

ROGUE

Welcome to the Rogue Ales email newsletter (eNews): April 22, 2005

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Rogue eNews is best viewed in 10 point courier.

ROGUE: New for 2005

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Rogue has launched both new products and packaging in 2005. Beer descriptions, ingredients and links to the sales sheets are posted on-line at:

<http://www.rogue.com/brews.html>

1. New Beers 22-ounce:

a) Morimoto Black Obi Soba Ale -

<http://www.rogue.com/brews.html#MMBlackSoba>

A rogue twist on the original Morimoto Soba Ale with the addition of roasted malts and Sterling, Horizon and Cascade hops (the original Soba uses only Crystal). Closer in body to a Schwartzbier than a Porter. Try this with grilled chicken or fish, spinach salad with blue cheese, roasted vegetables with polenta, or a mushroom risotto.



b) Uber Pils - <http://www.rogue.com/brews.html#Uber>

A German-style pilsner, brewed with German malts, Czech Pils yeast, 100% Sterling Hops, and free-range coastal water. A versatile beer when paired with food--try it with spicy Thai or Asian cuisine, pizza with sausage, or robust cheeses--or enjoy it on its own.



2. New Packaging 12-ounce, 6-packs:

Rogue offers five styles in a 12-ounce, 6-pack. Dead Guy Ale and Mocha Porter are available, along with three new packages:

a) Saint Rogue Red - <http://www.rogue.com/brews.html#red>

An all time classic Rogue, great with a burger or steak. Snake River Farms American Kobe burgers are on the Rogue Pubs' menu, and we recommend pairing it with Saint Rogue Red.

b) Brutal Bitter - <http://www.rogue.com/brews.html#brutal>

A hop monster with plenty of malt backbone for spicy Thai or Chinese, or even a roast or stew; salads with citrus (grapefruit) work with this beer, too!

c) American Amber - <http://www.rogue.com/brews.html#amber>

A rich and malty amber, that can take big flavored foods, stinky cheeses or use it to make an amazing homemade ice cream. Yes, you can have your beer and eat it too. A World Beer Champion in the Amber Ale category for the third year in a row (2003, 2004, 2005). WBC described American Amber as: "Brilliant copper color with a taupe head. Earthy hop and toasty caramelized malt aromas follow through to a vibrant malty palate with roasted nut and chocolate citrus peel hop accents. Finishes with a crisp, lengthy, fruity, hop driven finish. Excellent."

3. New Packaging 22 ounce:

a) **Chipotle Ale** - <http://www.rogue.com/brews.html#chipotle>

Based on Rogue's Oregon Golden Ale, but delicately spiced with smoked chipotle chile peppers. Deep golden in color with a tight head, rich maltyaroma, delicately smooth and crisp flavor, and subtle chili finish. Try this with TexMex cuisine, especially mole poblano--a thick, dark sauce made with dried chiles, nuts, seeds, spices, cocoa and other ingredients--chilis and dark chocolate compliment each other!



b) **Juniper Pale Ale** - <http://www.rogue.com/brews.html#PaleRain>

A revamped Yellow Snow package with a name that suggests the flavor of the beer and not the outcome -- a Juniper infused Pale Ale with a crisp, dry finish. Try Juniper Pale Ale with grilled fish or chicken, cheddar fondue or welsh rarebit. The package may have changed, but the beer continues to win awards, taking a score of 91 (rated as exceptional) in 2004 and 2005 in the World Beer Championship American Style Pale Ale category. The WBC review of Juniper Pale Ale: "Deep gold with a thick, white head. A very fruity and hoppy nose that is quite harmonious. Herbal, hop assertive, and malty with a bright citrus edge. Finishes off-dry with a firm hop bitterness."



4. The **XS series is now available in a 750-ml ceramic swing-top bottle:**

a) **Old Crustacean** - <http://www.rogue.com/brews.html#crusty>

Old Crusty is a natural with Rogue Creamery Oregonzola or Crater Lake Blue cheese!

b) **Imperial India Pale Ale (I2PA)** - <http://www.rogue.com/brews.html#i2pa>
I2PA is the beer for cerviche or a salad made with grapefruit.

c) **Rogue Imperial Stout** - <http://www.rogue.com/brews.html#impstout>

Did anyone say dessert? Imperial Stout is great with cheesecake.

Try it with (or over) of your favorite ice cream.



Forbes FYI wrote about the Rogue XS beers in April, 2005 in the article Ales By Design: "For almost 20 years, Rogue Ales has been brewing strange but wonderful things out on the Oregon coast-beers with such names as Dead Guy Ale and Brutal Bitter, often laced with surprising ingredients like chipotle, hazelnuts or roasted buckwheat. Now **Rogue has gone elegantly top shelf with its new XStreme ales, traditionally made from choice malts, hops, yeast and water.** Richer flavor often comes with more alcohol, and such is the case with the Imperial Pale Ale (9.3 percent alcohol) and Old Crustacean Barley Wine (10 percent), both of which are complex "sipping" beers. **Our favorite was the dark, chocolaty Imperial Stout** (10.8 percent), which won gold at the North American Beer Awards." <http://www.forbes.com/business/fyi/2005/0407/016.html>

5. In addition to the distribution draft and bottle production releases from Newport, both the **Eugene City Brewery and Issaquah Brewhouse have their own special releases on tap**, like the Honey Orange Wheat:

<http://www.rogue.com/brews.html#orange>

Rogue's **Eugene City Brewer Arlen Harris had a rave review of his recent Belgian Saison**, scribbled on the back of a coaster: "I tried the Saison for the first time. Congratulations! I've had beer from Czech, Lucien, Germany, Holland, Yugoslav, Belgium and points in between. The Saison is in the top 3 beers I've ever had! It is hard to explain the "perfectness" of your Saison. It is so, ...smooth! Yet Full! To swish in your mouth is delightful! When I drink beer, it will be Saison!" (Signed by Jeff T on 3/3/05)

Arlen's Tracktown IPA will be served at the Horsebrass Pub in Portland, Oregon on May 6th through Randall the Enamel Animal.

John's Locker Stock

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The success of our 15th Anniversary Series (Oct 2003-2004) of one-off and special retro brews has morphed into a new program dubbed John's Locker Stock (JLS). John Maier develops the recipe and only one batch of draft beer is made in Newport. So far the JLS beers include: **Mogul Madness, Oyster Stout, and Love & Hoppiness** (John & Stacey's wedding beer). Rumor has it Black Brutal Bitter may be next!

The JLS beers are not bottled, nor are they available in the general distribution channels where Dead Guy and twenty other styles of Rogue are normally sold across the country! A select group of draft accounts across the country have been invited to participate and each receive a few kegs of each special JLS release. Follow these links for description of the JLS beers, and a list of participating restaurants: <http://www.rogue.com/brews.html#JLS>
<http://www.rogue.com/johnslockerstock/Retailers.pdf>

ROGUE PRESS

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Rogue Imperial Stout Storms New Zealand: Not only did Rogue Imperial Stout win the Stout/Porter category, it was chosen the Supreme Winner at the 2005 New Zealand Beer Awards!

<http://www.nz-beer-awards.co.nz/2005results.htm>



Forbes FYI wrote about Rogue Ales in the FYeye section in April, 2005: "For almost 20 years, Rogue Ales has been brewing strange but wonderful things out on the Oregon coast..." (see the Imperial Stout piece above.)

San Francisco Chronicle Food Writer, Janet Fletcher, had a beer and cheese epiphany. The title of her article on February 17 says it all, "Forget wine and cheese parties -- the true soul mate for fromage isn't made from grape juice." Thanks to Tom Dalldorf of Celebrator Beer News for arranging the tasting with Janet at Rogue's San Francisco Public House.

<http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2005/02/17/WIGHKBA1OC1.DTL>

Wall St Journal selected Rogue Chocolate Stout as an example of a domestic stout that rivals Irish Imports for **Saint Patricks Day!**

John Foyson's article on February 5, 2005 in the **Oregonian** states, "It may sound like a weird combination, but the flavors are surprisingly simpatico...the flavors of chocolate and beer are more harmonious than you may realize" Fred Eckhardt presided over the 10 course beer and chocolate tasting and summed it up: "Rogue is one of the few breweries on the planet whose beers could match that many flavors." This link may appear without the article visible -- click on print to display the text. <http://www.oregonlive.com/living/oregonian/index.ssf?/base/living/1107608827300721.xml>

Rogue was awarded 4 medals in the Stout and Porter categories at the **World Beer Championships: Golds were awarded to Chocolate Stout and Shakespeare Stout, Silver medals went to Oyster Stout and Mocha Porter!** For a list of reviews and awards, visit www.tastings.com and search on Rogue.

ROGUE REVIEW

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Michael Jackson has visited the City of Brotherly Love for fifteen years to speak at The Book & The Cook. His beer tasting is the most well attended event of this week long series of dinners with celebrity chef authors, mostly paired with wine. Jackson sold out another 3-session tutored tasting at the University of Pennsylvania Museum of Archaeology & Anthropology in March, 2005. Don Russell, staff writer for the Philadelphia Daily News quoted Jackson in a preview article on March 4: "Frankly, it's hard to get Americans to believe that the most interesting selection of beers right now is in the United States."

Monks Cafe in Philadelphia hosted two beer dinners during The Book & The Cook in mid-March, 2005. Michael Jackson's theme was vintage Belgian Ales paired with Chef Adam Glickman's stellar menu. Two days later, Stephen Beaumont hosted his fifth Book & Cook Dinner at Monks Cafe. Stephen's theme was Vintage Beers which included 2002 Brooklyn Saison (draft) paired with Snapper Soup, 1997 & 2003 Alaskan Smoked Porter paired with Smoked Seafood Custard (lobster, shrimp & scallops), 2001 Neversink Orion Ale paired with Duck & Pheasant Stew, 2001 Rogue Chocolate Stout paired with Bread Pudding--drizzled with a whiskey hard sauce, and 1996 Sierra Nevada Bigfoot Barleywine (draft) paired with Chocolate Truffle. Bravo to Monks Cafe Chef Adam Glickman, Proprietors Tom Peters & Fergie Carey (www.monkscafe.com), Michael Jackson (www.beerhunter.com), and Stephen Beaumont (www.worldofbeer.com and www.beerbistro.com) on an amazing beer cuisine experience.

ROGUE WINNERS:

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Congratulations to Carl & Laurel Mueller of Temecula, CA! They won the "Are You 100% Pure Rogue?" drawing on December 15, 2004 and will spend 3 nights at Rogue Ales' Bed 'N Beer in Newport as our guests. How can you enter? Buy a 6 pack of Rogue Ales and complete the form on the bottom, or complete the form on-line (<http://www.rogue.com/enews-signup.html>). The next drawing is December 15, 2005.

2005 EVENTS

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

April 22: Festival at Bonner Mall in Sandpoint, ID

April 28: Rogue Tasting at Wine Gallery, Brookline, MA.

May 5: Chipotle Ale & Cinco de Mayo ~ Chipotle Ale is the perfect beer to celebrate Cinco De Mayo, which commemorates the defeat of the French army by the Mexicans at The Battle Of Puebla in 1862. For a beer adventure, blend Rogue Chocolate Stout & Chipotle Ale for a Mole' Black & Tan! Viva La Revolution!

May 6: TrackTown IPA meets Randall the Enamel Animal at the HorseBrass Pub, Portland, OR.

May 7: Big Brew Day Each year on the first Saturday in May, homebrewers unite non-brewing and brewing friends and family to celebrate National Homebrew Day, joining with thousands of homebrewers from around the world in brewing the same

recipes (Denny's Rye Pale Ale recipe was commercially brewed by Rogue!) and sharing a simultaneous toast at noon Central Time.

May 11-12: 9th Annual Pacific NW Beers & Oysters, Blind Tiger Alehouse, NY.

May 20: Vine, Stein, and Dine fund-raiser for The March of Dimes at Northern Quest Casino, Pond Oreille Pavilion, Airway Heights, WA.

May 26-30: Rogue Garage Sale ~ Memorial Day Weekend ~ check with your local Rogue Public House for sale hours, as this will vary from pub to pub. Empty the trunk and get ready to stock up on beer and merchandise specials, offered only during the garage sale.

June 4: Sasquatch BrewFest in Eugene, OR ~ Join Rogue at this annual event and fund-raiser for The Glen Hay Falconer Foundation.

June 6: Starry, Starry Night ~ A fund-raiser for City Meals on Wheels at Rockefeller Center in New York.

June 16-18: National Homebrewers Conference in Baltimore, MD ~ Join Rogue, a sponsor of the American Homebrewers Association annual competition and conference.

June 30 - July 4: Rogue Garage Sale ~ Independence Day weekend ~ check with your local Rogue Public House for sale hours, as this will vary from pub to pub. Empty the trunk and get ready to stock up on beer and merchandise specials, offered only during the garage sale.

July 17: Pint for a Pint Blood Drive at Rogue Ales Distillery and Public House in Portland. Help support the Red Cross and get a pint of Rogue!

July 26: Beer and Cheese Tasting in Portland at the Rogue Ales Distillery and Public House. Details and tickers will be available soon.

July 28: BrewAm Golf Tournament and Fund-raiser at Edgefield in Troutdale, OR., benefitting the Glen Hay Falconer Foundation.

July 28-31: Oregon Brewers Festival at Tom McCall Waterfront Park in downtown Portland, OR.

For more information and links to these events, visit <http://www.rogue.com/news-events.html>

Rogue needs help! Positions are available in the brewery, sales department and public houses (waitstaff and managers). Send resumes and hate mail to Rogue Ales, attn: We Need Help, 2320 OSU Drive, Newport, OR 97365. email: stacey@rogue.com or fax your facts to: 541-867-3260

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

Rogue Nation Command Control Center:
Sales office, brewery, and Brewers on the Bay restaurant
Rogue Ales, 2320 OSU Drive, Newport, OR 97365
Phone: 541-867-3660 * Fax: 541-867-3260 * newportoffice@rogue.com

Rogue Ales Public House and House of Rogue Bed 'N Beer,
748 SW Bay Blvd., Newport, OR 97365. Phone: 541-265-3188

Rogue Ales Distillery and Public House (PDX)
1339 NW Flanders St, Portland, OR 97209. Phone: 503-222-5910

Rogue Ales Eugene City Brewery,
844 Olive Street, Eugene, OR 97401. Phone: 541-345-4155

Issaquah Brew House, 35 Sunset Way, Issaquah, WA 98027.
Phone: 425-557-1911

Rogue Ales Public House (North Beach / SFO)
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), fill out the form on www.rogue.com, call us at 1-800-489-4582 or send an email to newportoffice@rogue.com with your vitals, like a snailmail address. (C) copyright, Rogue Ales, Oregon Brewing Company 2005. Feel free to distribute this to your friends, just keep the copyright clause intact.

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