

“BEER CAN - A LOVE STORY”

Free Movie

By Clayton Emery #32806



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Since the dawn of mankind, the need to find a suitable vessel to carry man’s favorite beverage—beer—has been debated. The use of clay pots and other primitive methods to carry beer evolved to glass bottles somewhere around 1840. Brewers believed that glass made the perfect beer container. That was until beer cans made their appearance following the repeal of Prohibition in January 1935.

From that date forward, and more so in recent years with the explosion of the craft beer industry, the debate has heated up. Our friends, “Son of Can” (Matt Del Pizzo #36116) and “Bottle” (Gordon Del Giorno), have tried to bring this debate to a conclusion with their humorous debate of the Bottle vs Can question.

The Beer Can Collectors of America was formed in 1970. **But**—the name was changed in 2003 to the Brewery Collectibles Club of America. Was this a sinister act of the bottle trying to inch its way closer to the forefront of the hobby? Many diehard can collectors think so and still feel the sting of this change.

To help put an end to this ongoing battle of Bottle vs Can, please join us on January 24, 2024, the 89th birthday of the beer can, for a comical, 30-minute presentation titled **“Beer Can - A Love Story”** and help decide which vessel is most important to our hobby and the beer industry. This humorous film features discussion from BCCA members Jeff Lebo #15105 and Woody Chandler #34897, as well as other experts who talk about the history of the bottle and can, their existence and relative benefits to the industry and impacts on our lives as consumers and collectors.

A big thank you goes out to “Bottle” and “Can” for sharing this with the hobby. The following link will be available from January 24 through January 31 for all members of the BCCA. Just scan the above QR code or enter <https://vimeo.com/361386942> in your browser and enjoy it with the rest of the BCCA.

Stay tuned for B&C’s next film, titled *“The Canfather—A Beer You Can’t Refuse,”* coming soon. You may also find a can promoting this film following the film’s release. By the way, it has come to my attention that “Bottle” has recently added a few cans to his collection. Maybe this is a true sign of who is winning this ongoing battle.



Standing united in tribute to Muhammad Ali



Fist bumping in NYC



Hanging out with the Harlem, NY police