

FOR IMMEDIATE RELEASE

Rogue Goes to the Dawg

NEWPORT, OR, May 15, 2008 (Rogue Wire Service) – Rogue Ales is honoring their revered Chairman, Brewer the Brewdawg, with his own beer, Brewer's Ale. Brewer was the black lab and best friend of Rogue Brewmaster John Maier for 13 years prior to passing away on May 20, 2006.

The debut of the ceramic 750ml Brewer's Ale bottle will be held May 17th in Newport, OR at the 2nd Annual Brewer's Memorial Ale Fest, the largest dog-friendly beer fest in the world. Proceeds from Brewer's Memorial Ale Fest will benefit local animal charities like Oregon Coast Therapy Animals and the Central Oregon Coast Humane Society.

Brewmaster John "More Hops" Maier made only a single batch of Brewer's, a strong ale that is rich, complex and hoppy. It will be available on a very limited basis during May and June at fine beer retailers across the country, as well as at Rogue Meeting Halls in Newport, Astoria, Eugene, and Portland, Oregon as well as San Francisco and Issaquah, Washington.. Brewer's Ale is "Dedicated to our Chairman, 1993–2006" and is accompanied by a Rogue Dog Tag.

Brewer's Ale is created from 10 ingredients: 2 Row, Munich, Melanoidin, Amber, and C-120 Malts; Newport, Simcoe, and Centennial Hops; Free Range Coastal Water and Top Fermenting Pacman Yeast.

www.BrewersAleFest.com

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 550+ awards for taste and quality and is distributed nationally and in 10 other countries.



Food Pairings



Brewing Specs

17.6° PLATO 106.9 IBU

72.7 AA 66.4° L