

## ***Bloody brilliant,,,***

- This was a local brewery's advertising campaign in Kent, there were lots of complaints...but only from the Germans.
- You can still see the ADVERTS in the Shepherd Neame pubs in and around Kent..
- (This was checked out - adverts true BUT no Germans complained. London Transport pulled the posters from the Underground in case tourists were offended. Complaints were received but Judge said they would not cause offence!)

The Shepherd Neame Brewery in Kent launched “Spitfire” ale and enjoyed a good marketing run from 1997-2005 with “themed” adverts – and it’s a good pint as well.



Shepherd Neame is a trade mark of the 1865 company



**Rotten luck.  
Johnny's landed  
in the drink.**



*The* **BOTTLE** of **BRITAIN**

[www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)

**Clear  
skies  
since  
1945.**



*The* **BOTTLE** of **BRITAIN**

[www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)



# Bandits at 6 o'clock



*The* BOTTLE of BRITAIN

[www.shepherdsonline.co.uk](http://www.shepherdsonline.co.uk)

# Not for Schlossers, Wagners & Kuntz.



[www.shepherdsonline.co.uk](http://www.shepherdsonline.co.uk)

*The* BOTTLE of BRITAIN

[www.shoherdson.co.uk](http://www.shoherdson.co.uk)



*The* BOTTLE of BRITAIN

[www.shoherdson.co.uk](http://www.shoherdson.co.uk)

19:39



19:45



*The* BOTTLE of BRITAIN

Don't mention the v



[www.shepherdname.co.uk](http://www.shepherdname.co.uk)

*The* BOTTLE of BRITAIN

**Downed all  
over Kent, just like  
the Luftwaffe.**



THE BOTTLE IN BRITAIN

[www.Moetersonline.co.uk](http://www.Moetersonline.co.uk)



Two  
more pints  
please.



Rear gunners drink  
lager shandy.

[www.Moetersonline.co.uk](http://www.Moetersonline.co.uk)

THE BOTTLE IN BRITAIN





Goering. Goering. Gone.



[www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)

*The* BOTTLE of BRITAIN

**No nazi aftertaste.**



[www.shepherdname.co.uk](http://www.shepherdname.co.uk)

*The* BOTTLE *of* BRITAIN



**First left, then third reich.**



[www.shepherdname.co.uk](http://www.shepherdname.co.uk)

*The* BOTTLE *of* BRITAIN

No Fokker  
comes close.



[www.shepherdname.co.uk](http://www.shepherdname.co.uk)

*The* BOTTLE of BRITAIN

**Not for  
Messrs  
Schmidt.**



*The* BOTTLE of BRITAIN  
[www.shepherdson.com.co.uk](http://www.shepherdson.com.co.uk)



*The* BOTTLE of BRITAIN  
[www.shepherdson.com.co.uk](http://www.shepherdson.com.co.uk)

**Beware of  
enemy  
infiltration.**



*The* **BOTTLE of BRITAIN**

[www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)

**Get rid of  
unsightly  
steins.**



*The* **BOTTLE of BRITAIN**

[www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)

## Target Identification



Ours



Theirs



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THE BOTTLE IS BRITAIN

# How to make a sauerkraut.

Mention the war.



[www.shepherdname.co.uk](http://www.shepherdname.co.uk)

*The* BOTTLE of BRITAIN

Food page

TV page

# We're still waiting for that first German sitcom to reach our screens.



[www.shepherdname.co.uk](http://www.shepherdname.co.uk)

*The* BOTTLE of BRITAIN

**Have the sunbeds.  
We're going to the bar.**



[www.daleporter.com](http://www.daleporter.com)

DALEPORTER

**Votz zo funny about  
zeez posters?**



[www.daleporter.com](http://www.daleporter.com)

DALEPORTER





**“Relax Smudger, it’s one of ours.”**

*The* **BOTTLE** *of* **BRITAIN**

[www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)



**You started it.**



*The* **BOTTLE** *of* **BRITAIN**



*The* **BOTTLE of BRITAIN**

[www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)

**The beer  
to end all  
beers.**



*The* **BOTTLE of BRITAIN**

[www.shepherdneame.co.uk](http://www.shepherdneame.co.uk)