

FOR IMMEDIATE RELEASE

Rogue Sees Double!

NEWPORT, OR, June 13, 2008 (Rogue Wire Service) – Rogue Ales is introducing Double Dead Guy Ale to their array of Ales, Stouts, Porters, and Lagers. Double Dead Guy Ale is an evolution of Dead Guy Ale, the award winning maibock that has won 25 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 Ale will be available in draft and serigraphed 750ml ounce glazed “dead-red” bottles, in all 49 states and 11 countries in September.

The Double Dead Guy logo was created by Portland, Oregon designer Hagen Moore.

Rogue Spirits has also created a Dead Guy Whiskey (see picture, inset), ocean aged in oak barrels, that will be released in October.

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

20° PLATO 60 IBU

78 AA 25° L

