

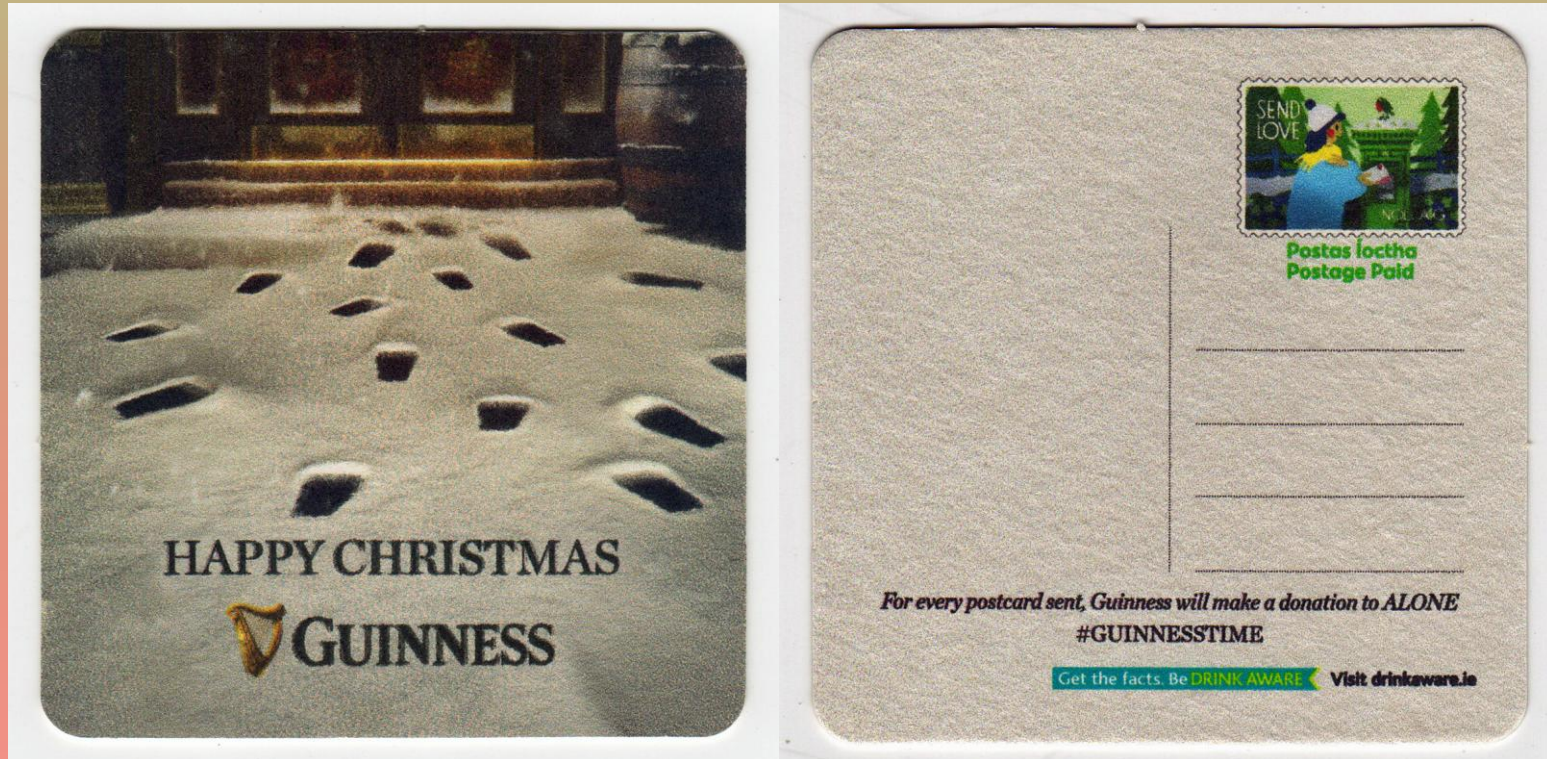
# A Irish Beer Mat/Coaster as Postal Stationery

Larry Rosenblum

Philatelic Society of Lancaster County

July 14, 2021

## Beer Mat/Coaster as Postal Stationery



Guinness teamed up with An Post (the Irish Post Office) to distribute these mailable beer mats, one with each pint, at certain pubs in December 2019.

## Beer Mat/Coaster as Postal Stationery



A few pubs even had a special postbox inside the pub. These were reported in *Irish Philately*, the journal of the Irish Philatelic Circle, which is based in Ireland. The author reported mailing several of them to Irish addresses. They were all delivered on December 24 without any postmark.

## Beer Mat/Coaster as Postal Stationery



The indicium reproduces an issued stamp. Alan Dunne, the designer, developed the stamps by cutting out the scenes from colored paper, constructing them into dioramas, and photographing them. He described the process on an APS chat in 2020.