

Archive Services: partnerships with businesses to explore their heritage

Tennent's Lager - celebrating and marketing your heritage

Tennent's leads the Scottish lager market and has retained its pioneering reputation in Scotland since its inception in 1885. Brewed at Glasgow's famous and historic Wellpark Brewery, Tennent's lager has a long and proud heritage which has recently been celebrated in the brand's 125th anniversary. The fantastic and true tale of the brand's heritage and entrepreneurial young founder, Hugh Tennent, was celebrated by the brand throughout 2010 in a major national advertising campaign

Hugh's innovative vision not only gave birth to Tennent's Lager and new techniques for brewing in Scotland, but influenced a 125 year history of the brand's creative and innovative advertising and sponsorships. From the memorable Lager Lovelies to the high-profile association with Scottish football and T in the Park, Tennent's has a rich heritage that is still very much part of the Scottish social tapestry in 2011

Mike Lees, Managing Director of Tennent's Lager believes that "the Tennent's archive is one of our key assets and hosts a wealth of facts, figures and memorabilia spanning hundreds of years of the brewery's history. There is especially a wealth of information and records from the time of Hugh Tennent's reign in the late 1800's right through to the late 20th century and such records are of paramount importance to preserving the brand's rich and colourful history. The archivists at University of Glasgow have been instrumental in providing us with ongoing brand information to support our marketing & advertising, and are vital in the importance of preserving this information for many more years to come."

The archive itself is a wide ranging resource. In addition to the records of the company's corporate governance, the archive encompasses production and sales records, patent and trademark records, advertising records and numerous artefacts. The majority of these artefacts are sample cans and bottles of Tennent's products including a full set of the iconic Lager Lovelies cans which were on sale between 1962 and 1991.

The archive also includes the notes and reports of Tennent's staff who have undertaken research into the history of the company and the Tennent family using both the corporate archive and other archival sources. These research notes are of great value in understanding the history of the company in its wider context.

Since the 1980s Tennent's have contracted out the storage and management of its archive, first to the Scottish Brewing Archive and more recently to the University of Glasgow (which took on the management of all collections previously managed by the Scottish Brewing Archive). Through this arrangement, the University of Glasgow ensures the preservation of the archive in its archival repository and provides enquiry services for both Tennent's staff and external researchers. In this way Tennent's ensures the professional management of its heritage assets, utilises the archive to support its current business activities, and provides a research resource for the public.