

FOR IMMEDIATE RELEASE

Rogue Gives Mom a Break

NEWPORT, OR, February 12, 2010 – Rogue is celebrating Mothers across the nation with the release of Mom Hefeweizen, available for Mother’s Day on May 9, 2010! According to the National Restaurant Association, Mother’s Day is now the most popular day of the year to dine out in the United States. For all that Mom does, she deserves a beer!

Dedicated to the Mother in each of us, Mom Ale features the likeness of Mo Niemi (1912–1992) whose spirit has indelibly shaped the daily life of Newport, Oregon. Mo was the founder of world famous Mo’s Restaurants and was instrumental in bringing Rogue Ales to Newport. She will always be remembered fondly as a mother to an entire community.



A Belgian-style blonde ale, Mom Hefeweizen is an unfiltered fusion of wheat and barley malts, spiced with coriander and ginger.

Mom Hefeweizen has received 15 national and international awards for taste and quality including a Gold medal at the World Beer Championships, 3 Bronze medals at the Australian International Beer Awards and the title of Pacific Northwest Champion 2 years in a row from the U.S. Beer Tasting Championships.

Mom Hefeweizen is created from 10 ingredients: Harrington, Klages, Wheat and Rogue Micro Barley Farm Dare™ Malts, Saaz and Rogue Hopyard Willamette hops, Coriander, Ginger, top fermenting Pacman yeast and Free Range Coastal Water. Rogue Ales, Stouts, Porters, and Lagers use no chemicals, additives or preservatives. Rogue Ales, Stouts, Porters, and Lagers use no chemicals, additives or preservatives. Rogue Mom Hefeweizen is available on draft or in a limited edition 22oz serigraphed bottle.

Keep an eye out for Dad’s Little Helper Malt Liquor for Father’s Day!

Celebrating its second century, four decades, Rogue Ales is an Artisan Varietal Brewery founded in Oregon in 1988, as one of America’s first 50 microbreweries. Rogue has 640+ awards for taste and quality and is available nationally and in 27 countries.

	
FOOD PAIRINGS/SPECS	
12° PLATO	30 IBU
79.2 AA	3.2° L

