

FOR IMMEDIATE RELEASE: NO KILL DATE

Give Them What They Really Want This Year

NEWPORT, OR., Sept. 22, 2008 – Old Saint Nick gets a present this year, a Private Reserve Ale from Rogue! And because Santa was extra good this year, Rogue is making it available in 22oz bottles adorned with glistening snowflakes (the snowflakes **glow in the dark**).

Santa's Private Reserve is a double-hopped red and is a reddish-copper color with a roasty, malt flavor and a hoppy, spruce finish. This holiday elixir is brewed with 10 ingredients: Harrington, Klages, Munich & Hugh Baird Carastan 30-37 & 13-17, Crystal 70-80 Malts; Chinook & Centennial Hops, Free Range Coastal Water and Top Fermenting Pacman Yeast.

Brewed in small batches, Santa's is available nationwide for the holiday season. Santa is also available in a pre-packaged holiday gift set that includes a 22oz bottle and a stemmed serigraphed glass inside a collectible gift box.

So get rid of that old, recycled fruit cake because Santa's Private Reserve Ale is the perfect holiday gift solution!

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 20 countries.

Suggested Food Pairings and Product Info.

130 PLATO

44 IBU



73.1 AA

26.75° L

