

FOR IMMEDIATE RELEASE

Rogue Nation names official Bird.

NEWPORT, OR., September 12, 2008 – Today the Turkey has been named the official bird of the Rogue Nation. To commemorate this momentous occasion Rogue Juniper Pale Ale has been dedicated to “the turkey in each of us.” An axe and the dedication have been added to the serigraphed 22oz bottles and Juniper Pale Ale tap stickers.

The Pilgrims were ale drinkers and most likely enjoyed beer at the first Thanksgiving. According to the Nation’s Department of Agriculture turkey is not just for the Thanksgiving, Christmas, and New Year’s table but is honored daily by consumption. Even if some do not eat turkey the bottle is a perfect gift for their turkey friends.

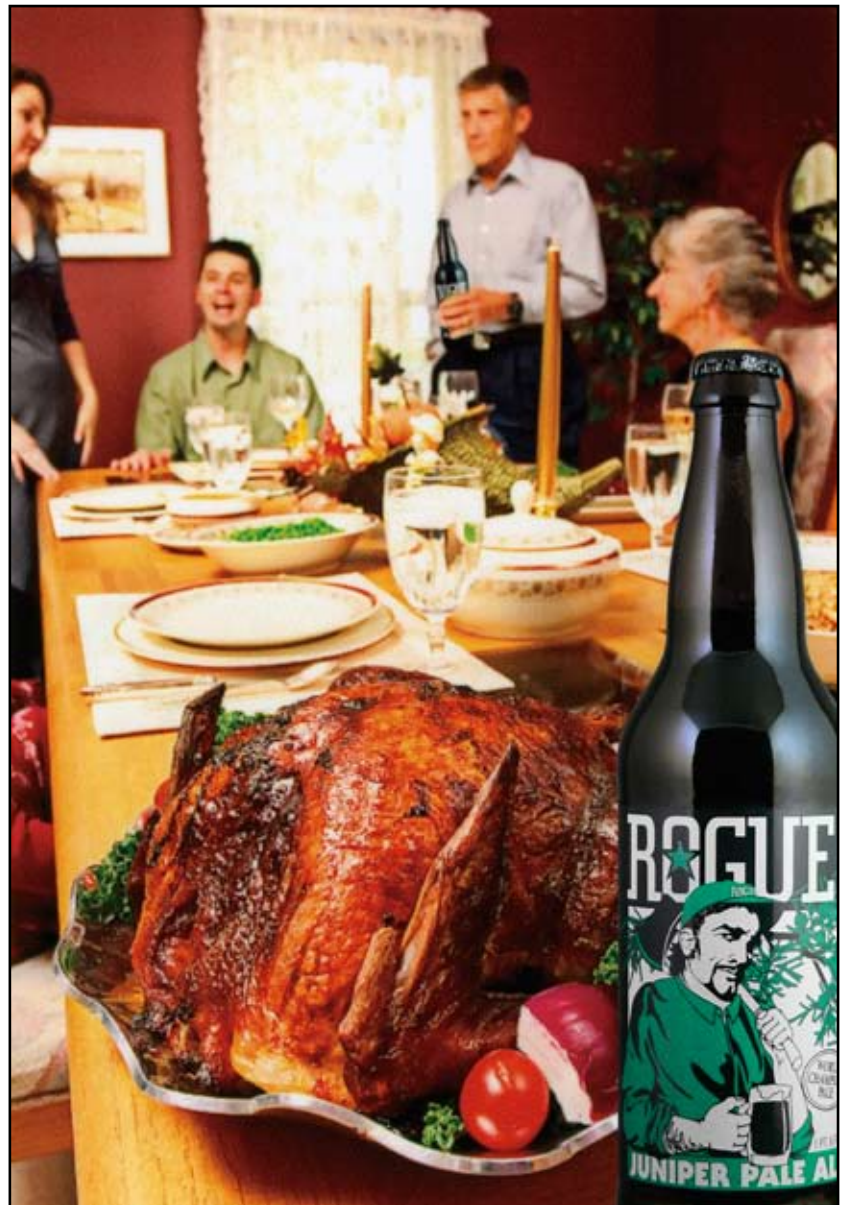
According to Garrett Oliver, author of the “Brewmaster’s Table”, the question most often posed to sommeliers is “What wine goes best with turkey dinner?” The answer, he says, is beer!

Juniper Pale Ale is a 5-Time Gold Medal Winner at the World Beer Championships and was the highest rated Pale in the world in 2004, 2005 and 2007.

Juniper Pale Ale, like all Rogue products, preserves water by using more ingredients, contains no chemicals, additives or preservatives and uses Free Range Coastal Water.

Why is Juniper Pale the perfect ale for the Thanksgiving table? The herbal hops pair with seasonings and the caramelized and toasted grain flavors complement traditional Thanksgiving cooking techniques. The carbonation and fruitiness stand up to the creamy, butter rich foods such as mashed potatoes, creamed corn, and similar fare.

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 available nationally and in 13 countries.



Dedicated to the Turkey in each of us.



130 PLATO 34 IBU
77 AA 3.20 L