



Hoppy Brewing <hoppybrewing@hoppy.com>

Hoppy's June Update

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Hoppy Brewing Company

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Hi Hoppy! :)

If you have not been counting - today, Friday the 01st of June, Hoppy Brewing Company celebrates its 24th year being in the craft beer business, and we are looking forward to what exciting things our 25th brings us this year. With that being said, and as a reminder, we would not be here if it were not for you - **A VALUED CUSTOMER** - who in continued growing numbers each year, keep returning to buy our {award-winning} beers and tasty high-quality food. Our Hoppy Staff understands that you have other options available to you each day and we **Thank You** for your continued loyal patronage!!!

In addition, we want to apologize for this edition being late, as we had some computer hardware difficulties, but we would like to thank Mr. Keith Fryatt (<mailto:info@nettechpro.net>), from NetTechPRO.net, for his quick and timely service in getting the equipment back up and running these past couple of days. Thanks Keith! Cheers!!! :-)

Now, with 24 exciting years of providing award-winning beers and tasty high-quality food now in the books, it won't be long before you will be able to once again experience them at our new **Railyard Kitchen & Hopparden** location in Old Sacramento. In case you missed the news last month, we announced that we are opening a community taphouse featuring New American Delta cuisine in July. With 24 taps (*12 to 16 of which will be our Hoppy brand*), the taphouse will also showcase a variety of ales, lagers and ciders crafted locally. There will also be a sophisticated wine menu, and a top-notch Specialty Cocktail program led by Bar Manager Mr. Daniel Enkoji (*formerly of Kru Contemporary Cuisine and Arthur Henry*). The food menu will be focused on a New American Delta cuisine concept that incorporates locally grown and produced ingredients from the bountiful Central Valley region. To lead the culinary operations of the new endeavor with a strong farm-to-fork focus, Mr. Kent Souza (*formerly with Kupros Craft House and Roxi Restaurant & Bar*) has joined the team as the Executive Chef. Lastly, there will be a fantastic outdoor "**hopparden**" for you and your family to relax in while enjoying the finer things in life here in Sacramento.

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

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

Also, for those who are interested in keeping up with Hoppy online, Hoppy keeps its Events tab <http://www.hoppy.com/hoppy-events> updated to make things going on around Hoppy easier for you to incorporate into your daily schedule, and if you have a Gmail account, you can easily add our Hoppy Events to your calendar. Feel free to check it out, and if you have suggestions on how to make it better, feel free to either reply to this

email, or just send some email to hbc@hoppy.com and we will do our best to try and incorporate your suggestions.

OTHER EVENTS COMING IN JUNE:



Here we come!!!

Hoppy's Railyard is building steam for that upcoming grand opening -- watch your social media daily and your inbox for more details!!!

Here at the Hoppy Group -- we like to think we plan fairly well. However, not knowing an exact date for any of our openings, we made some advance sales and you will see some tasty Hoppy suds at the following venues!

Hoppy is always quite excited for the first FOUR weeks in June every year as we provide the beer for the annual **Pops in the Park** held in one of the fun neighborhood parks within City Councilmember JEFF HARRIS' District 3. ALL CONCERTS BEGIN AT 6:00pm.

The summertime concert schedule looks like this:

- June 2nd – East Portal Park, “Idea Team”
- June 9th – Bertha Henschel Park, “AKA Live”
- June 16th – McKinley Park, “Jessica Malone”
- June 23rd – Glen Hall Park, “The Count”

What to Bring: Feel free to bring a blanket or a lawn chair for seating. Sunscreen is also highly recommended. No outside alcohol. **DO NOT** bring canopies, or umbrellas, as it blocks people's view. We encourage you to purchase your food and beverages from our local food vendors. Note that a portion of the proceeds from food and beverage sales help to fund these wonderful events and raise money for neighborhood improvements. There will be a HOPPY beer garden and wine available. Beer and wine purchased in the garden must stay in the gated garden area, however all ages are welcome in the garden. We encourage carpooling, walking or bicycling to all events. FREE valet bicycle parking is being provided by Sacramento Area Bicycle Advocates (SABA). As always, POPS is a free family event.

Some other fun events going on throughout the area include the following:

- 06/02-- South Placer Rotary Brewfest
- 06/08-- A Taste of Fair Oaks
- 06/09-- 10th annual Auburn Brewfest
- 06/10-- Sac Pride
- 06/11-- KVIE Golf Tournament
- 06/14-- Sacramento Food Bank and Family Services: CCTLA Spring Fling
- 06/16-- Front Street Animal Shelter Brewfest
- 06/20-- Stanford Settlement Golf Tournament
- 06/23-- The Pepper Festival

- 06/23-- 6th annual Firefighter's "A Tropical Affair"
- 06/29-- Capital Stage presents Out & Bold

A couple places to stay on top of Hoppy's many activities at BOTH locations are:

- @HoppyBrewing on your favorite Social Media site
- www.Hoppy.com on our website, and

Your inbox for up to date happenings, including dates, contests, prizes, specials, features, menus and the excitement associated with your NEW HOPPY!!!

In addition, if you would like to see any pictures of past events, feel free to visit our Hooplah page on our website at http://www.hoppy.com/?hooplah_category=hoppy-commercial , or visit our FaceBook Fan page at <http://facebook.com/hoppybrewing> just to see what you might have been missing... ;)

COMING IN JULY:

TBD: Grand Opening of our **Railyard Kitchen & Hoggarden** – stayed tuned for more details throughout the month as it will mostly be predicated upon when the Alcohol Beverage Control (ABC) transfers our license. That said, the following dates/events may be not valid, so make sure to check in advance.

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

On Wednesday, July 04th, the Railyard will be having a Holiday \$4 pint and \$14 pitcher beer special - plus Brunch starting at 10:00am with \$6 top-shelf Bloody Mary's until 3:00pm. They will also have a child friendly menu by offering a \$1 kids meal for children 12 and under with an adult meal purchase - within reason.

NOTE: The kitchen will be closing at 7:30pm, with Hoppy Hour appetizers until 9:00pm. The bar will close by 10:00pm to watch the fireworks.

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

Reminder: Every Saturday is **Beer Ambassador Saturday**; so, remember to wear your Beer Ambassador Gear (*the Railyard has hats and shirts available for purchase*) and get \$3 house pints all day while you are wearing your gear.

Hoppy's Railyard is open daily during the week at 11:00am serving some of the best valued Lunches, Dinners starting at 5:00pm, and **Daily Features** in the area, and on weekends at 10:00am serving Brunch until 3:00pm. If you have not seen our new menus, 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 *weekday* Hoppy Hour from 3-6:00pm, features our **Half Price Hoppy Hour**, on appetizers, house beer, house wine & select top-shelf specialty cocktails. In addition, the Railyard also offers a daily **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 stops making food, which is one hour prior to the bar closing!



Plus, there are several other incentives at the **Railyard** for you to enjoy:

- **Daily** \$5.00 parking validation coupon. Valid with a purchase of \$5.00 or more. Only one coupon per customer per purchase. Coupon not valid during special "**pre-pay**" event parking.
- On **Weekends** from 10:00am to 3:00pm, the Railyard features a tasty Brunch Menu with \$12 **bottomless*** Mimosas or Bloody Mary's featuring our house-made Sriracha mix. *Bottomless only valid with adult meal purchase.
- On **Sundays** the Railyard 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. Plus, an early start to a weekend ending Hoppy Hour that starts at 6:00pm until close.
- On **Sundays & Mondays** the Railyard features \$1 children's meals with an adult meal purchase.
- On **Mondays** the Railyard features **Half Price Hoppy Hour** all day, on appetizers, house beer, and house wine & select top-shelf specialty cocktails.
- On **Tuesdays** the Railyard features a \$12 BFD all day, which means a Burger, Fries & Drink (*i.e., Hoppy Beer*) till 9:30pm.
- On **Wednesdays** the Railyard features a \$12 House Beer & Fried Chicken (BFC), Mashed Potatoes & Gravy with fresh Green Beans, and Corn Bread all day till 9:30pm.
- On **Saturdays** the Railyard features \$3 house pints when you wear your Beer Ambassador gear, and a rise and shine Hoppy Hour from 10:00am to 3:00pm to help you get your weekend off to a great start... ;-)

In addition, the Railyard and Hoppy logo gear (*i.e., polo shirts, t-shirts, pint glasses, ball caps, etc.*) can also make for a GREAT gift any time of year. If you are not sure about our merchandise as a gift, we also have 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>

The Railyard 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 at the Railyard, just call 916.451.4677 and speak with Ms. Tish Avila tish@hoppy.com. Lastly, if you, and/or your party, desires FREE wireless Internet service, just ask your server for the WPA key code for HoppyFreeWireless. As a bonus, we just upgraded to a dedicated fiber 50Meg connection to help accommodate your connection needs.

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, or give him a call at the brewery - 916.451.6328.

Lastly, 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> or <http://facebook.com/HoppysRailyard> just to see what you might have been missing... ;-)

In closing, if you have a chance to visit us at the Railyard, 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



Remember...the craft beer 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 can buy the products that you "**really**" want - not just what is on the store shelf, or on-tap, now...

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...

Finally, all Mr. Scott Patterson really wants to know is where you shop for beer. Please send an email to Mr. Scott Patterson at scott@hoppy.com and let him know where you would like to buy Hoppy beer. We know he would love to hear from you!!!

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

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