



Hoppy Brewing <hoppybrewing@hoppy.com>

Hoppy Times September/October 2017 Online Edition - Volume 24 Issue 5

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Hi Hoppy! :)

Welcome to our latest edition of the:

Hoppy Times September/October 2017 Online Edition - Volume 24 Issue 5

Hoppy Brewing Company
home of
Great Food · Awesome Beer · Cool People!!!

In addition to this newsletter, you can also follow Hoppy on any of the following social networks:

Instagram - <http://instagram.com/HoppyBrewing>
Facebook - <http://facebook.com/HoppyBrewing>
Twitter - <http://twitter.com/HoppyBrewing>
Google+ - <https://plus.google.com/+HoppyBrewingCompany>
YouTube - <http://youtube.com/hoppybeertube>

Topics In This Illustrious "Online" Issue Are:

HOPPY BREWER'S SPECIALS!!!
HOPPY FREE WIRELESS...
HOPPY RECENT EVENTS!!!
HOPPY UPCOMING EVENTS...
HOPPY FEEDBACK!!!

Please feel free to forward this newsletter to anyone you think might enjoy reading our **"hoppy"** news...

***** HOLIDAY ALERT *****

Next Monday, September 04th, Hoppy will be having its regular Holiday \$4 pint and \$14 pitcher beer special to celebrate Labor Day - plus Brunch starting at 10:00am with \$6 top-shelf Bloody Mary's & Mimosa's until 3:30pm. We will also be more than our normal child friendly brewpub by offering our usual \$1 kids meal for children 12 and under with an adult meal purchase.

***** HOLIDAY ALERT *****

HOPPY BREWER'S SPECIALS!!!

SACRAMENTO, CA - Each month our Brewers dream up a couple of new brews for you to try. Some are annual repeats, some are annual repeats that change by experimenting with different hops and/or malts, and some are just simply something new to try usually involving some experimental hop. That being the case, the specials that will be on tap beginning today, and for the rest of September are:

HARRIS & MEYER HONEY LEMON ALE: This brand new Brewer's Special is a light, golden ale, gets two doses of Meyer lemons, and one of local honey from the apiary of our District 3 City Councilmember, Mr. Jeff Harris. Thank you, Councilmember Harris. Lemon juice is added to the mash to give the beer its crisp finish, while the lemon zest and honey are added at the end of the boil along with Cascade hops to lend their delicate floral and citrus aromas.
***** Alcohol by volume is a handsome 4.7%, with a very low IBU rating of 15.**

SUPER HOPPY™ INDIA PALE ALE: This year's edition uses a heavy dose of Equinox, Amarillo, and Willamette hops along with Columbus for the bittering. This is balanced with another large amount of a Gambrinus Pale Malt, Briess Caramel Munich, and a small amount of Briess Wheat Malt. This year's version is unfiltered and will knock your socks off if you don't pay attention to your consumption... ;-)

***** Alcohol by volume is a moderate 6.6%, with a tongue scorching IBU rating of 106.**

Toward the end of September the Brewer's will have a chili beer as the next special to replace the Harris & Meyer.. Jalapeños will certainly be part of it, with perhaps one or two other peppers as well. They may also take the opportunity to use some crystal malt to darken it to the amber/red end of the spectrum as well. They are aiming more for chili flavor with slight heat than for something really hot; so stay tuned for when it goes on tap, or just come by later this month and give it a try...

HOPPY FREE WIRELESS...

SACRAMENTO, CA - Are you a member of a Fantasy Football Group, and looking for a place to check your stats during football season??? Look no further than Hoppy while you are eating a delicious, cooked-to-order Brunch with DirecTV's NFL Sunday Ticket and FREE Wi-Fi. It is worth putting on some clothes, or at least some pajamas, and getting out of bed for... :)

Brunch is served from 10:00am until 3:30pm, and includes such items as: A Hoppy Breakfast that comes with 2 Eggs, Hash Browns, Toast and your choice of Bacon, Ham, or Sausage for \$12, Peaches and Cream French Toast for \$11, Smoked Salmon Benedict for \$14, and more - plus we have a \$1 kids meals on Sundays. Also, if you are in need of the "hair-of-the-dog", we always offer a house-made spicy top-shelf Bloody Mary or a tasty Mimosa for only \$6 on the weekends for Brunch.

In addition, are you self-employed or work out of your home and are looking for a place to conduct a mid-afternoon meeting, or are you a student and need to get some homework done??? If so, feel free to stop in at Hoppy for a cold brew or two, a light lunch, or some appetizers, and make use of our FREE wireless network. Just ask your server or bartender for the WPA key address, connect to HoppyFREEwireless, and you will be good to go. As an additional bonus, students receive 25% off appetizers Tuesday through Friday from 1:00 to 3:00pm with a valid student ID, which means studying is not so bad with a cold beer in your hand... :)

HOPPY RECENT EVENTS!!!

***** WINNER *****

Our Lucky Dinner Winner for the month of September is Mr. Peter Henry, who is a Purchasing Agent at the Dutra Group. Congratulations Mr. Henry!!! We look forward to serving you and your friends a complimentary dinner for up to four friends and/or family on any weekend!!!

***** WINNER *****

If you were a lucky retailer this year who received one of the limited kegs of our **Hoppy Wasabi™ Pale Ale** – congratulations, because it sure didn't last long this year out in our wholesale market. In addition, now that the **Super Hoppy™ IPA** is available, make sure to get a keg of it if you are interested in getting it on tap at your location. Also, make sure to get your order in for our **Hoppy Claus™ Holiday Ale** kegs and cases when it comes out on November 01st - it's just around the corner...

If you didn't know, five years ago we started featuring our Hoppy's **BFD**; Burger, Fries, and Drink on Tuesday's. Simply put, what you get for \$12 is:

- Fresh ground, never frozen, 1/2 pound certified Angus **Burger**, 1/3 pound Bison Burger, 1/3 pound Turkey Burger, or 1/4 pound Veggie Burger, and comes with lettuce, tomato, and pickle, that is served on a fresh toasted Hawaiian sourdough bun with our zesty red pepper aioli on the side;
- Fresh cut French **Fries**, or our world famous Kettle Chips, and a
- **Drink**; be it a pint of our fresh brewed award-winning Hoppy craft beer, a glass of our Hoppy House Wine, or a non-alcoholic beverage.

In other news, Hoppy's brewpub is open daily during the week at 11:00am serving some of the best valued Lunches, Dinners starting at 4:30pm, and Weekly Specials in the area, and on weekends at 10:00am serving Brunch until 3:30pm. If you have not seen our menus lately, feel free to check them out online at <http://www.hoppy.com/our-menu>, or just stop in and see us. We are always looking forward to sharing our day with our valued customers.

Our normal *daily* Hoppy Hour from 3-6:00pm, features our **Famous 1, 2, 3, Hoppy Hour**, which is \$1 off our small appetizers, \$2 off our beer, and \$3 off our house wine & select top-shelf specialty cocktails. In addition, we also offer a **LATE-NIGHT** Hoppy Hour from 9:30pm till close Sunday through Wednesday, and 10:30pm till close on Thursday through Saturday with the same discounts as the normal Hoppy Hour until the kitchen closes, which is really by far the BEST deal in town!



Plus, there are a number of other incentives here at Hoppy for you to enjoy:

- On weekends from 10:00am to 3:30pm, Hoppy features a tasty Brunch Menu with \$6 top-shelf Bloody Mary's featuring our house-made Sriracha mix and Mimosas.
- On Sundays Hoppy features the **BEST** deal in town, where a bottle of Hoppy brew is included to go with every Brunch/Lunch/Dinner entree purchased. Must be of legal drinking age too.
- On Sundays & Mondays Hoppy features \$1 children's meals with an adult meal purchase.
- On Mondays Hoppy features Hoppy Hour all day, which means \$1 off our small appetizers, \$2 off our beer, and \$3 off our house wine & select top-shelf specialty cocktails.
- On Tuesdays Hoppy features a \$12 BFD all day, which means a Burger, Fries & Drink (*i.e.*, *Hoppy Beer*) till 9:30pm.
- On Wednesdays Hoppy features its famous \$12 Beer & Fried Chicken (BFC), Mashed Potatoes & Gravy with fresh Green Beans, and Corn Bread all day till 9:30pm.
- On Saturdays Hoppy features \$3 pints when you wear your Beer Ambassador gear.

Also, our Hoppy logo gear (*i.e.*, *polo shirts, t-shirts, pint glasses, ball caps, and etc.*) can make for a GREAT gift any time of year. If you are not sure about our merchandise as a gift, Hoppy also has Logo Gift Cards available in your denomination of choice to give as a present... Just follow the link - <http://www.hoppy.com/online-store-hoppy>

Lastly, Hoppy usually has some space available for your company parties or presentations, or for that special birthday gathering. If you have an interest in having your party here at Hoppy, just call [916.451.4677](tel:916.451.4677) and speak with Ms. Jamie Dettmer - jamie@hoppy.com to plan your next party or event as soon as possible. Lastly, if you, and/or your party, desires FREE wireless Internet service, just ask your server for the WPA key code.

HOPPY UPCOMING EVENTS...

On Saturday, September 02nd, (*i.e.*, *tomorrow*), it is once again time for Hoppy's Acoustic Bluegrass Brunch featuring the monthly appearance of **Rusty in the Shade!** The Shade will be featuring their brand of acoustic bluegrass from 11:00am until 1:00pm.

As usual Hoppy has no cover, is family friendly, serves a tasty Brunch, has Hoppy Hour beer prices from 3:00pm until 6:00pm, along with \$6 top-shelf Bloody Marys and Mimosas during Brunch, and offers one of the coolest places to see live music in town on a Saturday morning. Plus, if you wear your Beer Ambassador gear you'll get discounted pints all day too... :-)

Also, before we jump into what the Road Crew has planned for the month, we just wanted to give you a gentle reminder to stay tuned for our Fall/Winter Menus that will be coming out at the beginning of October. Therefore, if you have any items you are just dying to see make a return to our menu(s) or have something new in mind, please feel free to email us with your input. In addition, be on the lookout for some across the board changes in our various daily and weekly features. :-)



Now, if you have not noticed, Labor Day is this weekend, which usually means that mellow autumn weather is soon to follow. Regardless of the weather, we have some major plans and a full calendar this month for our Hoppy Road Crew as they show off the delivery and event van.

SQUAW VALLEY ALPINE MEADOWS

Achieve Tahoe (*formerly Disabled Sports USA Far West*) will host its 28th annual “**Foam Fest**” fundraising event Saturday, September 2, 2017 from 2-6:00pm on the KT Sundeck at Squaw Valley. One of the most highly anticipated annual festivals in the Truckee and Lake Tahoe area, Foam Fest brings people together for a great afternoon of beer tasting and world-class live music, this year featuring the internationally celebrated band, **Ozomatli**. Proceeds from the event support Achieve Tahoe’s year-long one-to-one adaptive sports program serving individuals with disabilities (physical, sensory, intellectual) of all ages. The nonprofit also has the honor of serving disabled veterans. Foam Fest showcases a variety of regional breweries (including Hoppy) serving samples of their craft beers, and includes raffle prizes with items including a California Gold Pass, offering unlimited skiing or snowboarding during the 2017-18 winter season at all ski resorts in California. Foam Fest tickets are \$30 in advance, and \$40 at the door for unlimited beer tasting and live music. Non-samplers: \$20 donation for the concert. Kids under 12 are free. Tickets are available online at <http://www.AchieveTahoe.org>.



The **California Craft Beer Summit and Beer Festival** is the premier event for the beer community across the entire West Coast. The three day event starts on Thursday, September 07th, with hands-on education, interactive exhibits and networking opportunities, and ends at the LARGEST California craft beer festival, hosted outdoors in front of the state Capitol and offering unlimited tastings from 160 breweries across California. Tickets are available for the full weekend or just the beer festival. The EXPO HALL in the Convention Center is organized around the four main ingredients in beer and offers “Tap Talks” with brewing legends, chef demos at the Culinary Marketplace, regional beer tastings hosted by craft beer guilds across the state, equipment demos and interactive, hands-on displays. EDUCATIONAL SESSIONS on Thursday & Friday are focused on the brewing, business, selling, tasting and hospitality industries, and include everything from technical skills, to branding, to how to explain beer styles to your guests. Full weekend & expo day passes are available so you can pick and choose who you want to meet, what you want to experience, and how you want to learn. The event ends on Saturday ends at the Summit Beer Festival, welcoming 4,000+ craft beer lovers to taste 450 beers from 160+ craft breweries. It’s the largest California craft beer festival and the “summit” of the entire weekend! <http://www.californiacraftbeer.com>



Wednesday, September 13th: **Wednesdays On Tap. WEDNESDAYS ARE HOPPIN'**. The cardinal rule of beer drinking is that it must be fun, and that’s just what they have planned with live music and your favorite regional breweries. Adults, 21 years and older, are invited to drink some of the tasty brews. Food and non-alcoholic drinks are available for purchase. Miss out and you will never forgive yourself! Proceeds benefit City of Roseville youth-at-risk programs. NO outside beverages, ice chests or pets are allowed in the event. \$10 entrance fee includes eight 2oz tasting tickets. You may purchase a 12oz. pour of beer for an additional \$5 - Now Accepting Credit Cards. Event attendees paying the \$10 entry fee will receive 8 designated color tasting tickets. Those tickets are only good for the

evening received, and cannot be used at future Wednesday on Tap events. Season Passes & Cabanas; \$50 Season Pass includes entrance into all 6 weeks and souvenir mug. \$25 Cabana Rentals. http://www.roseville.ca.us/events/wednesdays_on_tap.asp



SACRAMENTO BURGER BATTLE!!! WHEN: Thursday, September 14th, from 7-10:00pm (Entry time 6pm for VIP). WHERE: at Cesar Chavez Plaza (901 I Street, Sacramento). This event is for ages 21+. 15 local restaurants and chefs cook up their best burgers as they compete for the judge's vote and your people's choice vote in this epic charity burger cook-off! You get to sample all the burgers (and desserts), enjoy local craft beer, wine, and soft drink samples as well as live music in beautiful downtown Sacramento. Your ticket price covers everything...all food, drinks, collectible glass, music and more! The goal of this event is twofold: to showcase Sacramento's dining scene and to raise awareness and mission critical funds for a great cause. The Crohn's & Colitis Foundation is a non-profit, volunteer-driven organization whose mission is to cure Crohn's disease and ulcerative colitis and improve the quality of life of children and adults affected by these diseases. COST: General Admission \$70 and VIP Entry at 6:00pm \$90. Ticket purchases are tax deductible and this year there are no ticket fees! Last year's event sold out in about a month. Ages 21 and up only. Tickets sold only online through the GiveSmart ticket page. <http://sacburgerbattle.com/tickets>



BREWERS FESTIVAL

Saturday, September 16th, is the annual **California Brewfest** - Sacramento's oldest beer event. To quote the festival organizers: "We were overwhelmed by the support from the Sacramento craft beer community last summer and can't wait to see you all again this year." They are continually improving the event to give Sacramento the ultimate craft beer festival experience. Thanks to rave reviews from their guests, they are excited to bring back the vendor village, featuring crafts and locally made goods from artisans showcasing the best of the Sacramento region. The Fun Zone returns and of course they will bring you the best entertainment to make your beer-sampling day perfect. Tickets on sale NOW! <http://calbrewfest.com/about>



Kibble & Bids
LIVE & SILENT AUCTION
WINE & BEER TASTINGS
FINE FOOD & CLASSIC CARS
AND GOLDENS OF COURSE!



Homeward Bound Golden Retriever Rescue presents: **Kibble & Bids™ 2017 - The Concours d'Elegance** on Saturday, September 16th, from 4-7:00pm. Special Sponsor Hour: 3-4:00pm at the Riverwood Estate on the Sacramento River; 4435 Garden Highway, Sacramento, CA 95837. A very special event – in support of the dogs we love! This year, Homeward Bound's Kibble & Bids™ event returns to one of your favorite venues on the river. In cool shade, you can enjoy a casual late afternoon and early evening Delta Breeze while you are spoiled with catered appetizers and exceptional wine and beer tasting selections. Swoon over a sensational collection of classic cars. Then, as the sun lowers over the Sacramento River, they serve up a memorable program, and irresistible deals in their silent and live auctions. Their Golden Greeters will be waiting with wagging tails and sloppy kisses to thank you for the support you offer to the hundreds of dogs rescued and placed in loving homes each year. All they need is your support to make it possible! <https://homewardboundgoldens.org/how-to-help/kibble-bids.html>



Save the date for **Monte Carlo Night**, to be held on Saturday, September 23rd, from 5:30-10pm at the California Automobile Museum. Tickets will be \$60 per person. Admission includes a complimentary glass of champagne or sparkling cider, dinner, silent auction, and gaming. Also enjoy all the classic cars on display at the museum. Stanford Settlement Neighborhood Center presents their 14th Annual Monte Carlo Night, an evening of casino

gaming, festivities, and fun. The fundraiser will take place on Saturday, September 23rd, at 5:30pm at the California Automobile Museum, located at 2200 Front Street in Sacramento. Monte Carlo Night admission tickets are \$60 each, and includes buffet dinner served from 6:15–7:30pm, drinks, and \$500 in starting chips. Guests can also enjoy the cars on display at the California Auto Museum, silent auction and raffle. Cocktail attire is suggested.

Other places to find Hoppy showing some love:

- CSUS Sixth Annual Civil Engineering Golf Tournament!
- El Dorado Hills Saturday Night in the Park
- 25th Annual Cook Charitable Foundation Golf Tournament
- Christian Brothers High School Wine, Food, and Beer Extravaganza
- Fair Oaks Chicken Festival
- Natomas Pops in the Park
- Soil Born Farms - 15th Annual Autumn Equinox
- Sutter Health Golf Tournament
- Sacramento Food Bank and Family Services Hoppy Hour
- Carmichael Chamber of Commerce Oktoberfest
- Farm to Fork Fall Fund Raiser
- Wags to Riches- Law Offices of Jill P. Telfer
- Sacramento SPCA Open House
- 5th annual Farm-to-Fork Festival
- San Juan Education Foundation's annual Evening with the STARS
- 14th Annual Mark Wineinger Memorial Golf Tournament
- Holy Spirit School Oktoberfest
- Blues and Brews Festival--Lake Clemintina

In addition, if you would like a complete listing of what we currently have on our calendar please click on the following web address.

<http://www.hoppy.com/hoppy-events>

If you need more information about a brewfest or two, or an upcoming event, then feel free to send Mr. Scott Patterson an email scott@hoppy.com.

In addition, if you would like to see any pictures of past events, feel from to visit our Hooplah page on our website at <http://www.hoppy.com/photo-gallery> , or visit our Facebook Fan page at <http://facebook.com/HoppyBrewing> just to see what you might have been missing... ;)

HOPPY FEEDBACK...

If you are interested in sending us a note on something that caught your attention and you want to let us know about it (*i.e., a positive, a negative, a suggestion, and etc.*), just click on the link below and send us some feedback. We really do read what you send us... :)

<http://www.hoppy.com/the-brew-pub-hoppy>



Remember...the craft brew industry is very competitive, and we can always use your help when you are out there in the bars, restaurants, grocery stores, etc. How can you help us you may be asking yourself??? Well...ask your local retailer(s) for our products (*to the point of bugging them if necessary*), so that you are able to buy the products that you **really** want - not just what is on the store shelf, or on-tap, at the moment...

You, the consumer, have more power than you may know. Speak up, speak clearly, and your earnest taste buds may reap those proactive rewards. If you do this, then we are sure it will not be long before you will be able to enjoy our Liquid Sunshine™ Blonde, Hoppy Face™ Amber, Stony Face™ Red, and Total Eclipse™ Black Ales outside of attending a local festival, or even visiting us here in Sacramento...

Got a location in mind for where you would like to purchase Hoppy??? If so, send an email to Mr. Scott Patterson at scott@hoppy.com and let him know where you would like to buy Hoppy. We know he would love to hear from you!!!

NOTE: As a bonus to those of you who actually read our newsletter, and got this far, during the month of September, just bring in the last sheet of this newsletter with the little coupon below, including your name/email address, and you will get 25% off any Breakfast entree!!! Coupon valid one per person per entree...



**25% Discount Coupon
Valid for a Breakfast Entree
in the month of September 2017**

Name: _____


Email: _____

***Thinking Globally - Brewing Locally!!!
"Every product we make greets you with a Smile"***


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