Yer Out! MLB Tells the New York Yankees They Can't Put Players' Faces on Beer

BY ROBERT G. YOUNG • APRIL 5, 2018

At a recent media event to preview new concession items for the upcoming season, the New York Yankees tried out an intriguing new product. Blue Point Brewery, a vendor at Yankee Stadium, utilized a machine that allows images of players' faces to be imprinted on beer foam. For the event, the Yankees served pints of "Pinstripe Pilsner" with the likenesses of superstars Aaron Judge and Giancarlo Stanton on the foam.

Alas, Major League Baseball does not permit active players' likenesses to be used to advertise or promote alcohol-related products. When the league office caught wind of the Yankees' event, MLB sent a reminder to the ball club, warning that the beer foam portraits violated league policy. The Yankees have since announced that they never intended to sell the beer with players' faces on it during the season, but rather were just using the media event as an opportunity to test the equipment.

While the idea of drinking a beer with your favorite player's face on the foam sounds great, from the perspective of this author, here's to hoping that MLB placing the kibosh on this marks the first of many losses for the Bronx Bombers this year . . .

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