DVDs
16 computer cartridges
31 computer cassettes
13 computer data cards

198 computer diskettes
150 computer reels
28 zip disks
380 aperture cards
211 microfiche
109 microfilm reels
1 stereoscopic slide viewer

Administrative History

In progress.

Scope and Content

The fonds consists of textual, graphic, cartographic, architectural and technical, audio-visual, electronic and microform records relating to the establishment, operations, expansion and diversification of the Labatt Brewing Company Limited.

Arrangement

The fonds has been previously arranged into the following series:

Series 1	Advertising
Series 2	Print Advertising
Series 3	Public Relations and Corporate Affairs
Series 4	Corporate Communications
Series 5	Corporate and Employee Training
Series 6	Corporate Identity
Series 7	Brand Identity
Series 8	Internal Employee Training
Series 9	Internal Corporate Training
Series 10	Internal Corporate Communications
Series 11	Print Advertising
Series 12	Public Relations
Series 13	Corporate Communications
Series 14	Corporate and Employee Training
Series 15	Corporate Identity
Series 16	Brand Identity
Series 17	Photograph Collection
Series 18	Internal Employee Training
Series 19	Internal Corporate Training
Series 20	Internal Corporate Communications
Series 21	Sales and Marketing
Series 22	Legal
Series 23	Finance
Series 24	Corporate Affairs
Series 25	Engineering
Series 26	Research and Technology

Language

In English, French, Spanish, Italian, German, Portuguese, Czech, Polish, Romanian, Danish, Dutch, Finnish, Norwegian, Swedish, Russian, Greek, Hebrew, Arabic, Japanese and Chinese.

Conditions Governing Access

Access is subject to processing progress and/or the condition of the materials, and may be subject to review and consultation with Labatt.

Related Material

Additional materials related to the Labatt family and to the kidnapping of John Sackville Labatt are available in Western Archives.

Custodial History

Prior to donation to Western Archives, the Collection was held by the Labatt Brewing Company.

Immediate Source of Acquisition

Donated by Labatt in 2008 and 2010.

Notes

1. Title of the fonds supplied by Labatt Brewing Company Limited.

WESTERN ARCHIVES

THE LABATT BREWING COMPANY COLLECTION AFC 101 SERIES DESCRIPTIONS

Series 1 Advertising

[196-] – 2008

35.23 cm textual records

7 transparencies

41 photographs

1 illustration

3 storyboards

3423 films

5084 videocassettes

477 videotapes

631 audio cassettes

888 CDs

235 DVDs

4 computer cartridges

27 computer cassettes

71 computer diskettes

14 zipdisks

Series consists of released and work-in-progress television and radio commercials for Labatt and third party brands, competitive brands, the moderation and responsible use campaign, sponsorship events, and records created in the production of these materials. Included are project and working files, presentation binders, marketing promotion records, and the Labatt Moderation campaign materials.

In English, French, Spanish, Italian and Japanese.

Series 2 Print Advertising

1992 - 2004

24 photographs

6 videocassettes

56 CDs

1 computer cartridge

2 zip disks

Series consists of released and work-in-progress print advertisements, signage, billboards and posters promoting Labatt and competitive brands.

In English and French.

Series 3 Public Relations and Corporate Affairs

1944 - 2008

77 cm textual records
505 photographs
1 illustration
9 prints- posters
305 films
1377 videocassettes
15 videotapes
113 audiocassettes
20 audio disks
14 audio tapes
78 CDs
12 DVDs

Series consists of television footage, radio interviews, press conferences and announcements relating to Labatt's promotional campaigns, sponsorship and community affairs. Included are brewery shots; materials dealing with consumer awareness, brands marketed by Labatt and corporate-sponsored sporting events; and materials relating to annual and shareholder meetings, brewery tours, and Labatt's international operations.

In English, French and Spanish.

Series 4 Corporate Communications

1963 - 2005

334 photographs
65 films
565 videocassettes
9 videotapes
30 audio tapes
1 audio disc
121 CDs
25 DVDs
1 computer diskette

Series consists of corporate videos, scripts and audio recordings relating to Labatt brands, the Budweiser licensing agreement, competitor brands, company history, shareholder meetings, and Beer TV episodes.

In English and Spanish.

Series 5 Corporate and Employee Training

[1970-] - 2005

244 photographs
1 film
111 videocassettes

15 audiocassettes
14 CDs
8 DVDs

Series consists of videos relating to the brewing process, the handling and serving of draught beer, work place safety, product knowledge and employee orientation.

In English.

Series 6 Corporate Identity

[1969?] - 2003

53 photographs
7 films
10 videocassettes
6 CDs
64 computer diskettes
1 zip disk

Series consists of historical and contemporary corporate logos and images, brand images and company profiles.

In English and French.

Series 7 Brand Identity

[1969?] - 2006

19 transparencies
170 photographs
1 film
5 videocassettes
221 CDs
3 DVDs
3 computer cartridges
7 computer diskettes
8 zip disks

Series consists of materials relating to Labatt brands and products. Included are company profiles; images of bottles, bottle labels, logos, packaging and products; graphic standards and guides; point of sale (POS) materials; and logo and sell sheets.

In English and French.

Series 8 Internal Employee Training

[194-] - 2003

19 photographs

5 films
316 videocassettes
1 audiocassette
13 audio discs
2 CDs
1 computer diskette

Series consists of training materials relating to employee orientation and performance, operating procedures, plant modifications, equipment operation, maintenance procedures, first aid, workplace safety and disaster recovery.

In English.

Series 9 Internal Corporate Training

1964 - 2005

583 photographs
4 filmstrips
421 videocassettes
1 videotape
25 audiocassettes
8 audio tapes
66 CDs
30 DVDs
4 computer diskettes

Series consists of sales videos, presentations, conference highlights, interviews and materials relating to the future of Labatt and of brands distributed by Labatt and Interbrew.

In English and French.

Series 10 Internal Corporate Communications

[ca. 1960] - 2005

72 photographs
5 film reels
111 videocassettes
2 video tapes
24 audiocassettes
6 audio tapes
6 CDs
3 DVDs
1 computer diskette

Series consists of materials relating to brewing, an international export conference, a global marketing forum, brands and public relations.

In English.

Series 11 Print Advertising

1888 - 2006

2.13 m textual records
41 scrapbooks
176 transparencies
497 photographs
57 illustrations
6 prints
1215 prints - poster
4 storyboards
13 mock-ups
5 CDs

Series consists of materials relating to the advertising of Labatt brands, brands marketed by Labatt, competitive brands and corporate-sponsored sporting events. Included are working files; correspondence; posters, illustrations and advertisements; advertising and promotional mock-ups; brochures; scrapbooks of reprints and clippings of print and radio advertisements for Labatt and competitive brands; advertisements for the Toronto Blue Jays and the Labatt Brier; and photocopies of late 19th century newspaper advertisements. Also included are photographs of the Pioneer Brewery, Labatt family members and Labatt employees.

In English, French, Italian, Spanish and German.

Series 12 Public Relations

1901 - 2006

27.48 m textual records
2 volumes
10 scrapbooks
1 songbook
2 transparencies
110 photographs
71 illustrations
8 prints
22 prints - poster
5 maps
2 land surveys
3 architectural drawings
3 CDs
27 microfiche
1 microfilm reel

Series consists of promotional and product campaign materials; announcements and media coverage relating to Labatt brands, company operations and subsidiaries, personnel, the brewing and food industries, Labatt-sponsored events, Labatt's community involvement and charitable donations, and the Labatt family. Included are working and project files; meeting minutes; correspondence; reports; media kits, press releases and information packages; brochures; magazine and newspaper clippings; a songbook and scrapbooks; cartoons relating to the General Agreement on Tariffs and Trade (GATT)

talks; and 5 original atlas plates, dating from the 17th and 18th centuries, of North America, English territory in North America, North American territory claimed by France, Hudson Bay, and the Saint Lawrence River. Included also are copies of 19th century exhibition and exposition certificates awarded to Labatt products. Among the newspaper clippings is press coverage of the 1958 beer strike, and the 1934 kidnapping and 1952 death of John Sackville Labatt.

In English, French, Spanish, Dutch [?], German, Italian, Portuguese, Norwegian, Swedish, Chinese and Japanese.

Series 13 Corporate Communications

[ca. 1900] - 2004

8.84 m textual records

1 transparency

501 photographs

19 illustrations

2 prints - poster

1 CD

Series consists of corporate documents, press releases, newsletters, publications, and texts of speeches given by Labatt management personnel. Included are Labatt annual reports; annual reports of Labatt subsidiary Chateau-Gai; Interbrew annual reports; financial statements; materials relating to investor relations, annual meetings and sponsorships; minutes; correspondence; reports; information forms; working files and corporate greeting cards.

In English, French, Spanish, German, Russian and Chinese.

Series 14 Corporate and Employee Training

1946 - 2004

73 cm textual records

1 manual

54 photographs

1 print - poster

1 CD

1 computer diskette

Series consists of materials relating to employee relocation and training in product knowledge, marketing, sales and serving techniques. Included are policy and training manuals, training kits and modules, presentations, workbooks, reports and working files.

In English and Spanish.

Series 15 Corporate Identity

[ca. 1898] - 2003

82 cm textual records

31 transparencies
199 photographs
17 illustrations
18 prints - poster
1 sketchbook
3 mock-ups
1 CD

Series consists of materials relating to Labatt's history, corporate image, proposed name and identity change, brands and subsidiaries, and logo and design standards. Included are reports, correspondence, corporate logos, merchandising catalogues, notes and working files.

In English, French and Spanish.

Series 16 Brand Identity

[ca. 1885] - 2007

5.1 m textual records
1 scrapbook
2 manuals
1948 transparencies
3794 photographs
3 photo albums
271 illustrations
2 prints
6 prints - poster
1 collage
10 mechanical art
191 mock-ups
802 specification sheets
7 blue prints
24 CDs
10 computer diskettes
3 zip disks

Series consists of textual and graphic materials relating to Labatt brands, commercial packaging, marketing promotions and merchandise. Included are project and working files, sell sheets, packaging specifications and graphics manuals, packaging and promotional mock-ups, logo images and artwork, employee photographs and scrapbooks. Included also are bottle and neck labels for more than 1,000 Labatt, partner and competitive brands and specialized labels for sponsored events (e.g., the Calgary Olympics), commemorative editions and editions supporting Canadian armed forces.

In English, French, Spanish, German, Italian, Dutch, Portuguese, Greek, Czech, Swedish, Finnish, Hebrew, Japanese and Chinese.

Series 17 Photograph Collection

[ca. 1850] - 2007

1.65 m textual records
4421 transparencies
33946 photographs
44 photo albums
11 illustrations
1 print - poster
3 architectural drawings
1 CD

Series consists of materials relating to company history, Labatt breweries, management personnel and employees, events and sponsorships. Included are images of the Pioneer Brewery, the London brewery and corporate offices, brewery and plant construction, brewery openings and operations, products and packaging, campaign and social events, Labatt community services and transportation vehicles, sporting teams and events, Labatt activities during World War II, the Lake of the Woods Milling Company, and the Labatt family.

The date of most photographs is not known or is uncertain.

Series 18 Internal Employee Training

1938 - 2004

59 cm textual records
3 manuals
80 photographs
5 prints- poster

Series consists of materials relating to employee policies, benefits and training. Included are employee handbooks; relocation and driver's manuals; correspondence; working files and manuals relating to sales, product knowledge, the brewing process and operations, beer dispensing, quality control, and health and safety.

In English.

Series 19 Internal Corporate Training

[195?] - 2004

2.88 m textual records
2 manuals
249 photographs
3 CDs
1 DVD
1 stereoscopic slide viewer

Series consists of materials used for training Labatt executives and management personnel. Included are working files; reports and manuals relating to corporate communications, sales training, marketing and

marketing research, compliance, quality control, customer and media relations, and brewery management; procedures and planning manuals; management presentations; and training session materials.

In English and French.

Series 20 Internal Corporate Communications

[192?] - 2005

6.23 m textual records
9 transparencies
930 photographs
117 illustrations
2 prints- poster
4 storyboards
16 CDs

Series consists of information materials and announcements relating to corporate strategy, business planning, acquisition opportunities, market research and the employee staff club. Included are business plans; reports; presentations on brewery operations, sales, promotions and corporate image; company and subsidiary company newsletters; employee notices; illustrations of personnel; Streamliner vehicle designs; working files; and Board of Directors' reference books.

In English, French and Spanish.

Series 21 Sales and Marketing

1907 - 2007

185.31 m textual records
36 volumes
1 manual
1 scrapbook
342 transparencies
389 photographs
24 illustrations
38 prints
7 prints - poster
1 storyboard
14 mock-ups
1 map
2 blueprints
12 videocassettes
98 CDs
2 DVDs
17 computer diskettes
150 computer reels
2 microfiche
12 microfilm reels

Series consists of materials related to the marketing of Labatt products, research and development, pricing strategies and market research. Included are business plans; working files and reports; market research and promotions project files; correspondence; general, sales, gallonage sales, customer, shipments and returns, and hotel accounts ledgers; merchandise and licensed products catalogues; a census of the beer industry; typed reproductions from 19th century company letter books and typed excerpts from 19th century advertisements; information packages and press kits; sales forecasts; sell sheets; promotional materials; bottle labels; and scrapbooks.

In English, French, Spanish German, Portuguese and Dutch.

Series 22 Legal

1832 - 2007

46.74 m textual records
2 volumes
2 scrapbooks
59 transparencies
280 photographs
1 photo album
26 illustrations
1 print - poster
102 land surveys
23 architectural drawings
40 technical drawings
2 CDs
59 microfilm reels

Series consists of records relating to Labatt's corporate history, property acquisitions, the acquisition and disposition of subsidiary companies, amalgamations and reorganizations, partnerships, patents and trademarks, third party arrangements, investments, corporate sponsorships and legal proceedings. Included are letters patent and supplementary letters patent; minute books; property deeds and leases; patent applications and certificates of patent; records of acquisition and disposition of properties; sales and purchase agreements; sponsorship, marketing and licensing agreements; pension and retirement agreements; share certificates; reports; working files; bottle label approvals; bottle labels; scrapbooks and materials relating to Ogilvie Flour Mills and its subsidiaries, including Lake of the Woods Milling Company which was purchased by Ogilvie in 1954. Also included are records relating to the estate of John Kinder Labatt and Labatt family wills.

In English, French, Spanish, Danish, Dutch, German, Greek, Hebrew, Italian, Japanese, Polish, Portuguese, Romanian, Russian and Swedish.

Series 23 Finance

1870 - 2004

17.39 m textual records
132 volumes
1 manual
5 transparencies

1 photograph
105 microfiche
20 microfilm reels

Series consists of records relating to the financial transactions and status of Labatt and its subsidiary companies. Included are Labatt annual reports and subsidiary companies annual reports; financial statements and consolidated financial statements; balance sheets; statements of assets and liabilities; ledgers and stock ledgers; accounts payable and receivable ledgers; journals and cash books; bank books; property appraisals and value analyses; tax returns, assessments and receipts; management committee reports; auditors' reports; minute books; annual corporate information forms; registers of shareholders and stock certificates; annual meeting notices; working files and correspondence. Also included are records relating to the estate of John Kinder Labatt.

In English, French and Spanish.

Series 24 Corporate Affairs

1837 - 2006

132.65 m textual records
25 volumes
4 scrapbooks
677 transparencies
2259 photographs
6 photo albums
36 illustrations
41 prints - poster
34 concept boards
2 storyboards
12 mock-ups
5 maps
61 land surveys
3 site plans
1 blueprint
42 architectural drawings
4 technical drawings
11 CDs
19 computer diskettes
13 computer data cards
77 microfiche
4 microfilm reels

Series consists of records relating to Labatt's history and governance. Included are by-laws; Board of Directors reports and meeting agendas, exhibits and minute books; minute books for Labatt and subsidiary companies which include patents, by-laws and meeting minutes; annual reports; business plans and reviews; letter books; shareholders' meetings agendas, exhibits and minutes; speeches and presentations; materials relating to crisis management, responsible use and community programs; environmental safety audits and remedial action progress reports; employee biographies, appointments, position vacancies and events; union agreements; employee's credit union annual reports; brewers' books; company histories; correspondence; reports; working files; draft chapters of an unpublished history of the

company by Albert Tucker; scrapbooks and records relating to the Labatt family.

In English, French, German, Italian, Portuguese, Spanish, Dutch, Arabic and Japanese.

Series 25 Engineering

1842 - 2009

10.92 m textual records
356 photographs
14 illustrations
24 land surveys
18 site plans
576 blueprints
1271 architectural drawings
2656 technical drawings
1 CD
15 DVDs
2 computer diskettes
4 computer cassettes
380 aperture cards
13 microfilm reels

Series consists of records relating to the construction, expansion and renovation of various Labatt properties and to brewing operations. Included are architectural and technical drawings for John Labatt's brewery and malt house, expansion of the London brewery, London offices and office restoration, Toronto office construction and expansion, experimental brewery, retail stores, Oland Specialty Beer Company building, and brewery equipment.

In English, French, German, Spanish and Japanese.

Series 26 Research and Technology

1947 - 2005

2.05 m textual records
10 transparencies
36 photographs
1 print- poster

Series consists of records relating to Labatt research in product development and brewing processes. Included are research, progress and technical awareness reports; discussion and position papers; certifications; correspondence; presentation materials; and statistical data tables.

In English and French.