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At the brewery, 'R' comes after 'T'

By [JOURNAL STAFF](#)

On Monday crews used a crane to take down the giant green "T" atop the Old Rainier Brewery and will soon install a red "R" in its place.

Tully's Coffee replaced the "R" with the "T" when it moved into the building in 2000. Now Rainier Beer is reinstalling the "R" — an icon that topped the brewery for about 50 years.

"This is something we've been working on for nearly a year, and we couldn't have done it without the help of our partners at Columbia Distributing, MOHAI and Western Neon, as well as the building owners at Ariel Development," said Dan McHugh, chief marketing officer for Rainier Beer's owner, Pabst Brewing Co.

"For decades the 'R' served as one of the great Seattle landmarks," he said in a press release. "We're really looking forward to celebrating its return."

The new 12-foot "R" is a replica; the original is in the Museum of History and Industry.

Rainier and Columbia Distributing paid for the new sign.

The "R" will be installed Oct. 24 during a 4-9 p.m. party at the site. There will be music, a climbing wall, photo booth, games, prizes and a beer garden, according to the website [RestoretheR.com](#). There also will be a chance to take photos with the "R" and props from some of Rainier's past ads such as the nine mythical grazing Rainiers and the Rainier motorcycle.

Rainier Beer was founded in 1878 and purchased in 1999 by Pabst.



Photo by Benjamin Minnick [\[enlarge\]](#)