

Label Art: Sierra Nevada Ruthless Rye IPA

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By DON TSE

"Rye is a really steadfast grain," explains Ryan Arnold, Communications Manager at Sierra Nevada Brewing Co. "It gets beat on by weather and can thrive despite

job. Taylor, working from his base in Melbourne, Australia, has been a designer for 15 years. He is famous for music posters, having worked with bands such as the Black Keys, Phish, Billy Talent and Blink 182. He also makes posters for re-released cult films. His limited edition artwork is highly collectible. Sierra Nevada is, to date, the only brewery he has worked with.

The Ruthless Rye label design was a collaboration between the

shared [with the artist] how the beer came about and its background, but then we like to see what the artist is able to come back with."

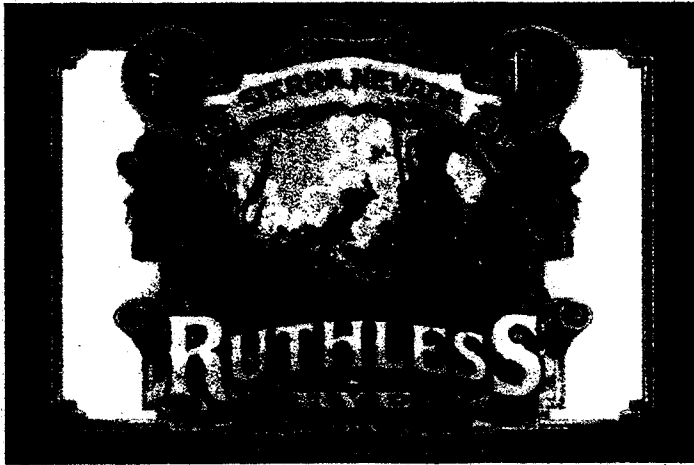
The label depicts a female character watching over a field of rye. She is caped, implying cold and wind and giving her a spiritual appeal. In the foreground on the left are a couple

of sheaths of rye. Somber colors and clouds in the sky contribute to the sobriety of the scene. Says Taylor about his own illustration, "There is a mystical, dark vibe behind the idea for the artwork."

Taylor, who confirms that he is a craft beer lover, says it was a thrill to work with Sierra Nevada. "Sierra

Nevada is getting a foothold in the Australian market. Their beer is not just available in highly specialized shops, so it was cool to be able to walk into a few bottle shops and see my label."

Taylor also illustrated the label for Narwhal Imperial Stout. ♦♦ ♦♦



those conditions. That's why the beer [Ruthless Rye] has that name and we wanted the label to illustrate that strength."

Sierra Nevada's art director contacted internationally recognized illustrative artist Ken Taylor (<http://kentaylor.com.au/>) for the

brewery and the artist. After deciding that they wanted to focus on the resilience of rye, Sierra Nevada's art director approached Taylor to do the label. Sierra Nevada was familiar with Taylor's work and knew that he could provide what they were looking for. Explains Arnold, "We