



FOR IMMEDIATE RELEASE: NO KILL DATE

## Red Hot & Seeing Double!

NEWPORT, OR, February 13, 2009 – Rogue Ales produced an experimental run of Double Dead Guy Ale in September of 2008 and within 30 days it had sold out. Due to consumer and retailer demand, Rogue will revive this brew once a year.

Double Dead Guy Ale is an evolution of Dead Guy Ale, the award winning maibock that has won 28 awards for product and packaging since its introduction in 1993.



Dead Guy Ale was created to celebrate the Mayan Day of the Dead (November 1st, All Souls Day). The Dead Guy design proved popular and was introduced as a bottled product a few years later.

Double Dead Guy is created from 7 ingredients: Two-Row, Munich and C15 malts, Cascade hops, Rogue’s proprietary top fermenting Pacman yeast and free range coastal water. Rogue Ales, Stouts, Porters and Lagers use no chemicals, additives or preservatives.

Since its release in 2008, Double Dead Guy Ale has won a Silver Medal at the World Beer Championships and the “dead-red” bottle was awarded 2nd Place in the 2008 Beverage Dynamic Packaging Contest for the BEST NEW PACKAGE.

Double Dead Guy Ale will be available in draft and serigraphed 750ml glazed “dead-red” bottles at select accounts in April. These limited edition bottles will be vintage dated.

Celebrating its second century, Rogue Ales is an Artisan Varietal Brewery founded in Oregon in 1988, as one of America’s first 50 microbreweries. Rogue has 600+ awards for taste and quality and is distributed nationally and in 20 other countries.

	
<b>FOOD PAIRINGS/SPECS</b>	
<b>20° PLATO</b>	<b>60 IBU</b>
<b>78 AA</b>	<b>25° L</b>

