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Hi #name#! :)

Welcome to our latest edition of the:

Hoppy Times November/December 2018 "Online" Edition - Volume 25 Issue 6

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>
- 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 FINALLY OPENS!!!

SACRAMENTO, CA – Yes...it is True. As they say in the business, good things take time – some more than others, but eventually they do happen if one keeps working at them... ;-)



Let's just say we have been very quietly open for Dinner service these past three weeks to give our new 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 that you have come to expect from us.

Going forward, we will be open for Dinner service the rest of this week with doors opening at 5:00pm each evening. We will be closed on Monday for a final review, and Tuesday, being Elections Day, we will OPEN at 5:00pm for a **Grand Opening Party**, and for Lunch service at 11:00am on the next day, Wednesday the 07th. We will begin Brunch service on Saturday, November 17th at 10:00am. We look forward to seeing you here at our new Old Sacramento Waterfront location as we put the finishing touches on things around the restaurant before the holidays begin.

With that being the case, if you are interested in what Chef Matt's Lunch/Dinner and Hoppy Hour/Late Night 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 Winter menus coming out the first of the year; 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 Fall menu, and to help warm you up, 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 FALL MENU...

SACRAMENTO, CA - With a growing "*farm-to-fork*" movement not only here in Sacramento, but nationwide, we like to use the terms with the peppers and various herbs that we pick from our garden "*patio-to-plate*", or even "*garden-to-gut*", as it doesn't get any fresher than walking out and picking some fresh basil for use in a cocktail or on a pizza... ;-)

Some of items for the season are:

Appetizers – Guacamole Deviled Eggs, Dirty Mac-n-Cheese, Bison Sliders, and Ahi Poke. Plus during Hoppy Hour and Late Night Hoppy Hour all of these small plates are half price.

Lunch/Dinner – Ahi Poke Bowl, Asian Noodle Salad, Big Easy Pita, West Coast Philly, Build your own 6" or 12" Neapolitan Pizza, Cajun Ribeye Steak, Fish & Chips, Harissa-Honey Glazed Salmon, and Raviolis.

Dessert – Espresso Cheesecake, Fall Cobbler, and Almond Butter Bourbon Brownie.

Late Night – We have one of the **BEST** late night menus in the Sacramento area!!!

Catering/Events – Please check with Ms. Yessi Gonzalez (yessi@hoppy.com) for more details on your specific needs, or just check out our catering menu online at http://hoppy.com/wp-content/uploads/2018/10/RailyardCatering_Oct.2018.pdf. It's also getting time for you to be checking with him regarding any holiday parties that you might be planning on... ;-)

You can also view our Railyard menus online at <http://www.hoppy.com/our-menu>, or if you have not been by the Railyard recently, hopefully the new menu items will give you some additional incentive to come by for a visit or two and check them out... :-)

HOppy RAILYARD EVENTS!!!

*** **WINNER** ***

Our Lucky Dinner Winner for the month of November is Mr. Steven Swaner, who works as a General Manager for Fanny Ann's. Congratulations Mr. Swaner!!! We look forward to serving you and your friends a complimentary dinner for up to four friends and/or family anytime during the current month.

*** **WINNER** ***

With **ELECTION DAY** on hand this November 06th, and with various federal, state, and local issues to be determined, Hoppy is providing a little "*extra*" incentive to help you get off your butt, go **VOTE**, and then stop by the Railyard afterward for a pint or two... :)

Therefore, if you are old enough to **vote** - make your voice heard and go **vote** - even if you do not like any of the candidates and/or issues, and when you have completed that task, just bring in your voting stub to the Railyard and exchange it for a tasty pint of Hoppy brew on Tuesday, November 06th after 5:00pm. Also, for those who are not legally old enough to drink, and/or those who do not indulge in a little good beer here and there, Hoppy will be more than happy to exchange your voting stub for a dessert of your choice; hopefully that will be enough incentive to entice you to make your voice heard in this mid-term election... :)

REMEMBER: according to the former Soft Boys musician and prophetic statesman, Mr. Robyn Hitchcock, "The greatest crime of the 20th century is that of the (*silent*) voting majority"; let's not continue to see that be the greatest crime of the 21st century as well...

Now in its third year, with the Golden 1 Center in the heart of downtown greeting visitors with fewer kinks than anticipated, fellow Sacramentans are embracing a new venture in transit to/from those events in downtown. The **BEST** way to avoid traffic is to ride **Sacramento Regional Transit** (RT). For more details on RT, visit them online at <http://www.gosacrt.com>. If you're going to a game or event at the Golden 1 Center, show up early via RT, or park in one of the nearby garages here in Old Sacramento. You can then stop in the at the Railyard, and you'll only have a quick five-minute walk under the freeway to the arena. Ez-Pz-Dz... ;-)

Thanksgiving is just around the corner, and if you do not feel like cooking a giant feast, but you still want to enjoy a meal at home with your family, what should you do??? Well, the Railyard is proud to announce that (*in addition to being open*) they will be selling **Family Style Thanksgiving Dinners** to go this year! The dinners will come complete with a 12-15 pound turkey, mashed potatoes & gravy, stuffing, green beans, yams, fresh cranberry sauce, rolls, and your choice of apple or pumpkin pie.

All orders must be placed by Wednesday, November 14th. They can be picked up anytime between noon and 6:00pm on T-Day, or anytime the day before - just let them know your pick-up preference

when ordering. The meals will feed 10-12 people and will cost \$240. For more information, contact Ms. Yessi Gonzalez (yessi@hoppy.com) at 916.451.4677 to reserve your meal(s) now.

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

SPECIAL HOLIDAY HOURS: On Thanksgiving, November 22nd, in addition to a Thanksgiving Day Dinner Special beginning at 2:00 for the adults, and we will be offering an Orphan Thanksgiving Dinner for those students that are unable to make it home for the Holiday as well. Plus, we'll have half-priced small plate items from 2:00-9:00pm with the bar closing around 9:00pm.

REMEMBER: As a bonus, if you participate in the annual local "*Run to Feed the Hungry*" on Thanksgiving Day morning, and if you are thirsty just bring in your Hoppy Railyard coupon on your BIB to the Railyard and exchange it for a tasty pint of Hoppy brew. Offer expires December 03rd. Hoppy's little way of thanking you for helping support the **Sacramento Food Bank & Family Services.**



In addition, starting at 2:00pm we will be serving a special Thanksgiving Day meal featuring Turkey, Grain-fed NY Strip, and a stuffed Portobello mushroom. However, if you are not in the mood for a "large" meal, we will also have our small plate items available with **Holiday Half Price Hoppy Hour** starting at 2:00pm until we close. The kitchen will be closing at 7:00pm, with the bar and appetizers closing for the evening at 9:00pm, which is about when the last football game is finished.

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 5:20pm.

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

...and while we are at it...

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

On Christmas Eve we will OPEN normally at 11:00am for Lunch but will modify our daily schedule by **CLOSING** (at least the kitchen) at 7:00pm on both December 24th & 25th; however, we will be **OPENING** for a "*Let Us Do the Cooking*" Christmas Day Dinner on the 25th at 2:00pm. In addition, with Christmas Day being one of the biggest movie days of the year, after you have gone to the movies, just bring in your movie stub from that day and exchange it for a pint of Hoppy brew...

December 31st, as you know, is New Year's Eve, so make your reservations now for a special NYE Dinner!!! We will be celebrating the New Year with a champagne toast at 9:00pm just like they will be doing in Times Square... In addition, we will be **OPEN** at 10:00am on NYD to celebrate 2019 with a few New Year's Day specials, and like every other major holiday, we will be featuring Holiday Hoppy

Hour prices!!! **PLUS:** Our Railyard will have \$6 top-shelf Bloody Marys and Mimosas to go with your New Year Hoppy Brunch; so, mark your calendar now and get your year started off right at the Railyard!!!

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

In addition, the Railyard continues to carry the NBA League Pass, MLB Extra Innings, and for the hockey faithful - the NHL Center Ice. Therefore, if you have an ounce of hockey blood in you, make sure to visit the Railyard when the urge for a puck moment strikes you and help support those league leading San Jose Sharks... :)

In other news, 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) if 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 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 Ms. Yessi Gonzalez or email him at yessi@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.

HOPPY UPCOMING EVENTS...

WOW -- is it really November already??? Where has the year gone??? Let's see...after 19 years at our old location we started the year off with a major move from East Sacramento and relocation in March, and now we are finishing the year off with the opening of our new community taphouse in the Old Sacramento Waterfront District. The only major item to announce this month besides opening is our continued support of the **Sacramento Food Bank and Family Services (SFBFS)** which hosts the largest run in the country on Thanksgiving morning with their **Run To Feed The Hungry (RTFTH)**, which is now celebrating its 25th year.



In what has become a Sacramento tradition, the run started in 1994, when 796 participants turned out for the inaugural Run to Feed the Hungry event on Thanksgiving morning. Last year, this Sacramento tradition, proudly celebrated a record-breaking 29,604 participants in 2017, and is not only the largest run in Sacramento, but also the largest Thanksgiving Day fun run in the country!

Sacramento Food Bank & Family Services (SFBFS) owns, plans and hosts Run to Feed the Hungry. That means all funds raised directly benefit the organization and support programs. The costs associated with putting on this event are kept low because of their generous sponsors, contributions of goods and services, and through the incredible volunteer efforts of the community.

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.

Lastly, 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, 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 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...

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 November, 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 Lunch entree!!! Coupon valid one per person per entree...



**25% Discount Coupon
Valid for a Lunch Entree
in the month of November 2018**

Name: _____

Email: _____

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

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