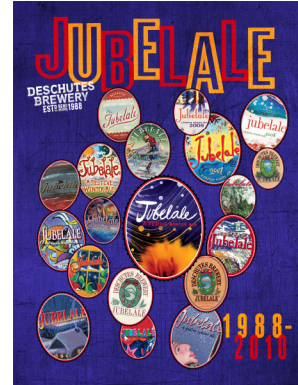


DESCHUTES BREWERY

= ESTD BEND OREGON 1988 =

JUBELALE: THE ART & HISTORY OF “A FESTIVE WINTER ALE”

In the winter of 1988....as the quiet town of Bend waited for snowflakes to ski on, Jubelale debuted as Deschutes Brewery's first seasonal beer. Gary Fish, owner and president, and a dedicated group of ten employees bottled the seasonal by hand...out of the taps into 750 ml bottles at the Bend Public House. The first ever Deschutes Brewery bottling was the result of a messy, painstaking, all-day labor of love. Deschutes Brewery's graphic artist at the time, Ed Carson, incorporated a timely wreath into the iconic mountain and river oval adorning the label.



Change and growth...at the Bend Public House moved the bottling of Jubelale to Portland in 1990. The non-profit group Blind Enterprises of Oregon managed the project until the production facility in Bend was ready in 1993. Jubelale then became the 'first packaged six-pack'. Since 1995 a new regional artist has been commissioned every year to create an original work of art, inspired by Central Oregon winter and Jubelale. This original work is then transformed into label and packaging art. Gary Fish and a different crew select the next artist as early as January, while the current vintage of Jubelale is still busy bringing cheer to the season.



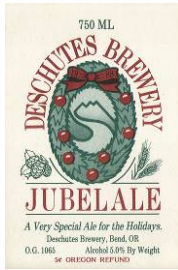
From abstract forms...to distinct subjects, broad landscapes to studies in specifics, the panel surveys many styles and techniques before deciding upon a particular artist. 2011 artists Cara Thayer and Louie Van Patten literally share the painting of a canvas. In 2010, Natasha Bacca painted with light in a dark room. The look and feel of Jubelale art mirrors the adventure of Jubelale year after year.

Jubelale and its art....have always stimulated conversation and community. In more ways than one. Gathering different opinions about how this year's vintage stacks up is easy to do around the Pubs. The artwork stirs similar debate. It is particularly rewarding to share one's thoughts while enjoying the beer that inspired it. Gary Fish remembers the first discussions taking shape in the Pub surrounding Randy Redfield's piece in 1997. Whether it is the whirling ice skater of 2000, the countryside inn of 2004, or the intimate view of the Pub from 2006, there is no clear favorite.

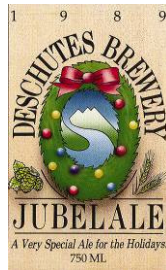
No discussion of Jubelale....and its art would be complete without mentioning the weather. Amateur meteorologists consult the Jubelale label like a woolly caterpillar every October. Local legends suggest the snow on the label predicts the snow for Mt. Bachelor and around town. Friendly wagers regarding snowfall amounts for the season have always been a contest every Bend resident seems to participate in. However, evidence will neither confirm nor deny any such correlations.

There is no doubt...the art of the label is as compelling as the craft in the glass.

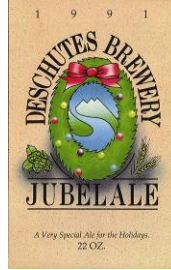
1988
Ed Carson
Wreath



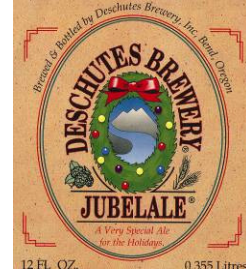
1989/1990
Ed Carson
Wreath



1991/1992
Ed Carson
Wreath



1993/1994
Ed Carson
Wreath



Adding a wreath to the iconic mountain and river oval was the perfect union of holiday festivity and the Deschutes Brewery look, suggested Ed Carson. He recalled how thrilling it was to watch Deschutes Brewery and his graphic design business grow alongside each other. "Quantum leaps in technology led to new creative approaches...," allowing Jubelale art to evolve from one year to the next.

Carson facilitated the Jubelale art project from the beginning until 2003. His approach encouraged artistic expression with less direction. Carson said the changing personality of the project, coupled with new challenges each year, always supplied great satisfaction. The most difficult task was always the decision surrounding which elements to place where, while remaining true to the spirit of the original piece.

www.dottgraphics.com

1995 George Lawrence



George Lawrence expressed a professional interest in Deschutes Brewery long before creating the first Jubelale art. Charged with depicting a winter scene that incorporated snow and pine trees, it is safe to say 'he nailed it'. Lawrence said he truly enjoyed the creative vibe and vitality of the Bend community that "...really jumpstarted the idea platform in the mid-nineties in Bend...that creative spirit is representative of everything Bend is all about."

1996 Cristina Acosta



Cristina Acosta knew immediately she wanted to create the art for Jubelale after seeing it in the grocery store in 1995. "I knew I could do this. I knew I could make it look like a present," stated Acosta.

www.CristinaAcosta.com

1997 Randy Redfield



"The painting itself reflects a little of my style, in that it is abstract, and in this case I did my impression of a storm as it transitioned from fall into winter," said Randy Redfield.

www.randyredfield.com

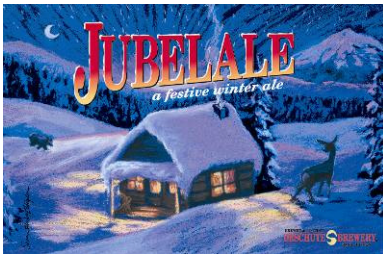
1998 Paul Alan Bennett



Paul Alan Bennett reflected, “...Mt. Bachelor personified...I was thinking of Mt. Bachelor as being a person in the wintertime sticking his tongue out to taste a falling snowflake.”

www.paulbennett-art.com

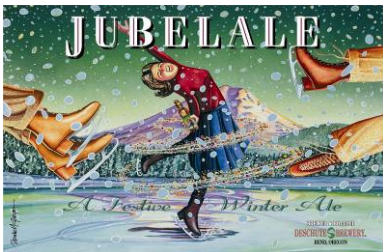
1999 Susan Luckey Higdon



Susan Luckey Higdon said that her design was a “...chilly scene with a sense of peace and coziness, the promise we all want of warmth and safety.” Her work represented glistening snows and crisp, crystal-clear, silent winter nights.

www.susanluckeyhigdon.com

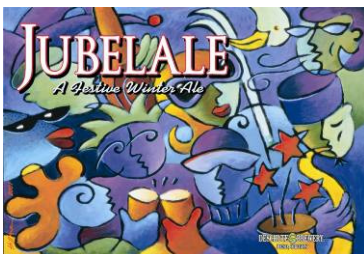
2000 Dennis McGregor



Dennis McGregor depicted a by-gone era with his gouache painting of a skater whirling on a frozen pond at the foot of a snowy mountain, releasing the magic of winter and Jubelale.

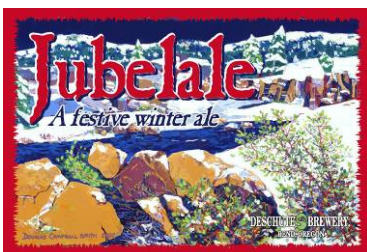
www.dennismcgregor.com

2001 John Hillmer



John Hillmer reflected, “This piece was intended to evoke a kind of *apre-ski* scene at the brewery. So, I wanted it to be fun and I wanted there to be a clear sense of connection between all the characters. That's why this colorful community is literally overlapping, including the ‘soulfish’ who, on this sunny Bend day, is wearing sunglasses.”

2002 Douglas Campbell Smith



Douglas Campbell Smith displayed the beauty of a high desert winter in his original acrylic painting, recalling that first wintry morning of the season.

www.campbellsmiths.com

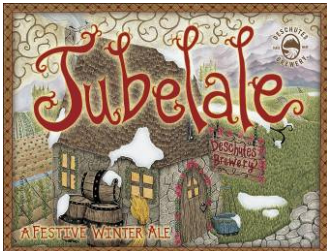
2003 Molly Cliff Hilts



Molly Cliff Hilts painted a scene of “...stars and the poinsettias, which bask in the warm glow of a nearby fire...” depicting “....the magic of a clear, cold Oregon winter night and the enticing potential of an evening of adventure and merriment.”

www.mollycliffhilts.com

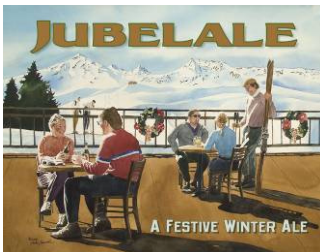
2004 Kathleen Powers



Kathleen Powers, influenced by 15th Century Flemish painting, included exquisite detail, vivid color, and an implied narrative into her art. Her interest in Ireland’s countryside also played into the whimsical features of the piece.

www.kathleenpowers.com

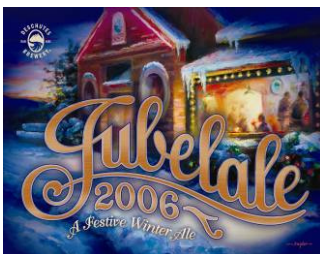
2005 Andy Sewell



A vintage ski poster was Andrew Sewall’s intention, complete with *après-ski* party, after an epic day on Mt. Bachelor. He drew inspiration from his youth spent in the Sun Valley, ID area. With his background in watercolor, the scenic picture captured the camaraderie and fun of the *après-ski* scene.

www.finewatercolors.com

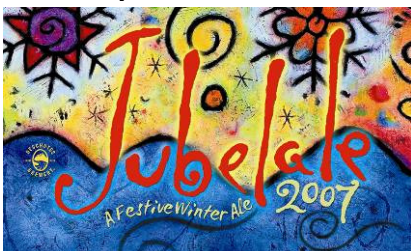
2006 Katherine Taylor



Katherine Taylor painted a warming depiction of the Deschutes Brewery Public House on a cold Central Oregon winter’s night, tempting one to cozy up by the fire with friends and a tall pint of Jubelale.

www.katherine-taylor.com

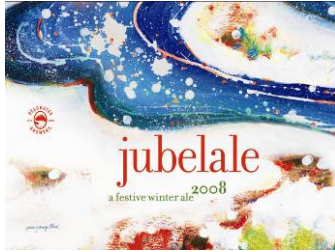
2007 Lindy G. Hanson



“I was thinking of winter festivities and fun, and that for me, brings up images of snow and being outside,” said Lindy Gruger Hanson. “I love mountains and celestial images too...I combined all these ideas into creating the Jubelale painting.”

www.lgruger.com

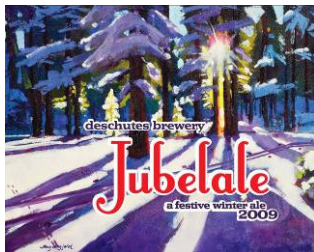
2008 Pam Jersey Bird



Pam Jersey Bird created her acrylic painting using a resist technique. "Because Jubelale is 'A Festive Winter Ale', I wanted to portray a scene that was lively and colorful but also captured Central Oregon's snowy climate. I decided to focus on the river that is the namesake of the brewery and also inspired the name of our town."

www.pamjerseybird.com

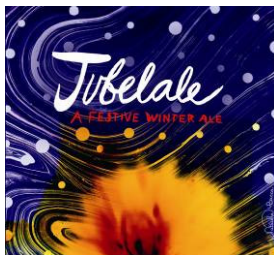
2009 Tracy Leagjeld



"One of my favorite things about Central Oregon winters is how often we wake up to blue skies after a winter storm," said Tracy Leagjeld. "In this painting, I was trying to convey the feeling of a crisp snowy morning being warmed by the sun's rays, and how lucky we are to have the Deschutes National Forest as our backyard playground."

www.tracyleagjeld.blogspot.com

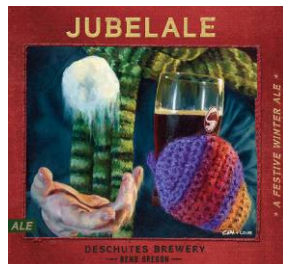
2010 Natasha Bacca



Natasha Bacca works in complete darkness, using beams of light with a tool she invented. By manipulating the color and the intensity of the light onto light sensitive paper, she literally paints with light. Bacca said, "The piece illustrates a cold winter night in the background with a dynamic warm fire in the foreground. I wanted the composition of the work to exhibit a balance of cool scenery elements with the warm and energetic celebrations of the season, exemplifying this festive time of year."

www.natashabacca.com

2011 Cara Thayer and Louie Van Patten



The collaborative art of Central Oregon artists Cara Thayer and Louie Van Patten explores a 'painted dialogue of human forms.' They focus specifically on the hand and how it illustrates the human condition. Cara Thayer revealed, "We wanted to create something for the outside of the bottle that was as artful as what is inside. Our goal was to do something that had a sense of action, along with creating a playful image." Thayer also explained that the hand-knitted mitten and scarf reflect the handcrafted character of Jubelale, while the snowball in motion evokes the fleeting nature of winter.

www.thegryllus.com