



Hoppy's "Cool" October Update...

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Hoppy Brewing Company

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Hi Hoppy! :)

Welcome to Hoppy's bimonthly update. You can also follow Hoppy and its new Railyard on any of the following social networks listed below 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>

HAPPENINGS AT THE RAILYARD:

Oh, what a long arduous journal this has been in trying to get the Railyard open for you. The Railyard will be open for Dinner service very soon from 5:00pm until close with a **very** limited menu until our team comes up to speed with the full menu by our **NEW** Executive Chef Mr. Matthew Andrews feels comfortable presenting his Fall Menu to you. The plan will be to gracefully build on the Dinner items until his staff, and our **NEW** General Manager Mr. Lonny Abugow and his staff feel comfortable adding Lunch service sometime the week after that. From there, Brunch service will be added sometime before the end of the month. If you find yourself here in the Waterfront District of Old Sacramento feel free to stop in for a cold one and check the place out as we will probably still be doing work on various things...

With basketball season just around the corner, and in addition to having the NBA League Pass each year, Hoppy continues to carry the NFL Sunday Ticket, MLB Extra Innings, and for the hockey faithful - NHL Center Ice. Therefore, if you have an ounce of hockey blood in you, make sure to visit Hoppy's Railyard when the urge for a puck moment strikes you... :)

Hoppy's Railyard will be 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) if you call in advance and enter/exit through the emergency stairwell entrance to the patio by the stage from your 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 Hoppy 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.*, *Hoppy 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 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 Mr. Lonny Abugow or email her at lonny@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 50x50Meg connection to help accommodate your connection needs.

If you are looking for something happening in our community taphouse at the end of the month is Halloween. On that day we have a fun kid's package for the first 50 kids' meals purchased to take home with them. Therefore, start trick or treating off right with a visit to the Railyard and get a Hoppy Trick or Treat bag with some goodies to get the evening started. Offer valid with each kid's meal purchased... ;)

RAILYARD BREWERS ON TAP IN OCTOBER:

Click on the link below to see a **"live"** list of what is currently on tap at our new Railyard Kitchen & Hopgarden community taphouse. We are excited about offering you a well-rounded selection of what some local breweries are offering each month. 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 same 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>

UPCOMING EVENTS

Due up November 01st is the annual return of the **Hoppy Claus™ Holiday Ale!!!** Yes folks...at this point you only have 85 shopping days left until Christmas... Hop to it! With, the Railyard busy taking Holiday Reservations, and if you haven't booked a spot yet for the holidays you should contact Mr. Lonny Abugow (<mailto:lonny@hoppy.com>) now to see if we still have some room for your holiday reservations. Therefore, be proactive and make those holiday reservations now before it is too late... ;)

Finally, for those of you who need a little reminder from time-to-time, Daylight Savings Time comes to an end on Sunday, November 04th. Therefore, remember before you go to bed on Saturday night to **"Fall Back"** and set your clocks back an hour and enjoy that "extra" hour of sleep, plus make sure to not let those bed bugs bite... ;)

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

With Summer fading fast, school in session, and (*believe it or not*) Christmas decorations and music already

showing up in the stores (*whatever happened to Halloween and Thanksgiving???*), we just wanted to remind you that we will be open for a special Thanksgiving meal next month. Therefore, plan early and make your reservation now by calling 916.451.4677.

Hoppy's Railyard Kitchen will be open with **"special"** holiday hours from 11:00am until 7:30pm for those people whom have guests in town and do not feel like cooking a **BIG** afternoon feast, or just want to enjoy the day out - relax and let us do the cooking for you - plus we will even do the dishes after you leave... ;)

In addition, if you participate in the local **Run to Feed the Hungry** on Thanksgiving Day, just bring in your BIB Number and exchange it for a tasty pint of Hoppy brew during Thanksgiving weekend. Hoppy's little way of helping to support **Sacramento Food Bank and Family Services**.

Lastly, for those that are football challenged, the games on TV that day will be the Chicago Bears visiting the Detroit Lions at 9:30am on CBS; the Washington Redskins will be visiting the Dallas Cowboys at 1:30pm on FOX, and then followed by the Atlanta Falcons at the New Orleans Saints on NBC at 5:30pm.

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

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 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 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, during the month of October, just bring in the last sheet of this newsletter with the little coupon below, including your name/email address, you will get a FREE dessert!!! Coupon valid one per person per month...



FREE DESSERT
Valid during the

month of October 2018

Name: _____

Email: _____

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

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