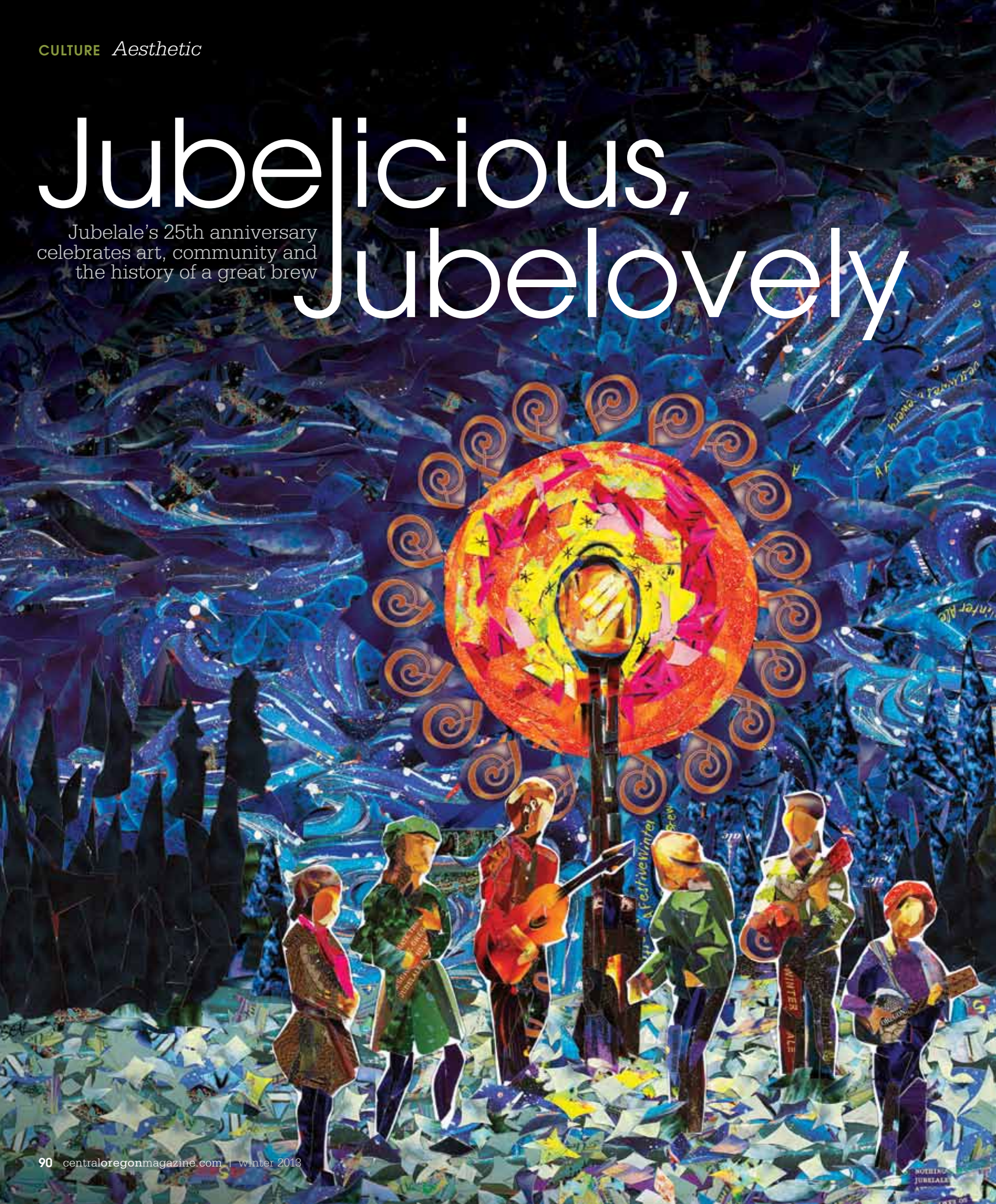


# Jubejicious, Jubelovely

Jubelale's 25th anniversary celebrates art, community and the history of a great brew







The 2012 artwork for Deschutes Brewery's Jubelale features a creative and beautiful composition collaged from clippings from previous years' labels.

Artwork by Kaycee Anseth

Every winter, there's a special surprise waiting in the beer aisle. Its name is Jubelale.

Deschutes Brewery's iconic winter ale is one of the brewery's most popular beers. Every October, beer lovers look forward not only to the strong, dark ale itself, which is perfect for the cold holiday season, but they also can't wait to check out the new label, which features a different local artist every year.

"This is a special beer for us," says Deschutes founder and owner Gary Fish. "We wanted to do something interesting and bold, to create a package to show how special it is, and to connect the artistry within the bottle to the outside of the bottle."

This is a celebratory year for this festive winter ale. 25 years ago, Jubelale was not only the brewery's first seasonal beer, it was the first beer Deschutes Brewery ever bottled—right in the pub, out of the tap and into champagne bottles. Many years later, Jubelale can be found on grocery shelves and on tap across 19 states and two Canadian provinces.

The original Jubelale label was created by Deschutes Brewery graphic artist Ed Carson. He adorned the now famous mountain and river brewery label with a holiday wreath. In 1995, the brewery decided to commission a local artist to create artwork for the winter ale's label and packaging. A new tradition was born. Eighteen original Jubelale labels are the result.

From nostalgic holiday scenes to snowy landscapes to whimsical celebrations, the new Jubelale art is celebrated every year with a label release party.

"We have a terrific artist community here in Bend," says Fish. "We've had no reason to look for artists outside of Central Oregon. We've always found interesting and unique art locally."

One such artist is Dennis McGregor, who created the Jubelale label in 2000, which features vintage ice skaters on a snowy winter pond. McGregor's twin daughters were attending University of Oregon at the time and had just come of drinking age.

"I wanted to create something for them," says McGregor. "The design is all about girl power."

In McGregor's design, a young woman is magically spinning on the ice, Jubelale in hand, literally blowing the guys away—and off the ice.

Many of the Jubelale artists have created warm, holiday designs perfect for the season. Katherine Taylor's design in 2006 captures the snow-covered Deschutes Brewery Pub après ski. Warm light from windows spills out into the cooler tones of the evening.





Artwork by Dennis McGregor (2000)

“I chose skiers to populate the image because I remembered my own years of ski-bumming and how it felt to gravitate to the local brew house after an amazing day on the slopes,” says Taylor.

After Taylor finished the painting (including a 3 a.m. jaunt to downtown Bend to capture the untouched pub after a snowstorm), the Deschutes Brewery graphic designers took it from there. They reproduce the art for the labels, six-packs and case containers.

“They understood how to tastefully extract vignettes of the painting for smaller reproductions like the collar label and the side panels of the six-pack carrier,” says Taylor. “The overall reproduction design was beautifully crafted.”

For the 25th anniversary, this year’s artist, Kaycee Anseth, did a little something different. She used small pieces of past years’ Jubelale labels to create a beautiful, intricate collage titled “Revelers and Troubadours.”

“Deschutes gave me envelopes full of labels,” she explains. Using archival quality glue, scissors, a matboard and an iron, Anseth pieced together a wintry vision.

“I love this year’s label—I’m blown away

by the detail,” says Fish.

For Anseth, the theme of a festive winter ale conjured up images of being outside on a still winter’s night, playing music and “Yulebaching,” a tradition of caroling and prankstering introduced to Anseth by her Norwegian father.

In the collage, musicians and friends gather around the warm glow of a street lamp beneath a starry sky. Stare long enough and you may find hints of Jubelale labels gone by.

“You can definitely pick out some memorable parts—it is a beer lover’s Where’s Waldo,” says Anseth. “The aura around the lamppost is the “J” from 2006. The sky has a lot of bits of river from 2008. Those are the only hints I am giving!”

What’s it like for the artists to see their work on a bottle of beer?

It’s an honor for Anseth. Her husband just returned from a year in Afghanistan, and she recently drove across the country and brought several six packs to friends and family.

“I was like beer fairy,” says Anseth. “The best thing ever was seeing one in my husband’s hand.”



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Jubelale is Deschutes Brewery's most popular seasonal ale, and after 25 years, it's a tradition that's deeply embedded in the company's culture.

"We look forward to it all year. It's a celebratory beer in the English tradition—a rich, hearty holiday ale," says Fish. "It represents the passion that created the company and the brand." 🍀

Turn to page 56 for a closer look at the art of Jubelale throughout the years

### A Festive Winter Ale

*Jubelale turns 25 this year*

Jubelale was the first seasonal beer and the first beer ever bottled by Deschutes Brewery—in the pub, out of the tap, into champagne bottles.

For the first few years, the Jubelale label was the iconic Deschutes Brewery label dressed up with a holiday wreath.

Since 1995, Deschutes Brewery has commissioned a regional artist to create an original label.

Jubelale's is the most expensive packaging Deschutes Brewery does each year.

It's a strong, malty celebration ale—rich in color, medium in body. Malt: Pale, Crystal, Extra Special, Carapils, Roasted Barley. Hops: Nugget, Cascade, Willamette, Styrian, Tettnang, East Kent Goldings.

The Jubelale label has become an urban legend. Locals say the amount of snow on the new label each year predicts the region's snowfall for the year.

#### Awards:

*Silver Medal, Ale-Other Category  
2007 Australian International  
Beer Awards*

*Silver Medal, Ale 2006 Australian  
International Beer Awards*

*Gold Medal, 93 Points  
2006 World Beer Championships  
92 - Exceptional*

*Beverage Testing Institute - 1/99*

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Conditioned Strong Ale  
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