Empire THE ART OF PRINTING

FOUNTAIN CITY

FOOD AND BEVERAGE MARKET:

The Monarch Public House   05/27/2020
Fountain City, WI

Fountain City, Wisconsin, located along the Mississippi has a rich history. It is home to the Monarch Public House, Wisconsin's oldest operating tavern, and was the site of its house brewery, Fountain City Brewing Company from 1856 to 1965. To celebrate that legacy, the owners of The Monarch decided to bottle a few pre-prohibition-era beer recipes. They wanted to maintain the historical accuracy of the labels and advertising for the beers as much as possible. Unfortunately, when the brewing company was demolished more than five decades ago, all the original artwork was also destroyed.
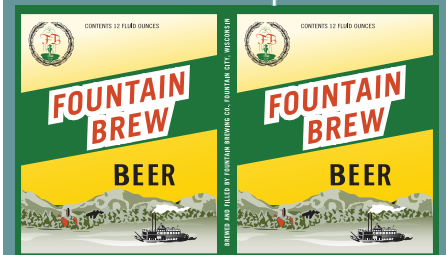
But just down the river in La Crosse, The Monarch found a printing and labeling partner that had the talent and tenacity to recreate these vintage images. Working from antique beer cans and labels, the artists at Empire used a combination of hand-drawing and scanning to replicate images of Fountain City that had once adorned its namesake brews into print-ready digital artwork. The rarity and delicate nature of these samples added an extra layer of difficulty, but Empire's core values are built on respect and integrity, so the folks at The Monarch entrusted their company's artifacts would be in safe hands.

A few modern updates were required to meet government regulations and incorporate barcodes, but even those were done in such a way to preserve the integrity of the design. The finished products are faithful reproductions of the Fountain City Brewing Company's original imaging, updated for use with modern printing, brewing, promotion, and advertising processes.

The care Empire's team approached this meaningful project instilled a sense of trust. That translated into The Monarch selecting Empire as the sole provider for all of its printing needs.

LABELS RECREATED FROM OLD SAMPLES

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