

From owner-roguemail@realbeer.com Fri Jun 15 14:35:17 2001

Welcome to the Rogue Ales email newsletter (eNews).
June 15, 2001. This issue contains news about:

- ==> Rogue trip to American Beer Month
- ==> John Maier heads to LA for AHA
- ==> Buckwheat Ale - Rogue's Answer to Fruit Beer
- ==> Travel by the Glass: The Beer Epiphany
- ==> Summer Fashions
- ==> 100% Pure
- ==> Events: NY, WA, CA, GA, PA, NoVA, DC, OR

Rogue eNews is best viewed in 10 point courier.

ROGUE TRIP TO AMERICAN BEER MONTH

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Rogue Ales invites you to join us for the journey to American Beer Month (July), and to help celebrate the art and craft of beer in America. Join us on Friday June 29th in Philadelphia on Rittenhouse Square for the official kickoff rally from 2-4pm. The rally is open to the public and will be followed by a pub crawl. Maps with addresses and suggested destinations will be provided at the rally and available at select locations in downtown Philadelphia. The closing ceremony of American Beer Month will be held during the Oregon Brewers Festival in Portland on July 28th. Details are on-line at www.americanbeermonth.com in the events section.

Consumers will find a plethora of events, retail specials, and reasons to celebrate American Beer Month on the web page. Grab yourself a long, tall, cold Rogue, get your mouse ready for an on-line adventure, submit reviews of your favorite beers, join the cause (get your ABM membership card), and watch Captain Brew in training... (are you?) and most importantly, participate!

American Beer Month is a grass-roots effort and we need your help to spread the word and promote the cause. Any account (bar, restaurant or retailer) that is planning an event during July, please email the details to joanne@aob.org. Most importantly, visit your local brewpub, drink your favorite American craft beer, and celebrate the variety of ales and lagers being brewed in the 21st Century!

Rogue Ales will be featuring special lunch and dinner menus every weekend (Friday, Saturday, and Sunday) during July at the four Public Houses (Newport Bayfront, Newport Brewers on the Bay, Portland 14th & Flanders NW, in and Issaquah: maps are on-line on www.rogue.com). The special menus highlight the recipes submitted during the Chefs Contest (cooking with beer), which ended in May. Watch for future issues of the 100% Pure Rogue newspaper for details about the recipes and who the winner is!

JOHN MAIER HEADS TO LA FOR AHA

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Rogue Ales is the proud sponsor of the 2001 American Homebrewers Association Conference in Los Angeles from June 20-23rd. John Maier will give the Grand Banquet keynote address on Saturday night, when the Homebrewer of the Year and Homebrew Club of the Year are announced. The Grand Banquet features a special menu prepared by the top notch staff of the Four Points LAX Sheraton: Mussels Steamed with Rogue Dead Guy Ale with Julienne Leaks, Carrots and Saffron Infusion * Veal Medallions Crustacean with Old Crustacean Cream Sauce, Garlic & Sour Cream Mashed Potatoes, and Agave Mead Glazed Carrots * Stout Chocolate Mousse Cake with Rogue Stout Chocolate and Raspberry Sauce. John Maier, the 1988 Homebrewer of the Year, a lifetime member of the AHA, and 20 year veteran of the Maltose Falcons Homebrewing Society, and will preside over the premier pour of his 5000th batch of Rogue Ales, aptly named Brew 5000. For details about the conference, visit: <http://www.beerodyssey.com>

Events during AHA that are open to the public:

Attention Smoke Beer Lovers in Los Angeles and environs... On Wednesday June 20th a special Smoke Beer Tasting with Jeff Larsen of Alaskan Brewing will be held at T.H. Brewster's located at the The Four Points Sheraton Los Angeles International Airport. Smoke beers being tasted include Rogue Smoke, Alaskan Smoked Porter and several others! Festivities start promptly at 7:30 p.m. Admission (\$20) includes all samples, parking and a raffle ticket. A portion of the proceeds goes to The Children Affected by Aids Foundation. Please come early as seating is limited. For information, please contact Phil Baxter, Vice President/General Manager/Beer Sommelier at (310) 649-7096.

And...the 2001 LA Beer Odyssey will be held on Friday June 22nd from 5-10pm at the Four Points Sheraton. Over 100 Real Ales and Draft Beers! The Los Angeles Brewer's Open is the first all volunteer beer festival in LA. Commercial breweries from Southern California and the rest of the nation will have both cask conditioned and regular draft versions of their beers available to attendees. A special feature of the festival is the beers will be judged by trained judges. Prizes will be awarded to the brewers themselves and not the breweries! The public is invited to the Brewers Open. Admission is \$15 in advance or \$20 at the door, which includes entry to the festival, an official tasting glass, and eight tasters. Additional tasters are available for \$1.00 each. All profits will benefit the CAMM Foundation, which assists breast cancer research, provides treatment, and educates women on breast cancer detection. Rogue will be pouring: Charlie 1981, Imperial India Pale Ale, Shakespeare!

Stout, and Brew 5000(while it lasts...) For details, visit <http://www.beerodyssey.com/2001Festival/index.html>

BUCKWHEAT ALE

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John Maier used to brew some unusual fruit beers (Rogue Kriek, Rogue-n-Berry, and Cran-n-Cherry) a couple of years ago, but he choose to stop making fruit beers for various reasons. Rogue's latest elixir, Buckwheat Ale, has taken John full circle, but in a different direction. Buckwheat (*Fagopyrum esculentum* Moench) is a broadleaf crop in the same family as rhubarb. Buckwheat seed is ground and used in similar ways to grain, yet Buckwheat is gluten free since it is not a grain! Kasha, the roasted Buckwheat seed, is what Rogue's Buckwheat Ale is brewed with (about 35% Kasha and 65% malt.) Buckwheat Ale is Rogue's answer to fruit beer, a smooth and sophisticated beer with a soft nutty flavor. While soft on the palate, and delicate in body when compared to other Rogue elixirs, Buckwheat Ale has 34 IBU's of hop which are masterfully blended with the grain and kasha. Available in the classic 22-ounce bottle, a 64-ounce jug, or on draft, Buckwheat Ale is a welcome addition to the summer beer menu! The logo is in celebration of the people who helped defeat prohibition! For more information about Buckwheat Ale, check out 100% Pure Rogue Issue #12, or visit www.rogue.com/beers.html

TRAVEL BY THE GLASS

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An article by a wine writer caught my attention recently. The title, *The Beer Epiphany*, says it all. Wine and food writer and webzinstler Monyka Berrocosa-Marbach granted permission to cite her work and share her insights to the wonders of craft beer and food. Special thanks to Garrett Oliver who caused this article to be written for the wine trade and Charlie Papazian for broadcasting it to the beer industry. Garrett hosted a recent Slow Food event pairing several of his Brooklyn Brewery beers with artisanal cheeses. This article is on-line on GrapeEvents.com and in the most recent edition of the Snail (Slow USA's quarterly newsletter.)

From www.GrapeEvents.com

Volume 3, Issue 1 - March/April 2001 *The Beer Epiphany*.

"I've always considered myself a food and wine type of person. Beer to me was something to be drunk at hockey games, or college parties. Even 10 + years ago when the micro-brew industry began to surface (or so I am told anyway) I even flirted with a couple of local micro-brews such as Mc Ausland or Blanche de Chambly. None the less, beer didn't do it for me. [big snip]

I recently attended a beer and artisanal American cheese tasting held by members of Slow Food in Washington DC. Garrett [Oliver of Brooklyn Brewery], a Director of Slow Food's board, was the honored guest and in 3 hours he single handedly changed my perspective on beer. You could say I was ripe for the picking. Having been in the food and wine industry for four years, I am constantly on the lookout for "taste" epiphanies. Beer and cheese was a huge one for me. [big snip to the end]

So, now I can say, as a woman of the world, that I like beer, good beer, I truly do. When I asked Garrett how his involvement with Slow Food has impacted him personally, he said that without a doubt it's been the people he's met and the things he's learned. I'll lift my pint and drink to that!"

Kudos Monyka! To read the full article, visit www.GrapeEvents.com
For more information about Slow Food, visit www.SlowFood.com

ROGUE RETAIL

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What's New? Yellow Snow summer fashions. Several new items are available with the Yellow Snow logo: the visor and baseball hat are embroidered with Yellow Snow; t-shirt and tank-top has a front screen logo and a back design with Brewer-like Black Labrador and master (no resemblance to John!), who is doing you know what. All items are \$16 each plus shipping. in large or x-large sizes. Those of you who travel to our pubs in Oregon (Newport and Portland) and Washington (Issaquah) will find a larger selection of wearables and beer for sale in the retail stores.

<http://www.rogue.com/retail.htm>

100% PURE & IAR/NR

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100% Pure Rogue (#12), the official organ of the Rogue Nation is about to hit the streets. The inaugural 2001 issue, #11, was published in April. For those of you that would like a copy (or bundle for retailers), email us at roguedawg@rogue.com or send a reply to this eNews.

IAR members, 100% #12 has information about applying for dual citizenship with your IAR membership and becoming a member of the Rogue Nation. If you have questions or comments about IAR, Rogue Nation, the 100% Pure Newspaper, or about Rogue Ales, please send a reply to this email, or contact us at the brewery address in Newport (below).

EVENTS

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June 16. Brooklyn Brewery, NYC - Critic's Choice Tasting. An American Institute of Wine and Food event, featuring 14 craft breweries (including Rogue) and 14 local restaurants. Tickets \$40 AIWF members, \$50 Guests or at the door. Reservations: 718 447 0456, www.brooklynbrewery.com

June 16-17. Washington State Summer Microbrew Fest at St. Edwards State Park 11am to 8pm Saturday and 11 am to 6pm Sunday. Rogue will be pouring Dead Guy and Yellow Snow. Details are on-line at: <http://www.washingtonbrewfest.com/>

June 17-July 30. California's Beverages & More stores will celebrate American Beer Month with weekly specials. For a store near you,

visit www.bevmo.com

June 21. Athens, GA. Rogue Beer Dinner at Five and Ten, 1635 S Lumpkin St. \$45 per person. Reservations: 706-546-7300. Celebrate the first day of Summer at Five and Ten with an amazing dinner which Chef Hugh Scheson has paired with five Rogue beers. How about: Spicy lowcountry boil with Georgia shrimp, fresh corn, andouille sausage, fennel, chiles and herbs ~ served with Yellow Snow (a pale ale spiced (dry) with whole Juniper berries!) Would I be there if I lived in Athens? You better believe it!

June 21. Pittsburgh, PA. Bar 11 Summer Solstice promotion with Rogue Dead Guy Ale. www.bar11.com

June 23. Stevenson, WA - Skamania Blues, Brews and BBQ at Stevenson Washington (Across from Hood River) 12 noon to 7pm. Rogue will be pouring Dead Guy and Buckwheat. While you are there, be sure to stop by the Big River Grill and El Rio in Stevenson! Festival details are on-line at: <http://www.skamania.org/events.html>
Telephone: 1-800-989-9178

June 25-July 30. Fresh Fields stores in Northern Virginia and Washington, DC - look for specials on Rogue!

June 29-30. Newport, OR - Brewery Blowout Sale from Noon until 7pm. This is a Newport only event--at the brewery! Stock up for summer on some really great specials on beer (rumor is \$10/case for some stuff--we need to blow out some old glass...so this the chance of the summer for amazing deals!), and get outfitted with some cool Rogue gear!

July 4. Portland, OR - American Beer Month Celebration at the Rogue Public House with a BBQ on the beach and mini garage sale from Noon until 7pm. For details, contact the pub at 503-222-5910.

July 7-8. Newport, OR - Brewery Blowout Sale from Noon until 7pm. This is a Newport only event--at the brewery! Stock up for summer on some really great specials on beer, and get outfitted with Rogue gear!

July 9 & 16 (Monday nights). Issaquah, WA - Learn about the Bullfrog Brand and tour the Issaquah Brew House (part of the Rogue Public House network) with IBH/RPH brewer Erik Youngren at 7 pm. Beer sampler is \$5. For details, call 425-557-1911 or visit <http://rogue.com/issaquah.htm>

July 17. New York City - Celebrating American Beer Month at Tavern on the Green. Hosted by Ale Street News. www.tavernonthegreen.com

July 18. New York City - Christmas in July at the Blind Tiger Ale House, 7pm until...Located at 10th & Hudson Streets in the West Village. <http://blindtigeralehouse.com/>

July 18-19. Washington, DC - American Beer Month Tasting at the

Brickskeller. Washington, DC. An evening with Bill Owens and a selection of some of the more eclectic brews from the craft beer industry, including a keg of Rogue Incinerator; brewed in October 1999 for the 2000 Oregon Brewers Fest-at this event it will be 21 months old! Call 202-293-1885 for reservations! For details visit: <http://www.thebrickskeller.com>

July 21. Portland, OR - Celebrate the new Pearl District Street Car with Rogue Ales (and beer from Rogue) from Noon until 7pm at the corner of 11th and Lovejoy Streets NW. Portland will celebrate with neighborhood parties and events on both Friday and Saturday! For details about the new service, visit: <http://www.portlandstreetcar.org/opening/index.html>

July 23. (Monday) Learn about the Bullfrog Brand and tour the Issaquah Brew House (part of the Rogue Public House network) with IBH/RPH brewer Erik Youngren at 7 pm. Beer sampler is \$5. For details, call 425-557-1911 or visit <http://rogue.com/issaquah.htm>

July 25. Portland, OR - Join Fred Eckhardt at Rogue's Public House as he hosts a beer and cheese tasting. Scheduled for 8pm (cost tbd.) For details, contact Greg at 503-241-3605.

July 26. Atlanta, GA - Rogue Pint Night at Taco Mac in Sandy Spring.
July 28. Atlanta, GA - Rogue Pint Night at Taco Mac in Snellville.
Both events run from 7-9pm with Rogue pints while they last.
For details visit www.tacomac.com

July 28. State College, PA - Join Michael Jackson at the 4th Annual State College Microbrewers and Importers Exposition at the Penn Stater Conference Center Hotel. For tickets and information, contact: 814-353-8426 www.scbrewexpo.com

July 27-29. Portland, OR - Oregon Brewers Festival ~ One of the best festivals in America, ihmo, with seventy-some breweries, each allowed to showcase one beer at OBF. Rogue always brews (months in advance) something special for this event, a totally new brew that pushes the envelope. The 2001 OBF Rogue selection is a Belgian double dubbed Brew 5000 (Johns 5000th batch at Rogue!) It will be sampled in June during the American Homebrewers Association meetings. For information on Oregon Brewers Fest, visit: www.oregonbrewersfest.com or www.oregonbeer.org.
Join the American Beer Month finale rally on Saturday July 28th.

Your interest in and support of Rogue Ales is appreciated.
Stay tuned for more news from the Rogue Nation. Cheers!
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Your comments, questions and suggestions are always welcome.
Stay tuned for more random Rogue news. <http://www.Rogue.com>
email: seb@rogue.com and/or roguedawg@rogueales.com

Rogue Nation Command Control
(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 * roguedawg@rogueales.com

Rogue Ales Public House (restaurant, gaming room) and
Bed-N-Beer Guest Accommodations, 748 SW Bay Blvd., Newport,
OR 97365. Phone: 541-265-3188. B-n-B email: amyc@actionnet.net

Rogue Ales Public House, 1339 NW Flanders St, Portland, OR 97209.
Phone: 503-222-5910 <http://www.rogue.com/portland.htm>

Issaquah Brew House, 35 Sunset Way, Issaquah, WA 98027.
Phone: 425-557-1911 <http://www.rogue.com/issaquah.htm>

Want to join the Rogue Nation? To request an application
for citizenship (or passport), call us at 1-800-489-4582
or email your postal address.

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