



FOR IMMEDIATE RELEASE: NO KILL DATE

Yes We Can!

NEWPORT, OR, October 7, 2008 – Strap on your snow shoes and keep your eye out this winter for Rogue’s Yellow Snow IPA in a 5 Liter Can. The can uses a convenient “Pull and Turn” tapping system that makes this the perfect gift to share with friends at the mountain, the lodge, or the local motel. Yellow Snow is Rogue’s tribute to winter sports everywhere—downhill skiing, snowboarding, cross country, ice hockey, ice fishing, snowmobiling, and even curling.

Yellow Snow IPA is Dedicated to Common Sense.

Yellow Snow will be available November 1 in select mountain communities across the country. In addition to the 5 Liter Can, Yellow Snow IPA is available in serigraphed 64oz jugs (aka the Rogue boda bag), 22oz bottles, and on draft.

Yellow Snow IPA is created from 6 Ingredients: Two-Row Pale, Cara Foam & Melanoiden Malts; Amarillo Hops; Free Range Coastal Waters & Top Fermenting Pacman Yeast.

Pale golden in color with a hoppy fruity aroma. Big hop flavor up front complimented by medium body and hoppyness mid-pallet. It finishes with a characteristic, lingering bitterness. Yellow Snow IPA measures 15° PLATO, 70 IBU, 76 AA, 14° L.

Rogue uses no chemicals, additives, or preservatives in any of their products.

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 20 other countries.

Food Pairings



Brewing Specs

15° PLATO	70 IBU
76 AA	14° L

