

TIMELINE OF THE MILLER BOYCOTT

On October 31, the Catholic League called off its boycott of Miller beer after the company conceded that it violated its own marketing policies by sponsoring the Folsom Street Fair in San Francisco. Here's what happened in the week leading up to Miller's satisfactory apology:

October 23: "I would like to apologize to anyone who felt that the image was disgraceful to their religious beliefs. Indeed, the poster was created in order to affirm our community, not to disgrace anyone else. No malicious intent was involved...."

—Andy Cooper of the Folsom Street Fair Board of Directors, regarding a promotional poster for the fair that mocked the Last Supper

October 25: "The poster was the least offensive part of this Catholic-bashing forum. What was even more offensive was the sight of Christian symbols being sold at this Miller-sponsored fair as sex toys. The obscene and blasphemous names of these vulgar sex toys are so disgusting that no mainstream newspaper would print them. Then there was the incredible sight of a stripper and a man dressed as Jesus hoisted in cages above a Catholic church on a Sunday.... The Folsom Street Fair news release on this subject shows how utterly clueless its officers are."

—Bill Donohue, rejecting Cooper's apology because it did not address the anti-Catholic acts and objects associated with the Folsom Street Fair

October 26: "Miller Brewing Company today issued a formal apology for the offense caused by the use of Miller brand logos on a poster promoting the Folsom Street Fair in San Francisco. The company said it has taken action to ensure that such an incident will not happen again."

–Miller Brewing news release apologizing once again for offensive poster

October 29: “They either don’t get it or they think we’re stupid. Miller’s latest apology is nothing but a rehash of what it has been saying all along—it limits its apology to the use of its logo on the offensive Last Supper promotional poster for the Folsom Street Fair. But it still refuses to apologize for the anti-Catholic nature of the event itself. As we have repeatedly said, sacred symbols were sold as sex toys at the Miller-sponsored event, a stripper and a man dressed as Jesus were hoisted in cages above a Catholic church on a Sunday, and men mocked nuns in the street. Evidently, Miller thinks these kinds of things are okay.”

–Bill Donohue, rejecting Miller’s October 26 apology

October 30: “We are aware of other disrespectful activities, objects and groups associated with or present at the fair which, like the promotional poster, violate our marketing policies. We extend our original apology to include these unfortunate events and items as well.”

–Miller Brewing Vice President Nehl Horton

October 31: “The Catholic League is happy that Miller has reconsidered this ugly issue and has no plans to revisit it again.... Now it’s time for everyone who enjoys Miller beer to resume consumption again.”

–Bill Donohue, after the Catholic League accepted Horton’s apology and ended the boycott