

From: roguemail <newsletter@realbeer.com>
Subject: Rogue Ales eNews - June 4, 2003

ROGUE

Welcome to the Rogue Ales email newsletter (eNews): June 4, 2003.

==> Rogue News:

Fathers Day, American Amber and Morimoto Signature Ales

==> Rogue TV and Radio

==> Beer and Politics: 19 States look to raise the tax on beer,
BrewPub Owner becomes Mayor of Denver,

==> Rogue Visions: New Belgium founder talks about Rogue's Philosophy

==> Rogue Events

Discover the Flavors of Independence ~www.americanbeermonth.com
Rogue eNews is best viewed in 10 point courier.



ROGUE NEWS

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Celebrate Father's Day, Sunday June 15th at the Rogue Public House in Portland with a pint of cask-conditioned Shakespeare Stout and a Kobe Beef Burger from the Snake River Farms.

Celebrate Flag Day and the Fourth of July with the ultimate red, white and blue brew, Rogue American Amber! A rich malty amber ale that matches well with summer BBQ, including streak, sausages, burgers or salmon! Even the British get it, and like it...The Oxford Beer Database ends their review by saying, "This is a very impressive beer, with a clear emphasis on hoppy bitterness. Go and buy some."What an excellent idea!

<http://www.bottledbeer.co.uk/beer.asp?beerid=462>

Check out Rogue's on-line store for the latest American Amber t-shirt design, plus pint glasses, posters, and other Rogue merchandise.

Rogue Ales and Iron Chef Masaharu Morimoto have launched the new Signature Series of Rogue Ales. Details about the new series will be in the next issue of 100% Pure. A recent event with Chef Morimoto was reported in the Seattle Times and can be viewed on-line at: http://seattletimes.nwsourc.com/html/northwestlife/134689490_ironchef06.html

Also, the Rogue Morimoto t-shirt and stemmed pilsner glass are available for sale on-line at: <http://store.rogue.com>



Morimoto Raw won the James Beard Foundation 2003 Award for Best Television Special. Kudos to Food Network's FoodTV and the folks at Morimoto in Philadelphia for this award! Morimoto is located at 723 Chestnut Street in the heart of Old City, or visit on-line at: <http://www.morimotorestaurant.com> ~ the James Beard Awards are on-line at:

<http://www.jamesbeard.org/awards/awards.php?year=2003&category=5>



ROGUE TV and RADIO

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The Food Network show, Food Finds, recently filmed a segment on craft beer at the Portland, Oregon gourmet store Liquid Solutions with owner Matt Maples. Lou Bank, master of Rogue media, was present to discuss several styles of Rogue Ales, and provide complimentary samples (Free Beer!). The Cool Drinks episode will be being aired this week on FoodTV: June 4 @ 1:30 AM EST; June 7 @ 2:30 PM EST; and June 8 @ 3:30 AM EST.

Each Friday afternoon in New York City, Fox-5 TV airs a segment with David Rosengarten on where to eat and drink in the Big Apple. He filmed an episode on Summer Beers at the Blind Tiger Ale House last week, which includes Rogue's Half-a-Weizen and a conversation with Sebbie Buhler.

Recent Rogue interviews were on both AM and FM dials of the radio. Dining Today, Pat Tanner's weekly show on WHWH included interviews with several participating Chefs and Sebbie from Rogue during the Taste of the Nation event in Princeton, NJ. Lou Bank also hit the radio airwaves on KATU to discuss the Armed Forces Day Beer-Chili Cook Off, and on KUPL serving beer-chili omelets to the morning crew. Thanks to everyone involved in both fund-raisers!

BEER AND POLITICS

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On April 3, 2003, CBS News and USA Today reported that at least 19 states are considering increasing the tax on beer as a means to raise much needed revenue. In Oregon, home of Rogue Ales, House Bill 3258 would raise the excise tax from \$2.60 per 31-gallon barrel, to \$25.77, nearly one thousand percent increase!
<http://registerguard.com/news/2003/03/12/d1.cr.beerwine.0312.html>

Many craft beer drinkers are unaware of the pending legislation in their home districts. If you want to know more about how this tax legislation will effect the cost of a 6-pack or pint, we urge you to visit this web site: <http://www.beerservesamerica.org/>
Contact your politicians, find out where those running for, or already in public office stand on the issue of increased taxes on beer, write letters, and by all means, vote!

Speaking of voting, Denver residents elected a brewpub owner as Mayor! John Hickenlooper of Wynkoop Brewpub fame took 64% of the vote in the June 3rd runoff election. Known for his quirky campaign strategy and no frills lifestyle, John has been a major catalyst and anchor in LoDo (Lower Downtown) Denver's development. He has also been known to wear his Old Crustacean t-shirt to The Farmhouse in Emmaus, PA!

ROGUE VISIONS

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Kim Jordan of New Belgium Brewery in Fort Collins gave the keynote speech at the Craft Brewers Conference in New Orleans in early May. She struck a cord with many of us in the industry. Kim said, most eloquently, "for us, brewing beer is more than a random career choice.

It is a lifestyle. We are all different, but we all have much in common. We all began our businesses with two things; the love of beer and a vision." She laid it on the line, craft beer currently has 3% of the overall sales in the US beer market, but it could and should grow to 10% -- and this equation includes both our consumers and our retail account, and as brewers, we must be accountable to both. Brewers cannot just brew quality products, they must ensure it is dispensed from clean draft equipment. Brewers need to continue to educate our customers and create a reason for them to continue to buy our brands.

Kim also quoted Rogue Ales' philosophy and web site in her speech. "I was surfing the web looking at industry sites in preparation for this talk.--you guys have some great web sites! And I found the Rogue website, which states a marvelously clear vision. They say: We are a small revolution, which expresses itself through handcrafted beers and this is the way we conduct our business. And they also say: The spirit of the Rogue brand, even the name, suggests doing things differently, a desire and a willingness to change the status quo." To read more about the industry's response to Kim's keynote address, visit <http://www.probrewer.com/news/news-001933.php>

EVENTS

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Visit <http://www.rogue.com/news-events.html> for more details and links to these events.

June 4-8: Mondial de la Biere, Montreal, Quebec.

June 5: All-you-can-eat-ribs, 1st Thursday in Portland's Pearl District.

June 13-14-15: Portland Art Festival, a sanctioned Rose Festival event.

June 14: Let's Go Cooking - Rogue tasting at the Portland Expo Center.

June 14: Flag Day at all Rogue Pubs.

June 15: Celebrate Father's Day at the Rogue Public House in Portland and the debut of Kobe Beef Burgers from the Snake River Farms.

June 14-15: Summer Microbrew Festival, Kenmore, WA.

June 17: Sausage and Beer Tasting at the Rogue Public House in Portland.

June 18: Rogue kickoff in New Hampshire at Barley's Pub, Dover, NH.

June 19-21: American Homebrewers Association Conference in Chicago.

June 21: Summer Solstice and 2nd Annual HMS SeaFest in Newport.

June 26: Cancer Party (Zodiac!) at all the Rogue Pubs.

June 27-29: Old Dominion Beer Fest, Ashburn, VA

June 28: Stevenson Beer Festival in Stenvenson, Wa.

July is American Beer Month! Discover the Flavors of Independence.

July 3: All-you-can-eat-ribs, 1st Thursday in Portland's Pearl District.

July 3 - 6: Garage Sale in Newport at the Brewery

July 13: Epicurean Palette at the Grounds for Sculpture in Hamilton, NJ.

July 23: Cheese and Beer Tasting in Portland, with Fred Eckhardt.
July 25-27: Oregon Brewers Festival in Portland, OR.
August 2: Stoudts 12th Annual MicroFest in Adamstown, PA.
August 2-3: Mt Hood Jazz Fest, Gresham, OR.
August 5: National Night Out.
August 7: All-you-can-eat-ribs, 1st Thursday in Portland's Pearl District.
August 14: Leo Party at the Rogue Pubs.
August 29 - Sept 1: Labor Day Garage Sale in Issaquah and Portland.
September 13-14: Rogue Ales Surf Contest, South Beach.
September 25-27: Great American Beer Festival in Denver.
October 10-11: Newport Microbrew Festival at the Rogue Ales Brewery.
Details on these events and links to their web pages (when available)
are on-line at <http://www.rogue.com/news-events.html>

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>
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 Rogue Ales'
Bed `N Beer, 748 SW Bay Blvd., Newport, OR 97365.
Phone: 541-265-3188

Rogue Ales Public House, 1339 NW Flanders St, Portland, OR 97209.
Phone: 503-222-5910

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

Want to join the Rogue Nation? To request an application
for citizenship (or passport), call us at 1-800-489-4582
or follow this link: <http://www.rogue.com/nation/citizenship.html>

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