



Display Category: Open
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ROCK 'N BEER DISPLAY

The Rock 'n Beer display was entered in the open category as it contained items that were related to breweriana as well as music, particularly Rock & Roll. Cleveland, the location for CANvention 47, is the home of the Rock & Roll Hall of Fame & Museum, as well as the birthplace of the term "Rock 'n Roll". The phrase was coined by Cleveland DJ Alan Freed in 1951. There was no better place to have this display!

There were cans and aluminum bottles of various sizes from several different countries celebrating Rock & Roll. Some celebrated individual groups or artists, like the Miller/Miller Lite series that celebrated 50 years of rock music. Celebrating 50 years of Rolling Stones music were Rolling Hop cans from Suntory, one of which proclaimed "The Rolling Stones are the greatest rock and roll band in the world," and the other which said "the Rolling Stones are one of the greatest rock and roll bands in the world."

There were cans for the Beatles, KISS, Metallica and The Scorpions. There were cans from a brand called "Rock & Roll Beer". These cans were produced in Cleveland and several other cities. Some of the cans featured a jukebox; while others featured rock legends like Chuck Berry and Jerry Lee Lewis.

There were cans in the display that held beer that was inspired by musicians such as Iron Maiden's "Trooper", Kid Rock's "Badass American Lager", & the first record album ever to be released on a beer can, "T.R.I.P." It was recorded by The Lights Out and the beer was brewed by Aeronaut Brewing Co.

Also included in the display was one of the famous "Ozzy" cans. A Baltimore beer company, The Brewer's Art, received a cease and desist letter from representatives of Ozzy Osbourne over the brewery's popular pale ale in March of 2014. The can was an unauthorized tribute to Ozzy Osbourne.

Other breweriana in the display included a Miller electric guitar sign, an unused ticket to a Who concert that Schlitz sponsored, which was for the show the day before The Who recorded all but 4 songs for their live album, "Who's Last" in Richfield, Ohio. It was supposed to be the band's last album.