



Hoppy Brewing <hoppybrewing@hoppy.com>

Hoppy Times July/August 2018 "Online" Edition - Volume 25 Issue 4

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Hoppy Brewing Company

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Hi Hoppy! :)

Welcome to our latest edition of the:

Hoppy Times July/August 2018 "Online" Edition - Volume 25 Issue 4

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

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

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>

Topics In This Illustrious "Online" Issue Are:

HOPPY ACOUSTIC BLUEGRASS!!!
HOPPY BREWER'S SPECIALS...
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...



Here is the latest update for our opening in Old Sacramento. We are planning to be open, without any fanfare, for Lunch service only beginning on Monday, the 16th at our new **Railyard Kitchen & Hopgarden** location – stayed

tuned for more details throughout the month as it will mostly be predicated upon when the Alcohol Beverage Control (ABC) issues our license. That said, once we have a confirmed date when a license will be in our hands, we will post notice for when Hoppy Hour and Dinner service will start, along with a **Grand Opening Party**. The thinking at this point is the date for the Grand Opening will be Thursday, the 26th. Some people might remember the last party we had on the 26th of February earlier this year... Please note that these dates/events may be not valid, so make sure to check in advance.

In addition, stay tuned for some social media postings of Chef Kent's Lunch, Hoppy Hour, and Dinner menus. We had hoped to have them ready for this newsletter, but he is still doing the fine tuning on the items and the prices.

HOPPY ACOUSTIC BLUEGRASS!!!

SACRAMENTO, CA – Look for the return of **“Rusty in the Shade”** next month on the first Saturday of each month for their monthly Bluegrass Brunch Special out on the patio here at the Railyard!!! :)

This four piece band will play two sets of original and/or public domain music, and there is never any cover - plus all ages are welcome. Therefore, show up between 11:00am and 1:00pm if you want to catch some of the hippest, coolest, grooviest, acoustic tunes this side of the Mississippi River. Grab some grub and suds while kicking back and listening to the Rusty gang do their Bluegrass thing...

Also, as a reminder for those who don't want to pay full fare for good beer, it is also Beer Ambassador Saturday, which is every Saturday at the Railyard, so remember to **{wear}** your shirt - or hat, or purchase one if you have not yet, and get each and every pint of Hoppy brew for only \$3 while you are **actually** wearing your shirt and/or hat.

Lastly, if all of that is not enough of an incentive to get you out of bed and down to the Railyard on a Saturday morning, then you probably just need to order for home delivery and call it a day... ;)

Postmates - <https://order.postmates.com/64c45e5c-c108-4030-ae40-2601a09fdb07>

FoodJets - <https://www.foodjets.com/store/hoppy-brewing-co-sacramento/-KU3PrNyt9oUAW-ZHpR7>

However, we hope to see your shiny happy face here at the Railyard two-tracking it with your single-track!!! ;-)

HOPPY BREWER'S SPECIALS...

With the opening of our new Railyard community taphouse, we will be featuring a number of local Sacramento brewers from around the area, and with the lineup subject to change due to availability, we will not be printing out a rigid beer menu per se. That said, if you would like to know what we are thinking at the moment, check out our tap listing online at http://hoppy.com/wp-content/uploads/2018/06/railyard_beermenu.pdf

NOTE: The beers and ciders currently listed are NOT set in stone, but rather a placement holder for those breweries who have currently expressed interest in being represented at our taphouse in Old Sacramento. We are looking forward to broadening the awareness of good local craftbeer to our new Old Sacramento customers. Cheers! ;)

In addition, if you would like to see what we have in store for you with our Summer Cocktail Features, just click on the following link.

http://hoppy.com/wp-content/uploads/2018/06/railyard_cocktailmenu.pdf

HOPPY RECENT EVENTS!!!

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 9:00pm till close Sunday through Wednesday, and 10:00pm 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 & 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 9:00pm.
- 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 9:00pm.
- On **Saturdays** the Railyard features \$3 house pints when you wear your Beer Ambassador gear... ;-)

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 or email her at 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.

HOPPY UPCOMING EVENTS...



July is the month of a lot of **HEAT** and a little rest -- State Fair, vacations, hot days and nights, and hours spent in search of that elusive delta breeze!!! Regardless, The heat is here, so it's time for a good beer and come relax out in our Hopgarden!

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, 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...

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 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 a friend with the little coupon below, including your name/email address, you will get 50% off the second of any Lunch or Dinner entree purchased of less than or equal value!!! Coupon offer is valid one per person, per email, per month. :)



50% Discount Coupon
off the 2nd Lunch or Dinner entree
Valid to the first 25 people
in the month of July 2018

Name: _____

Email: _____

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

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