

ROGUE

Welcome to the Rogue Ales email newsletter (eNews): October 31, 2005

==> Dia de Los Muertos: Dead Guy Ale's namesake
==> Special Drafts from Rogue: John's Locker Stock Offerings
==> New Brews from Rogues: FestivAle and UberFest Pilsner
==> Imports from Rogue: Freeminer, brewed in The Forest of Dean
==> 100% Pure: Rogue Nation News in Print and On-line
==> Rogue Press: news, links and sound-bytes from across the globe
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Rogue eNews is best viewed in 10 point courier.

Dia de los Muertos

Rogue Dead Guy Ale was named in honor of **Dia de los Muertos, Day of the Dead or All Soul's Day**. Celebrated on November 2nd, this is a time to honor and care for the memories of those we have lost and love. For those of you not familiar with the holiday and celebration, check out:
http://www.mexconnect.com/mex_/muertos.html

Dead Guy is a German-style Maibock made with Rogue's proprietary "**PacMan**" Ale yeast. It is deep honey in color with a malty aroma, rich hearty flavor and a well balanced finish. **Great with steaks, pizza, or pair it with sliced apples and pears and some Rogue Creamery Oregonzola cheese.** Dead Guy Ale is available year-round on draft, 6 packs and 22oz bottles, and this time of year special glow-in-the-dark 22oz and 64oz jugs are in the market too!

John's Locker Stock

The draft only **John's Locker Stock (JLS)** special releases are available at 130 draft accounts across the US and in Japan. JLS releases in 2005 include: **Mogul Madness, Oyster Stout, Love & Happiness (John & Stacey's wedding beer), Black Brutal Bitter, Charlie, Glen, SchwartzBier, Saison (see FestivAle), Hop Heaven (wet harvest).**

Follow these links for descriptions of the JLS beers, and a list of participating restaurants in select cities and towns across the country. The sequence and selection of JLS in each market will vary.

<http://www.rogue.com/johnslockerstock/Retailers.pdf>

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

FESTIVALE

Due to popular demand, the JLS Saison has been released nationwide in 22-ounce bottles under the name FestivAle for the holidays. <http://www.rogue.com/brews.html#festiv>



UBERFEST

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A new Rogue product for 2005 is UberFest, a German style Pilsner, pale gold in color, medium bodied with a malty aroma and a crisp hop bitterness (100% Sterling hops).

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



UberFest Pils is brewed with three Great Western and two Weyermann malts, Czech Pils Yeast and Free Range Coastal Waters. UberFest measures in at: 13-degrees plato, 35 IBUs, 75 AA, 6 degrees lovibond. Available in 22-ounce silk- screened bottles and on draft wherever Rogue is distributed. Try this refreshing Oregon style pilsner with holiday fare like roast turkey and mashed potatoes, or paired with Rogue Creamery Sharp Cheddar (welsh rarebit!).

FREEMINER NEWS

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William Brand's article in Inside Bay Area (Calif) states, "**Rogue Ales** of Newport, Ore., has always made the best of beers. Now the company **is importing a couple of well-regarded English craft ales from Freeminer Brewery** in the Forest of Dean in Gloucestershire, UK. They are: **Trafalgar India Pale Ale**, a 6 percent alcohol by volume, bottle-conditioned ale, and **Waterloo Red**, a 4.5 percenter.

Beer critic **Michael Jackson named Trafalgar "one of the world's 500 best beers."**

http://www.insidebayarea.com/portlet/article/html/fragments/print_article.jsp?article=2893458

Freeminer's Trafalgar and Waterloo are available nationwide. For details, contact Adam Lambert (adam@rogue.com) or phone 503-241-3800.



100% PURE

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The official organ of the Rogue Nation, **100% Pure**, is shipped to our mailing list, retailers and is also available on-line: <http://www.rogue.com/pdfs/Rogue-100-22-web.pdf> **Number twenty two is The Wedding Issue, with John, Stacey and Brewer on the cover. Congratulation to the newlyweds!**

ROGUE PRESS

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Congratulations to John and Trevor! **Shakespeare Stout took GOLD** and **Eugene City Brewery scored a Bronze** for EBC's Imperial (Natty) Red at the **Great American Beer Festival in Denver** on September 30th.

http://www.beertown.org/events/gabf/pdf/winners_05.pdf

<http://www.registerguard.com/news/2005/10/27/b4.bz.bizbeat.1027.p1.php?section=business>

Penthouse claims **Old Crustacean "is a benchmark for big, intense American Barleywines!"** We'll toast that quote (November 2005 issue).

The Oregonian said: "**Rogue Ales: The world loves these great beers [snip] the company has world-class attitude as well.**" <http://www.oregonlive.com/>

entertainment/oregonian/index.ssf?/ base/entertainment/
112781882019951.xml&coll=7&thispage=1

Rogue Racing News: A **Porsche sponsored by Rogue Ales** is burning up the Sports Car Club of America tracks! **Keith Jones** celebrated his **1st place victory** with a Dead Guy Ale in the winners circle at **Sears Point Infineon Raceway!**
<http://www.rogue.com/pdfs/RaceReport5Public.pdf>

Stuff says, **Rogue Dead Guy Ale...** "You won't die from this, but you will go to **heaven!**" Check out the August 2005 issue.

Rogue scores 4 awards at Beverage Industry International Awards in Munich.
International Ale: Bronze, **American Amber**; Specialty Beers: Gold for **Chocolate Stout**, and Silver for **Hazelnut**; Strong Beer: Silver for **Morimoto Imperial Pilsner**. <http://www.brewingawards.org/html/winners2005.html>

Rogue scored **5 medals at the Beverage Dynamics Packaging Awards:**

- * Best All Around Packaging: 2nd place for **Imperial Pilsner**
- * New Product Packaging: 2nd place **XS Imperial Stout**
- * Redesigned Label/Packaging: 2nd place **Morimoto Soba**
- * Poster: 2nd place for **American Amber**
- * Wearables: 2nd place for **Dead Guy Ale** Black tee.

CAMRA, Britain's Campaign for Real Ale, voted **Rogue Chocolate Stout the Best American Draft Beer** at the **Great British Beer Fest** in August, 2005!
<http://www.camra.org.uk/SHWebClass.asp?WCI=ShowCat&CatId=761>

Washington Brewers Guild has appointed **Arlen Harris** as the new **Executive Director**. Arlen is currently **a brewer for Rogue Ales**, working out of the Issaquah Brewhouse and has been an active member of the microbrew community in Washington for many moons.
http://www.seattleweekly.com/features/0531/050803_food_foodfiles.php

Mocha Porter Reigns Supreme in British Competition! Oregon's Rogue Ales won a history-making four out of 11 gold medals at the 2005 International Beer Competition in London, England. **Rogue also won the title of "Supreme Champion" for its Mocha Porter.**
<http://www.realbeer.com/news/articles/news-002637.php>
<http://www.newportnewstimes.com/articles/2005/07/13/business/business13.prt>

Men's Journal Magazine July 2005 issue lists the 50 Best Beers in the World, and low and behold, **Rogue Chocolate Stout was selected... but as one of the Freaks of Nature: World's Weirdest.** "For dessert, reward yourself with Rogue Chocolate Stout, a pleasant marriage of roasted barley, hops, and cocoa." Sweet!

Philadelphia Inquirer Restaurant Critic **Craig LaBan** stopped at the Rogue Creamery booth during the **NYC Fancy Food Show** to check out the shows **Best New Product: Smokey Blue, Rogue Creamery's Oregon Blue** cold smoked for 16 hours with Oregon Hazelnut shells! LaBan was smitten with a new product, Rogue Chocolate Stout Cheddar: **"Good old cheddar now comes veined with chocolate stout."** Rogue Creamery also produces a Mocha Porter Cheddar and a Soba Cheddar for the Rogue Nation.
<http://www.roguecreamery.com>
<http://www.philly.com/mld/inquirer/news/magazine/daily/12117915.htm>
<http://www.cheesemarketnews.com/articlearch/retailwatch/2004/rw16jul04.html>

Rogue Ales and Rogue Creamery are independent, like minded producers of artisan ales and sustainable cheeses, respectively. Pairing notes and event reviews are available on-line. <http://www.rogue.com/news-events.html#MENUS>
Look for **Rogue Creamery Cheeses** at **gourmet retailers** or visit <http://www.roguegoldcheese.com/retailers.shtml>
for a list of retailers and wholesalers (and mail order.)

Anita Burke declared in the **Southern Oregon's Mail Tribune** that **Snake River Farms American Kobe Burgers and Saint Rogue Red Ale were the best beer and burger in the country!**
<http://www.mailtribune.com/archive/2005/0610/life/stories/08life.htm>

You can also try a **SRF Kobe burger** paired with a **Saint Rogue Red Ale** at the six Rogue Public Houses. **Rogue Creamery Blue** or Cheddar cheese is optional, but highly recommended! <http://www.rogue.com/images/Kobeburger-banner.jpg>

Cheers Magazine agrees, "For operators looking to differentiate their restaurants, **an unusual beef and beer pairing** is at hand." In addition to the food group icons on Rogue 22-ounce bottles, Rogue dedicated the **Saint Rogue Red** bottle to Fukutsuru, the original bull which started the line of **American Kobe Beef from Snake River Farms** in Idaho. "This partnership allows us to spread the word using more unique methods of merchandising." said Snake River Farms marketing director, Jay Theiler.
<http://www.snakeriverfarms.com>

ROGUE SPIRITS

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NY Magazine reviewed a variety of Rums in May, 2005, including **Rogue Spirits, White Rum**: "a **full-bodied rum with a bite to match, from Oregon of all places.** The clear scent belies a charcoal flavor and **tingly aftertaste that serious drinkers will appreciate.**" Want to know more about what we are distilling? Contact Michael Sherwood via email: msherwood@rogue.com or call 504-241-3800.

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.

October 31-November 2: Celebrate Halloween & Dia de los Muertos with Dead Guy Ale.

October 31: Dead Guy Ale, Cask-Conditioned Mondays @ Issaquah Brewhouse.

November 2: Pauli Moto's opens, McLean, VA.

(<http://www.fcnp.com/534/restaurant.htm>)

November 4: Delaney's Tap Room, Rogue Promo, New Haven CT.

November 5: National Teach a Friend to Homebrew Day.

November 5: Northeast Liquors, Rogue Promo, Dayville, CT.

November 7: Hoppy Frog IPA, Cask-Conditioned Mondays @ Issaquah Brewhouse

November 9: Iron Chef Morimoto appearance at SUNY Stonybrook, NY.

November 10-12: San Diego World of Wine, CA.

November 12: Brewtopia at Pier 60, The Lighthouse @ Chelsea Piers, NYC.

November 14: Charlie 1981, Cask-Conditioned Mondays @ Issaquah Brewhouse, WA.

November 14: Meatless Monday III fund-raiser with Gardenburger at Rogue in Portland, OR.

November 14-15: RedBones 10th Annual Pacific NorthWest Fest, Somerville, MA.
November 17: Whole Foods, Rogue Promo, Hadley, MA.
November 17: Four Season Liquors, Rogue promo, Hadley, MA.
November 19-20: Great Brews of America, Split Rock Lodge, PA.
November 23-27: Rogue Garage Sale, Thanksgiving Weekend ~ check with your local
Rogue Public House for dates and hours, as this will vary.
December 2: Washington House, Rogue promo, Sellersville, PA.
December 12: Mile Square, Rogue Ales Dinner, Hoboken, NJ.
December 26, 2005 - January 1, 2006: Rogue Garage Sale, check with your local
Rogue Public House for dates and hours.

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 Headquarters:

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

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), **call us at 1-800-489-4582**
or **email newportoffice@rogue.com** with your vitals, like a snailmail address.

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ROGUE

