



Hoppy Brewing <hoppybrewing@hoppy.com>

Hoppy's HOT August Update...

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Hoppy Brewing Company

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Hi Hoppy! :)

Welcome to Hoppy's **HOT** August bi-monthly update. In addition to this bi-monthly update, you can also follow **Hoppy Brewing** and our **Railyard Kitchen** on any of the following social networks listed below with more frequent updates throughout 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>



Here is the latest update for our opening in Old Sacramento. Unlike last month where we gave a specific date when we would be opening for Lunch, let's just say we will be opening very quietly – very soon. We are still patiently waiting for a few special custom fabricated items to be finished and installed, along with the delivery of our ABC permit. That being said, we had hoped to send this update out with us being “OPEN”, but we are not quite there yet. Therefore, to answer the most frequently asked question by everyone over the past month “*When are you opening?*” the answer is “**SOON**”. That said, once we have a confirmed date when a license will be in our hands, we will post notice on social media when we will “**officially**” be OPEN, and also post a date with a **Grand Opening Party**.

With that being the case, if you are interested in what Chef Kent's Lunch, Hoppy Hour, and Dinner menus have in store for you, just click on the link below. He has already started working on some ideas for the Fall menus coming out the first of October.

In addition, if you would like to see the Specialty Cocktails that Mr. Daniel Enkoji has worked up for the Summer menu, and to help cool you down, feel free to click on the link as well.

<http://hoppy.com/our-menu/>

Yes, the first Saturday of each month has featured Hoppy's Acoustic Bluegrass Brunch with **Rusty in the Shade** performing from 11:00am until 1:00pm over the past several years. However, due to our recent move and change in logistics, we are excited to announce their debut at our new Railyard location at 1022 2nd St. in Old Sacramento will happen on Saturday, September 01st out on our Hopparden patio; so mark your calendar for this event. **Rusty in 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, along with \$12 top-shelf bottomless Bloody Mary's and Mimosa's, and offers one of the coolest places to see live music in Sacramento - especially on a Saturday morning. ;-)

Click on the link below to see a **"live"** list of what is currently on tap at our new Railyard Kitchen & Hopparden community taphouse. We are excited about offering you a well-rounded selection of what some local breweries are offering. In addition, what you see today may not be what's on tap tomorrow, as when beers run out we will be rotating them with something new and fresh from either that local brewery, or another local brewery, as we want to feature the variety of beer available here in Sacramento to the many tourists and locals who frequent our establishment as possible.

➤ <http://hoppy.com/live-beer-menu/>

Coming next Friday, August 10th from 6:30-10:30pm on the Waterfront Embarcadero near the entrance to the Delta King (1000 Front St.) is **"Live, Laugh & Latin Dance on the Embarcadero"** with Great Vibes, Great People, and a Great Night Out as Hoppy will be in attendance promoting its new Railyard Kitchen & Hopparden just around the corner. You might even want to stop by if you are in the neighborhood to see if it's open... ;-)

There will be:

- Free Latin dance lesson
- DJs & Dancing
- Hoppy Beer
- A COUPLE of NEW SURPRISES

If you've danced here before, YOU KNOW WHATS UP.
If you've never danced here, YOU'LL FIND OUT SOON ENOUGH...

Latin dance music includes bachata, salsa, reggaeton, kizomba and more.

For more information, click on the Facebook link.

<https://www.facebook.com/events/233507237274956/>

Also, 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, coming in at the end of the month and running from August 26th until September 03rd is the annual camping trip to Black Rock City (BRC) in Nevada, better known as **"Burning Man"**. This year's art theme is **"The Event"**, and for those who are unfamiliar with what Burning Man is, we will not waste bandwidth trying to explain it here - feel free to do that at <http://www.burningman.com> on your own time. However, for those that know, and for those who cannot make this year's burning of the man on Saturday night, Hoppy will be providing a live stream of the burn, so feel free to come in and get a glimpse and share a pint or two while watching the man burn...

With that being stated, if you do go, do not forget to stock up on your own supplies (**like a case of Hoppy beer or two**) before you leave, and on your way back, shower first, and Hoppy will help ease you back into society. Plus, for those who bring Hoppy a gift from BRC, upon the discretion of the bartender/server, it may be exchanged for a pint of tasty Hoppy brew as you re-enter our messed up society... ;)

In addition, if you 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. 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 an email to hbc@hoppy.com and we will do our best to try and incorporate your suggestions.

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

On Monday, September 03rd, Hoppy's Railyard will be having its regular Holiday Brunch and Monday Hoppy Hour all-day feature to celebrate Labor Day!. Brunch starts at 10:00am with \$12 bottomless top-shelf Bloody Mary's & Mimosa's until 3:00pm.

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

With the traditional end of Summer coming on Labor Day weekend, comes the return of football Sundays!!! Therefore, if you have not taken the opportunity to take advantage of Hoppy's Railyard FREE

Wi-Fi with up to the second Fantasy Football stats, Hi-Def TV's, Sunday's \$12 bottomless top-shelf Bloody Mary Special, and a *cooked-to-order* Brunch Special until 3:00pm, you must **really** be attached to your couch... ;)

In addition, if you are looking to watch a football game that is not on the local broadcast channels, Hoppy will once again be offering the NFL Sunday Ticket, which pretty much lets you watch any football game each Sunday - depending upon what the group majority wants at each TV.

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. Validation is not available during special "**pre-pay**" event parking. However, to offset this issue, we will discount your meal purchase by \$5.00 with the stamping of your parking receipt.
- 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 **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.

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 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 complementary 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 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 Mr. Scott Patterson at scott@hopy.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, if you actually read our newsletter, and got this far, during the month of August, just bring in the last sheet of this newsletter with the little coupon below, including your name/email address, you will get 25% off any Breakfast, Lunch or Dinner entree!!! Coupon valid one per person per entree...



**25% Discount Coupon
Valid to the first 25 people
in the month of August 2018**

Name: _____

Email: _____

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

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