



Hoppy Brewing <hoppybrewing@hoppy.com>

Hoppy Times September/October 2018 Online Edition - Volume 25 Issue 5

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Hoppy Brewing Company

2425 24th St.; Suite B
Sacramento, CA 95818
Brewery: 916.451.6328
Railyard: 916.451.4677
Internet: www.hoppy.com



Hi Hoppy! :)

Welcome to our latest edition of the:

Hoppy Times September/October 2018 Online Edition - Volume 25 Issue 5

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

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>

Topics In This Illustrious "Online" Issue Are:

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

HOPPY RAILYARD SET TO OPEN!!!

SACRAMENTO, CA – Yes...it is REALLY true. As they say in the business, better late than never... ;-))



Let's just say we are opening very very quietly to give our staff the best chance of success in working with a new way of doing things in a new environment, and to provide you as the customer with a rewarding and satisfying experience. We will also post notice on social media with a **Grand Opening Party** date here very soon...

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 this month, just click on the link below, and if something interests you, grab a friend and come on over to check out what he's got cooking. He has already started working on some ideas for the Fall menus coming out the first of October, so you might see them as a Daily Feature here this month.

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, or just come on over and check them out for yourself.

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

HOPPY LIFETIME RAILYARD OPPORTUNITY...

SACRAMENTO, CA - With the forthcoming opening of our new **Railyard Kitchen & Hopgarden** in the historic district of Old Sacramento, you are invited to take advantage of a unique opportunity to become a lifetime Railyard Mug Club Member (RMCM). Now, this exclusive offer is limited to the first 50 people who sign up and pay. We want to thank those who have already taken advantage of this opportunity! You can still sign up by replying "**I WANT IN**" to this email, and someone will contact you shortly with more details on how to get in.

What does becoming a lifetime RMCM mean to you?

- Your own numbered and engraved special lifetime Railyard 20-ounce logo mug to use when you visit the Railyard. Remember, all regular mug members normally pay the same price as whatever the pint price is while getting 25% more beer.
- **Anytime** Hoppy-Hour prices on our Hoppy House brand beer at the Railyard *for your lifetime!*
- Regular Hoppy Mug Club benefits at other future Hoppy retail locations, including our brewery tasting room.
- Priority use of the Railyard's Private Dining Room (based on availability).
- Hoppy Beer Ambassador swag (i.e., t-shirt or ball cap).
- **FREE** - lifetime replacement guarantee of your mug if it ever gets chipped or broken.
- A Hoppy Birthday appetizer on the house when you visit the Railyard on your birthday.
- Plus, other cool surprises throughout the year.

Now, what we want from you is:

- A life-long fan and proud customer of Hoppy and the Railyard Kitchen.
- A continued promoter of the Hoppy and Railyard brands.
- A check for \$999 made payable to "**Hoppy Brewing Company**" and mailed to:

Hoppy Brewing Company
2425 24th St.; Suite B
Sacramento, CA 95818
ATTN: Railyard Mug Club Membership

In case you were wondering about the existing Hoppy Mug Membership and their mugs, they will still retain their original rights as mug members and privileges with their mugs residing at the tasting room at the brewery on 24th St. and will receive a Member Card indicating their status as an active member when visiting locations such as the Railyard. They may also join the RMCM if they would like to have their own mugs at both locations. By the way, if an existing member wanted to take advantage of this opportunity, they will never have to pay a renewal fee again, even at both locations – **ever**.

We thank you in advance for your interest in this opportunity, and we look forward to seeing you drinking out of your new lifetime member mug at the Railyard very soon.

NOTE: Management reserves the right to revoke any lifetime membership, at any point, based upon if ones on-premise behavior is deemed unacceptable for any number of reasons that the general public may be offended by; so don't be that person... ;-)

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 the Railyard 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 3:00pm and includes such items as: A **Basic** Breakfast that comes with Eggs Your Way, Bacon or Sausage, Fried Potatoes, and Toast for \$12, **Shrimp n Grits** for \$13, **Oxtail Benedict** for \$14, and more. 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, or you can just go "**bottomless**" for \$12... ;-)

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 the Railyard 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 Hoppy**FREE**wireless, 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!!!

It's that time of year again, so if you are a retailer interested in our Hoppy Claus™ Holiday Ale for the holidays, make sure to get your order in for one of our **Hoppy Claus™ Holiday Ale** kegs when it comes out on November 01st – as it's just around the corner...

If you didn't know, six years ago we started featuring our Hoppy's **BFD**; Burger, Fries, and Drink on Tuesday's. Simply put, what you get for \$15 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**, 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 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. In addition, parking is **FREE** after 10:00pm each evening.
- **Daily** Our front patio is always pet friendly, and if you are a resident of the Orleans Building here above the Railyard, our back patio will accommodate your pet(s) as long as you call in advance and enter/exit through the stairwell entrance to the patio by the stage from the parking garage.
- 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 Hoppo Hour** all day, on appetizers, house beer, and house wine & select top-shelf specialty cocktails.
- On **Tuesdays** the Railyard features a \$15 BFD all day, which means a Burger, Fries & Drink (*i.e.*, *Hoppo Beer*) till 9:00pm.
- On **Wednesdays** the Railyard features a \$15 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 Hoppo 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.hoppo.com/online-store-hoppo>

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@hoppo.com. Lastly, if you, and/or your party, desires FREE wireless Internet service, just ask your server for the WPA key code for HoppoFreeWireless. As a bonus, we just upgraded to a dedicated fiber 50x50Meg connection to help accommodate your connection needs.

HOPPY UPCOMING EVENTS...

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 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 Hoppo Road Crew as they show off the delivery and event van.



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 06th, 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 170 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 at the Summit Beer Festival on Capitol Mall from 12-4:00pm, welcoming 4,000+ craft beer lovers to taste 450 beers from 170+ craft breweries.

It's the largest California craft beer festival and the "summit" of the entire weekend! <http://www.californiacraftbeer.com>



BREWERS FESTIVAL

Saturday, September 15th, 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>



Save the date for **Monte Carlo Night**, to be held on Saturday, September 22nd, from 5:30-11pm 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 15th Annual Monte Carlo Night, an evening of casino gaming, festivities, and fun. The fundraiser will take place on Saturday, September 22nd, 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.



Farm-to-Fork Cocktail Train is Saturday and Sunday, the 29th and 30th of September with the VIP train rides leaving the Central Pacific Freight Depot in the Old Sacramento Waterfront at 6:00pm. Ticketed guests will delight in a signature cocktail, exquisite appetizers and a delicious dessert from Hoppy's Railyard Kitchen & Hopgarden. The specially created menu items will be prepared and presented by Executive Chef Kent Souza and his talented culinary team. In farm-to-fork style, the food and beverages will showcase seasonal ingredients, grown and sourced locally. Uniformed stewards will provide the finest first-class service onboard three of the California State Railroad Museum's first-class cars: the Audubon dining car, the El Dorado lounge car, and the French Quarter lounge car from the 1950s that served the famed Southern Pacific "Sunset Limited" service. As an added treat, the cars will be pulled by two eye-catching locomotives – Western Pacific No. 913 and Southern Pacific No. 6051 – both of which are classic streamlined locomotives representative of the first generation of diesel-electric locomotives.

Other places to find Hoppy showing some love are:

- CSUS Seventh Annual Civil Engineering Golf Tournament! – September 08th
- Sacramento Food Bank and Family Services Hoppy Hour – September 13th
- Natomas Pops in the Park – September 15th
- Metro EDGE916 – September 20th at the Railyard from 5:30-8:00pm
- Sutter Health Golf Tournament
- Lincoln Hills Golf Tournament

While we have missed many of you with the events you have scheduled in the months that we were in transition this year, we are finally loading the event calendar back up and encourage you to get your requests in ASAP. In 2017 Hoppy was part of over 300 events and we hope to be invited to just as many going forward in 2019.

REMEMBER: When submitting your requests don't forget to include:

Name of event / Name of the charitable organization:

Date(s):

Location:

Times:

What you are requesting:

NOTE: If requesting us to pour or donate beer, note the ABC one day liquor license date to be submitted and by whom.

Any details to make life easy for all of us.

Send all those details to Mr. Scott Patterson at: scott@hoppy.com. We look forward to seeing everyone the rest of 2018 and a booming 2019.

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 2018**

Name: _____

Email: _____

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

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