



SAB COLLECTION

B40

INVENTORY

UJ LIBRARY SPECIAL COLLECTIONS

March 2017

Short biography of Anne Kelk Mager

Anne Mager taught social and economic history in the Department of Historical Studies, University of Cape Town, from 1990 to 2016. She is author of *Beer, Sociability and Masculinity in South Africa* (Indiana University Press and UCT Press, 2010) and *Gender and the Making of a South African Bantustan: A Social History of the Ciskei, 1945-1959* (James Currey/Heinemann and David Philip in 1999), and co-editor of *The Cambridge History of South Africa Volume II* (Cambridge University Press, 2012) and has published articles *Past and Present*, the *Journal of African History* and the *Journal of Southern African Studies* among others.

Collection summary

Collection title: SAB (South African Breweries) collection

Collection Number: B40

Compiler: Prof. Anne Kelk Mager compiled this data for her book *Beer, Sociability, and Masculinity in South Africa*, which was published in 2010.

Copyright: As this is a compilation of research data, the copyright varies. There are a lot of newspaper cuttings, journal articles, minutes of meetings and specialised reports which belong to the respective publisher or author. Anne Mager is the author of the transcribed interviews. The court papers were made available by Mr Kashiti Masemola, the General Secretary of the Food and Allied Workers Union who gave permission to make this material available for research.

Language: English.

Dates: The material covers the period 2000 to 2010.

Keywords/search terms: Beer, sociability, illicit drinking, apartheid, SAB (South African Breweries), alcohol abuse, brewery, FAWU (Food & Allied Workers Union), Labour Court, advertising, beer market, shebeen.

Physical description /extent: 15 archival boxes of news clips, articles, reports and court papers.

Collection or items available online: The inventory will be published on the UJ Library, Special Collections website, as well as on UJContent.

Access to collection: Open to all bona fide researchers; for in-library use only. Contact the University of Johannesburg Library: Special Collections at Doornfontein Campus at tel. no. 011 559 6890/6882/6823. e-mail addresses available at the website:

<https://www.uj.ac.za/library/informationources/special-collections/Pages/default.aspx>

Prior arrangements are not necessary before coming to the Library, however, patrons from out of town are encouraged to communicate with the Library in advance of their visits to ascertain availability of materials.

Photocopying/digital photography/scanning will be permitted only with the permission of the Manager, Special Collections by signing the appropriate form.

Acquisition information: The SAB collection was donated by Prof Anne Mager on her retirement from teaching at the University of Cape Town (UCT). UJ Library took ownership of the collection on 13 December 2016.

Preferred citation: UJSC B40/1 etc. with the specific title/author of the item.
UJSC = University of Johannesburg Special Collections.

Compiler of inventory: Ms Atline Maluleke, March 2017.

SAB collection B40

Box B40/1: Africans & Liquor & Laws:

- File 1 - Native Affairs Committee
 - Minutes Mayoral year (Sep 1961 – Aug 1962)

- File 2 – City of Cape Town Bantu Affairs
 - Minutes Mayoral year (Sep 1964 – Mar 1965)
 - Newspaper articles

- File 3: - SAB response to Malan Comm (1950 – 1970)
 - Guinness, Amstel, Carling black label
 - Beer wars
 - Retail

- File 4: Report of the Commission of Enquiry
 - Malan report

- File 5: Articles
 - Report no 1C

Box B40/2: SAB corporate in Business day and Financial Mail: 2006

Internet

- File 1: Corporate in Business Day and Financial Mail
Jul & Dec 1991; Mar 1994; Oct & Nov 1996; Jul, Aug &
Oct 1999;
May & Sep 2000; Feb 2003; Oct 2004; Jul 2005 & Dec
2006
- File 2: Corporate in Business Day (15 and 18 Dec 2006)
- File 3: Corporate in Business Day (18 Dec 2006)
- File 5 SAB Articles
- File 6: Corporate in Business Day
 - Newspaper articles

Box B40/3: 1970s, 1980s and 1990s. SAB Corporate and Beer wars and TRC

File 1: SAB Corporate and Beer wars

- Newspaper articles

File 2: Study of the liquor industry in SA (Mar 2004)

File 3: SAB Corporate and Beer wars (The report 1998)

File 4: SAB Corporate and Beer wars (1974)

File 5: Black Business news

- Homelands Battle stores
- Beer Wars

Box 40/4: SAB Beer Wars

File 1: (1980)

File 2: (1979)

File 3: Adams and Adams, Patent, Trademarks and copyright Attorneys 1978)

File 4 – 6: Beer Wars

File 7: Beer Wars (1971-1973); (1975-1978)

File 8: SAB Soccer Tour (1983)

File 9: Lion Lager

File 10: Beer and Coca-Cola

File 11: Retail

Box 40/5: Financial Mail & HM's. SAB Interviews & CSI

File 1 – Supplement to Financial Mail

File 2 – SAB Interview and CSI

File 3 – SAB Interview and CSI

File 4 – SAB Interview and CSI

Box 40/6: Post 1994 Namibia, laugh it off, SAB Growth

File 1 – SAB and post-apartheid

File 2 – Laugh it off

File 3 – Beer business (1998 – 2000)

- Three year business plan (F00 – F03)
(F01 – F03)

File 4 – Research report on the liquor industry (2004)

File 5 – A liquor licensing policy for the Western Cape

- Articles

File 6 – Articles

File 7 – Newspaper articles

File 8 – Newspaper articles (1993 – 2000)

Box 40/7: Post 1994 and 2000

File 1 – Amstel crisis March 2007

File 2 – BEE

File 3 – China

File 4 – Rheem and SFW/KWV/SAB

File 5 – SAB Global

File 6 – SAB Homelands

Box 40/8: Press clips 1960s – 1990s. Alcohol and Beer

File 1 – Making beer, making friends

- SAB brochures

File 2 – (1960s – 2000s)

File 3 – 1982, 1985, 1988, 1989, 1991, 1994, and 1996

File 4 – 1970 – 1978

File 5 – 1964 – 1969

File 6 – 1961 - 1963

Box 40/9: Corporate and Beer Wars

File 1 – 100 years of Brewing excellence

- Welcome to prospecting brewery

File 2 – Competition board

- Report No: 10

File 3 – SAB Corporate and beer wars

File 4 – 1966

File 5 – Excise

File 6 – SA food review (1977)

File 7 – 1970

File 8 – SAB Corporate and beer wars

File 9 – Growth and sales

File 10 – Beer wars Excise

- USA (2007 – 2008)

Box 40/10: SAB in USA

File 1 – 1980s

File 2 – Restructuring (2002/3)

- Catfight (2003)
- Baseball (2004)

File 3 – USA (2005)

- Global beverages (2006)
- (2005 – 2007)

File 4 – SAB Miller (2007)

- USA (2007 – 2008)

Box 40/11: Shebeens

File 1 – (1980 – 1983, 1985)

File 2 – (1960s, 1970s, 1980s, and 1990s)

- Press clips

File 3 – Soweto

File 4 - Shebeens (1972 – 1979)

File 5 – Beer Ads

- Articles

File 6 – E'spotini: Speeches (1982 and 1983)

Box 40/12: World class management, labour & technology

File 1 – The F97 annual report to employees of SAB beer division

- Corporate citizenship reviews (1999)

File 2 – World class management and labour technology

File 3 – Labour

File 4 – Technology, capacity, breweries

File 5 – Boardroom saga

File 6 – Articles

40/13: Court Case of 1990: Food & Allied Workers Union (FAWU) v SAB**40/13/01:** FAWU v SAB

Witness Bundle B

40/13/02: FAWU v SAB

Witness Bundle H

40/13/03: FAWU v SAB

Witness Bundle

40/13/04: FAWU v SAB

Witness Bundle K & L

40/13/05: FAWU v SAB

Pleadings 2

40/13/06: SAB/Record MN

Record 1

40/13/07: FAWU v SAB

Record 2

40/13/08: FAWU v SAB

Record 3

40/13/09: FAWU v SAB

Record 4

40/13/10: FAWU v SAB

Record 5

40/13/11: FAWU v SAB

Record 6

Box 40/14: Sowetan

File 1 – Carling black label ads

File 2 – Castle ads

File 3 – Jo-Jo Cartoons

File 4 – 1985

- Licensing
- Bottle store – Blacks
- Taverns beauty contest
- Ga-Rankuwa music festival

File 5 – 1986

- Crime and shebeens
- Mid class taverns
- Taverners annual picnic party

File 6 – 1987

- Black mid class
- Crime and shebeens
- SAB ads for African skills
- Details escape (politics)
- SAB strike
- Ad for covet the cans

File 7 – 1988

- Violence at shebeens
- SAB ads for homeland breweries
- Complaint that police are drunk
- Black mid class

File 8 – Non-SAB cignor ads

File 9 – Ohlssons ads

- Crisis of masculinity (1985-1988)

File 10 – Amstel ads

File 11 – Lion Lager ads

File 12 – Sport and SAB

- Castle league sponsorship
- Castle league competition / soccer pot (Jackpot)
- Ohlssons challenge
- SAB and NSL

File 13 – 1980 and 1981

- SAB premier league
- Legalisation of shebeens
- Pelican
- Strike against wrab

File 14 – Monday blues

Box 40/15: A National Newspaper for Beer Division Employees

Copies of the newspaper.

Copy of the book *Beer, Sociability and Masculinity in South Africa* by Anne Kelk Mager.