



FOR IMMEDIATE RELEASE

## Give Dad What he Really Wants for Father's Day!

NEWPORT, OR, March 17, 2009 – Don't settle on giving dad a tie for Father's Day this year, get him something he'll remember, Dad's Little Helper Malt Liquor.

But this ain't your Dad's malt liquor. Brewmaster John Maier has Rogue'd the recipe by adding 40% Midwest corn, lightly hopped it with Oregon Crystal Hops, and then lagered it at a warmer temperature to help bring out the sweet, crisp flavors of the corn.

The label honors Sonora Smart Dodd who organized the first Father's Day celebration on June 19th, 1910. In 1924 President Calvin Coolidge proclaimed the third Sunday in June as Father's Day and President Nixon established it as a national holiday in 1972.

Since its release in 2006, Dad's Little Helper Malt Liquor has won 4 Medals for excellence in taste including being named the **Best Malt Liquor** in the 2008 World Beer Championships. Other Medals include 2007 & 2006 Silver Medals from the World Beer Championships and a Bronze Medal from the Australian International Beer Awards.

Dad's Little Helper is made using 6 ingredients: Harrington and Klages Malts, Flaked Corn, Crystal Hops, Free Range Coastal Water, and Czech Pils Yeast. Dad's brewing specifications are as follows: 17° PLATO, 25 IBU, 77 AA, 10° Lovibond. Dad's Little Helper will be available for a limited time in 22oz serigraphed bottles.

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 countries.

### Food Pairings



### Brewing Specs

17° PLATO    25 IBU  
77 AA        10° L

