



Hoppy Brewing <hoppybrewing@hoppy.com>

## Hoppy's February Update

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Hi Hoppy! :)

\*\*\* **WINNER** \*\*\*

Hoppy's Lucky Dinner Winner for the month of February is Mr. Jim Plumley!!! We look forward to serving you and your friends a complimentary dinner for up to four friends and/or family on any weekend!!!

\*\*\* **WINNER** \*\*\*

In addition to this bimonthly update, you can also follow Hoppy on any of the following social networks with more frequent updates:

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>

This coming Saturday, the 03rd, is the monthly return of **Rusty in the Shade** (RITS) at 11:00am. Yes ladies and gentlemen, it is that time again, and it is time to drag your bones out of bed and show up between 11:00am and 1:00pm to catch some of the hippest, coolest, grooviest, acoustic tunes this side of the Mississippi River; so if you are looking for an excuse to show up, grab some grub and suds while kicking back and listening to RITS do their thing, you best get a moving...

On Sunday, the 04th, is the NFL's biggest game of the year! Still not sure where to watch the game as you show your support for the New England Patriots or the Philadelphia Eagles??? Feel free to stop by Hoppy for some Hoppy Hour prices during the game, and since it's the Super Bowl, we will feature the **Battle of the Loaded Fries!** Yes, you can choose either New England Lobster Fries (*think deconstructed lobster roll*) or Philadelphia Cheesesteak Fries (*think Philly Cheesesteak*), and the winning team gets a 22 ounce bottle of Hoppy included with their loaded fries purchase. If you leave before the game is over, just bring in your receipt to show your proof of purchase in order to claim your prize. Both loaded fries are only \$13. As if that was not enough to tantalize your taste buds, we always have discounts on appetizers and drinks for you during Hoppy Hour; so make sure to come early and stay late for all of the fun.

**NOTE: Due to the Super Bowl, Brunch will end at 2:30pm. Remember:** beginning at 3:00pm our **Half Price Hoppy Hour** kicks in and features Half Price Appetizers, Half Price Hoppy beer, and Half Price on our house wine & select top-shelf specialty seasonal cocktails. Kickoff is 3:30pm PDT on NBC. Also, if you are planning on having a party at your house, and failed to plan on reserving your keg at least three days in advance, give us a call and we might have one available for you, or just stop by and grab a cube, a growler or two, and/or some bottles for your home entertainment. :)

**February -- Our month of cuddles, cold, and...Crab? Let's not forget good craft BEER!**

On Tuesday, February 13th, is a slightly different twist for **Mardi Gras**. As Hoppy has done in past years, just bring

in your favorite set of beads, and if they meet with the Bartender/Server's satisfaction, you may exchange them for a pint of a tasty Hoppy brew - you get the beer and we keep the beads. However, only one set of beads per person will be accepted for this special offer...

Coming up rather quickly, on Wednesday the 14th, it's **Valentine's Day!!!** Hoppy's Kitchen will be serving those in attendance a tasty four course meal for dinner. The **Appetizer** will be a two grilled Rockin' Eastern Oysters Rockefeller - **or** - Bruschetta with roasted Pepperonata and Chevre. The **Soup or Salad** will be either a cup of our house-made Lobster Bisque - **or** - French Onion Soup, or a small Dinner Salad. The **Entree** will be your choice of an 8 ounce all-natural, American Wagyu, slow roasted with a garlic-herb crust and topped with garlic-herb butter - **or** - an 6 ounce pan roasted Scottish Salmon topped with a whipped cream dill hollandaise. Both entrees are served with sautéed asparagus & cheddar mashed potatoes. The **Dessert** for the evening will be a shareable house-made chocolate raspberry pudding parfait, with layers of white and dark chocolate puddings, raspberries and Oreo crumbles. All of this for just \$69 per couple, or \$35 solo. Make sure to get your reservations in **NOW** as space is filling up quickly.

In addition, the first 20 dinner guests who order an entree will receive a complimentary rose. Also, just for those who are curious and would like a little education about the WAGYU we will be serving? We will provide just a little bit here. How are the cows raised for Wagyu beef? The first, is that the cows are given beer to induce appetite (*we like to think they are using Hoppy beer!*). The second, is that they are massaged daily, sometimes with sake (*Japanese rice wine*), as a proxy for exercise in the tight living quarters and to further accentuate the marbling that Kobe beef is so well known for. Just kidding... ;-)

**\*\*\* HOLIDAY ALERT \*\*\***

On Monday, the 19th, it happens to be Presidents' Day, and Hoppy will be open at 10:00am for a **"special"** holiday Brunch. Brunch will run from 10:00am until 3:30pm with Hoppy Hour prices all day and \$6 top-shelf Bloody Mary's for those who happened to stay out a little too late on Sunday enjoying an extra day off... ;)

**\*\*\* HOLIDAY ALERT \*\*\***



The Hoppy Road Crew starts the month off with a **Happy February!** The month of love -- ahhh, how sweet! We also typically see the cold weather start to ease somewhat (*fingers crossed*) and enjoy a month FULL of Kings games.

# Out & BOLD!

We begin the month this Friday, the 2nd at Capital Stage for their Out & Bold beer dinner. Our night of diversity at the theater! <http://capstage.org/cap-events/out-and-bold>



The Cosumnes Firefighters Association is hosting their sixth annual crab feed on Saturday, February 3rd at the Elk Grove SES Hall. There will be crab, pasta, salad, French bread, dessert, and craft beer - including Hoppy beers at the feast. Proceeds will benefit the Cosumnes Firefighters Community Support Foundation, which provides financial support for college students. Tickets are \$45 per person and can be payable by cash, check, or credit card. The feed starts with a no-host bar at 6:00pm, followed by dinner at 7:00pm. For information on tickets, contact Chris Schamber at [209.327.1118](tel:209.327.1118), Valerie Erwin at [916.405.7109](tel:916.405.7109), or visit <http://www.firefoundation.net/shop>. The SES Hall is located at 10427 East Stockton Blvd.



Saturday, February 10th - HPPA Crab Feed, from 5:00-8:30pm at the Harper Alumni Center, Sacramento State. Join the Hornets Policy and Politics Alumni (HPPA) Chapter for their second annual crab feed fundraiser. Enjoy a delicious meal of crab, pasta, salad, dessert, and more, all catered by Raley's. The evening will feature hosted wine and beer (Hoppy's Golden Nugget Cream Ale), VIP guests, and a door prize. Pull out your best crab crackers and join us as they continue a fun tradition with the HPAA group! Cost: \$50/Alumni Association members; \$60/non-members; \$35/Sac State Students; \$15/children under age 12. <https://online.sacstatealumni.com/crabfeed>



Saturday, February 17th at the Pagoda Building - 429 J Street in Sacramento from 1:00-5:00pm look for the Wingmen. Includes Beer & Bourbon tastings (must be 21). Gumbo samples, two live bands, grab a surprise goodie bag, face painting, tattoos, games! Prizes, silent auction, meet the Mardi Gras King & Queen, earn your beads! A family friendly benefit for the bleeding disorder community. For ticket details: <http://wingmenfoundation.org/beer-bourbon-gumbo-festival>



We are pleased to announce the Fifth Annual AOAle Brew Benefit. **When:** Saturday, February 24th. Doors open at 6:00pm. **Where:** UC Davis School of Medicine, 4610 X St., Sacramento, CA 95817. This fundraiser will showcase Sacramento's local breweries and highlight the beneficial aspects of the industry, its culture, and its impact on our economy. We are fortunate to have Dr. Charlie Bamforth, the UC Davis Anheuser-Busch Endowed Professor of Malting and Brewing Sciences before he retires after this year. **Dress Code:** Business Casual. Alpha Omega Alpha (AOA) is a national medical honor society. This local chapter comprises students, residents, and faculty at the UC Davis School of Medicine. AOA believes they will improve the care of all patients by honoring gifted teaching, recognizing educational achievement, encouraging the development of community leaders, supporting the ideals of humanism, and promoting service to others. Funds raised will go toward highly deserving causes, such as academic lectures for students, community service grants, student research grants, and other local efforts. We look forward to this event annually -- we may be meeting our future caregivers! <https://www.ucdaaale.org>

Eat, Drink, and be Married!!! Sunday, February 25th at the Hyatt Hotel in Sacramento is the annual Sacramento LGBT Wedding Expo. Hoppy is asked every year to showcase our product while enjoying meeting the crowds attending this great event! The expo is Noon- 4:00pm. It includes free admission, free food and wine tasting, fun for everyone. <http://www.saclgbtweddingexpo.com/home.html>

Lastly, look for Hoppy at the following events:

- Loomis Basin School District Crab Feed
- NCAC Crab Feed
- Del Campo Texas Hold- Em and BBQ
- East Sacramento Chamber of Commerce

On the brewing front, and in celebrating "**High-Gravity Beer Month**", our Brewer's Specials on tap are:

**HOPPY'S BIG SWINGIN' DIPA:** This is a ridiculous, over the top, and hideously exaggerated Pale Ale. In other words, better known as a "California IPA". This beer's all about the hops. It starts with Columbus for extra-large bitterness. The late and dry hops center on the piney and slightly floral Mt. Hood, while the

Citra, Glacier, and more Columbus provide tropical, spicy, and skunky notes. Malt? Nothing too fancy about this beer, but it is unfiltered and there's a lot of it – so drink it while you can.

\*\*\* **Alcohol by volume is 8.3%, with a manly IBU rating of 80.**

**HOPPY'S BEERINARA:** At its base, it's more of a red ale with tomatoes... At the end of the boil, basil, oregano, and thyme are added as if they were aroma hops.

\*\*\* **Alcohol by volume is a healthy 6.5%, with a subtle IBU rating of 15.**

Coming in March, look for the release of our newest Session IPA named "**GASLIGHT**" in kegs to our local retailers, and will help transition us into Spring with the arrival of warmer weather... ;-)

In addition, Hoppy continues to carry the NBA League Pass, NFL Sunday Ticket, MLB Extra Innings, and for the hockey faithful - the NHL Center Ice. Therefore, if you have an ounce of hockey blood in you, make sure to visit Hoppy when the urge for a puck moment strikes you and help support those San Jose Sharks who are looking at making another run for the Stanley Cup... :)

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 **Half Price Hoppy Hour**, on our appetizers, our beer, 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 half price discounts as the normal Hoppy Hour until the kitchen closes, which is really by far the **BEST** deal in Sacramento!



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 Marys 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 **Half Price Hoppy Hour** all day, on our appetizers, our beer, and our house wine & select top-shelf specialty cocktails.
- On Tuesdays Hoppy features a \$14 BFD all day, which means a Burger, Fries & Drink (*i.e.*, *Hoppy Beer*) till 9:30pm.
- On Wednesdays Hoppy features its famous \$14 Beer & Fried Chicken (BFC), Mashed Potatoes & Gravy with fresh Green Beans, and Corn Bread all day till 9:30pm.
- On Saturdays Hoppy features Hoppy Hour priced 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. Plus, we have two exciting new colors for you to choose from too. 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>

We usually have 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's, just call [916.451.4677](tel:916.451.4677) and speak with Ms. Gabby McDonough, or send her an email at [gabby@hoppy.com](mailto:gabby@hoppy.com) to plan your next party or event as soon as possible. In addition, if you, and/or your party, desires FREE wireless Internet service, just ask your server for the WPA key code.

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 charitable event, feel **FREE** to send an email to Mr. Scott Patterson [scott@hoppy.com](mailto:scott@hoppy.com), or give him a call here at the brewpub - 916.451.HOPPY (4677).

In addition, if you would like to see any pictures of past events, visit our Photo Gallery 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... ;-)

In closing, if you have a chance to visit us here at our brewpub, remember to drop your business card or comment card in the jar by the door on your way out to be eligible to win a complimentary dinner for up to four friends and/or family on any weekend on us.

Hopefully that will be enough to satiate your news appetite until our "regular" bimonthly newsletter comes out next month. However, if it is not, then feel free to visit our website below, and check out some pretty cool commercials that we have done in the past.

[http://www.hoppy.com/?hooplah\\_category=hoppy-commercials](http://www.hoppy.com/?hooplah_category=hoppy-commercials)



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, and 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...

With that being said, Mr. Scott Patterson wants to know where you shop for beer. Please send an email to Scott at [scott@hoppy.com](mailto:scott@hoppy.com) and let him know where you would like to buy Hoppy. I 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, for the first 25 people who bring in the last sheet of this newsletter with the little coupon below, including your name/email address, you will get 25% off any Brunch, Lunch or Dinner entree during the weekend!!! Coupon valid one per person per entree...



**2 5 % D i s c o u n t C o u p o n**  
**Any Brunch, Lunch or Dinner Entree**  
**Valid to the first 25 people**  
**in the month of February 2018**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

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

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**3 attachments**

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1K

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