

From owner-roguemail@realbeer.com Thu Apr 1 17:59:51 2004
Subject: Rogue Ales eNews - April 1, 2004

Welcome to the Rogue Ales email newsletter (eNews): April 1, 2004.

- ==> Marionberry Rum - Rogue's sixth in a series
of 15th Anniversary Elixirs
- ==> Vote for Rogue in the Final Four: Battle of the Beers
- ==> Rogue Store is On-Line
- ==> Rogue TV
- ==> Rogue Films
- ==> Rogue Events

American Beer Month begins in 91 days! Follow the countdown
on www.rogue.com and visit www.americanbeermonth.com for details.
Rogue eNews is best viewed in 10 point courier.

Marionberry Rum

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Rogue Spirits: Marionberry Rum was released on March 15th--the
sixth of a series of new or retro elixirs released each month
during the year-long celebration of Rogue Ale's Fifteenth
Anniversary.

Distilled in Rogue's Distillery and Public House in Portland by
Martin Ricci, the 750 ml bottle retails for \$26.95 and features
the pirate Jean Lafitte on the label. Rogue's White Rum won a Bronze
medal at the 2003 International Rum Festival in St Johns,
Newfoundland, and third place in the Beverage Dynamics New
Packaging competition!

While there is a Marion Berry in the US Congress representing
Arkansas and another Marion Barry was Mayor of Washington, DC
for two terms, Rogue's Marionberry is a different breed, a
cross between the Chehalem and Olallieberry blackberries.
The Oregon Berry commission web site has details about this
berry with "a traditional berry flavor" at:
<http://www.oregon-berries.com/cx2/mk04fla.htm>
Rogue Marionberry Mojita anyone?

Rogue's 15th Anniversary series to date includes:

- October = John (wet hop ale)
- November = Chris (organic ale)
- December = Brewer (dopple mogul)
- January = 12th Street Pilsner
- February = 4x4 Pale Ale
- March = Rogue Spirits: Marionberry Rum

The logo for Rogue Ales, featuring the word "ROGUE" in a bold, black, sans-serif font. A white five-pointed star is positioned inside the letter "O".

VOTE for ROGUE

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The Final Four in the Battle of the Beers is April 1st when
Rogue Brutal Bitter (an Imperial Bitter, stylistically) is
pitted against North Coast's Old Rasputin Imperial Stout. Vote
on-line on April 1st (no fooling!) by visiting this web page:

<http://www.realbeer.com/battleofthebeers>

The Battle of the Beers happens each year during March Madness, when an estimated 2.5 Billion Dollars is wagered on college hoops in office pools and in places like Las Vegas. Your wager in the Battle of the Beers costs nothing other than a click of the mouse. Given that Rogue wins this round, we'll be on the ballot and in the finals on April 5th. Cast your vote on April 1st and April 5th. Here is what Real Beer had to say about the Final Four:

"Hops were in abundance Tuesday as the Battle of the Beers field was reduced to a Final Four. The least bitter beer to advance is Rogue Brutal Bitter and it clocks in at 59 IBUs! The Rogue Nation turned out in force to hold off Grant's Mandarin Hefeweizen, a beer than in less than a year has built a fanatical following (trust us, we get the e-mails). Brutal Bitter's victory in the Saloon bracket sends Rogue into the semifinals for the second time in three years. The other winners were defending champion Dogfish Head 90 Minute Imperial IPA (90 IBUs), Old Rasputin Imperial Stout (75 IBUs), and Three Floyds Dreadnaught Imperial IPA (90-100 IBUs)."

Join us in a battle of The Imperials!

AMERICAN BEER MONTH

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American Beer Month begins in 90 days on July 1st. It is a grass-roots campaign to promote American brewing and celebrate the diversity and variety of American beer. Any Rogue Retailer that wants to participate in a special promotion during July should contact us with your ideas so we can help co-promote them. Consumers are the key to our success and we welcome your ideas, suggestions, and, most importantly, your participation by visiting your local brewpubs to sample different American beers during July. To learn more about American Beer Month or to post your events on-line, visit: <http://www.americanbeermonth.com>
<<http://www.americanbeermonth.com/>>

Discover the Flavors of Independence!

ROGUE STORE

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The Rogue store is back on-line at <http://store.rogue.com>
<<http://store.rogue.com/>> . We are still adding images and new merchandise. If you have any questions or special mail order requests, please call 541--867-3660 during business hours Monday - Friday, or email momship@rogue.com.

ROGUE TV

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Look for several cable tv shows this spring featuring beer. On the Fine Living channel, Andrea Immer's Simply Wine show will have BrewChef Tim Schaeffer host a show on cooking with beer. Tim uses Rogue Old

Crustacean in one of his recipes (www.brewchef.com). Also, FoodTV will air a new Iron Chef battle including Chef Morimoto. Who will reign supreme? Stay tuned!

ROGUE FILMS

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Spring is Indie Film Fest season and the psycho-thriller film Rogues, directed by Laurel Moje Wetzork, is being screened at select festivals <http://www.pbifilmfest.org> <<http://www.pbifilmfest.org/>> . To learn more about the film, visit: www.roguesfilms.net .

In New York City the post-production company Rogue Post (www.roguepost.com) will screen one of their movies at the Tribeca film festival in May (www.tribecafilmfestival.org).

EVENTS

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Visit <http://www.rogue.com/news-events.html> for details and web site links, this is a summary listing only.

April 1: Battle of the Beers ~ Final Four, vote on-line
April 1-5: Ashland Independent Film Fest, Ashland, OR
April 1-4: The Moan and Dove - Rogue weekend, Amherst, MA
April 2: The Beer Guys ~ Rogue promotion, Havertown, PA
April 2-3: Helsinki Beer Fest, Finland
April 3: Bloody Mary Brunch at the Rogue Bayfront Public House
April 3: Classic Brew Fest, Athens, GA
April 5: Battle of the Beers - vote on-line in the final Round
April 8: Rogue Pint Night at Rhino Pub, Missoula, MT
April 11: Easter Sunday Brunch and Egg Hunt at the Rogue Bayfront Public House
April 14: Extreme Beer night at Blind Tiger Ale House, NYC
April 15: Debut of Brew #7 in Rogue's 15th Anniversary Series
April 17: Beer on the Bridge Festival, Chatanooga, TN
April 17-18: Orangeblossom Festival, Riverside. CA
April 18-20: Northwest Food Service Show, Tacoma, WA
April 20: Issaquah Distillery and Public House Anniversary Party
April 23- 24: Border Beer Bust Augusta, GA
April 24: San Francisco Beer Festival, CA
April 24: Dawg Days in Newport, OR at the Rogue Bayfront Public House
April 24: Wine n' Dine in Reedsport/Winchester Bay, OR
May 1: L'Ete du Vin Fundraiser Auction, Nashville, TN
May 1: Ballpark Festival of Beers, Charleston, SC
May 8: Art of Beer, Boston, MA
May 12-13: Pacific NorthWest Fest at the Blind Tiger Ale House, NY
May 13: Rogue Tasting at Happy Harry's Bottle Shops, Fargo, ND
May 15: Debut of Brew #8 in Rogue's 15th Anniversary Series
May 27-28: Rogue Garage Sales in Newport, Issaquah, Portland, and San Francisco
June 5: Mountain Brewers Fest in Idaho Falls, ID
June 15: Debut of Brew #9 in Rogue's 15th Anniversary Series
June 17-19: American Homebrewers Association meets, Las Vegas
June 19: Festival of the Sun ~ Mid-Michigan
June 19: L'Ete du Vin Auction, American Cancer Society, Nashville, TN

June 25-27: Old Dominion Beer Fest Ashburn, VA
July 1-5: Rogue Garage Sales in Newport, Issaquah, Portland, and San Francisco
July 9-11: Portland International BeerFest, Portland, OR
July 11: Epicurean Palette, Hamilton, NJ
July 15: Debut of Brew #10 in Rogue's 15th Anniversary Series
July 23-25: Oregon Brewers Fest, Portland, OR
July 30-Aug 1: Seattle International BeerFest, WA
August 15: Debut of Brew #11 in Rogue's 15th Anniversary Series
September 2-6: Rogue Garage Sales in Newport, Issaquah, Portland, and San Francisco
September 11-12: LongBoard Classic in Newport, OR
September 15: Debut of Brew #12 in Rogue's 15th Anniversary Series
October 1: Rogue Warehouse Sale in Newport, OR
October 8-9: Newport Brew Fest at the Rogue Ales brewery in Oregon
October 15: Debut of Brew #13 in Rogue's 15th Anniversary Series

Visit <http://www.rogue.com/news-events.html> for details and web site links

Your interest in and support of Rogue Ales is appreciated. Stay tune for more news from the Rogue Nation. Salute!

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Your comments, questions and suggestions are always welcome. Stay tuned for more random Rogue news. <http://www.Rogue.com>
<<http://www.rogue.com/>>
email: seb@rogue.com and/or roguedawg@rogueales.com

Rogue Nation Command Control Center
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Rogue Ales Public House and Rogue Ales Bed N Beer,
748 SW Bay Blvd., Newport, OR 97365. Phone: 541-265-3188
Rogue Ales Distillery and Public House, 1339 NW Flanders St, Portland, OR 97209.
Phone: 503-222-5910
Issaquah Distillery and Public House, 35 Sunset Way, Issaquah, WA 98027.
Phone: 425-557-1911
Rogue Ales Public House, 673 Union Street, San Francisco, CA 94133.
Phone: 415-362-7880

Want to join the Rogue Nation? To request an application for citizenship (or passport), call us at 1-800-489-4582 or email brewdawg@rogue.com with your vitals.

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Rogue Ales <http://rogueales.com>
For list changes, send mail to rogueemail@realbeer.com for instructions.