



Hoppy's Bi-Monthly 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 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>
YouTube - <http://youtube.com/hoppybeertube>

First things first. It has been a long six plus months of putting our new Railyard Kitchen & Hopparden together for you, and we greatly appreciate the patience of our loyal customers like yourself. You have been amazing, and we are glad so many have made the trek down to the Old Sacramento Waterfront to see for themselves what we have created for you.

We also realize that many of you have not been made to feel as welcome as we used to do at our old location. With that said, please understand that we are getting a new team up to speed, and in time this too will change. As a token of our gratitude for your continued loyalty, just come in with this portion of the bi-monthly update, and Hoppy will buy you a pint of your favorite Hoppy beer during the month of December. As the food selections and beer choices grow, management is concentrating on making the Railyard as hospitable a place as we all are used to visiting. We ask that you continue to stick with us and enjoy all the diverse corners and spaces of our new local, and you can even help rub off some of the rough edges of some of our new staff if you want too. ;-)

With that bit of housekeeping taken care of, and as you know, the holiday season quickly approaching; we wanted to share with you some of the upcoming December highlights we have in the works. Also, if you have been procrastinating on booking your holiday party, our space is quickly filling up, so call Ms. Yessi Gonzalez at 916.451.4677, or send her an email at yessi@hoppy.com to make your reservations now and plan to have your holiday event at the Railyard.

*** **WINNER!!!** ***

Our Lucky Dinner Winner for the month of December is Ms. Erin Stumpf, who is a Broker Associate at Coldwell Banker. Congratulations Ms. Stumpf!!! We look forward to serving you and your friends a complimentary dinner for up to four friends and/or family on any weekend!!!

*** **WINNER!!!** ***

Psst... For those who made it to the second page here, we are testing out **Brunch** this weekend, so come by and check out some of the items we will be serving until 3:00pm each weekend. For example: Apple Pie French Toast, Smoked Salmon Pizza, Waterfront Pizza, Steak & Egg Tacos, Farmers Market Omelet, Country Benedict, Corned Beef Hash, Railyard Breakfast, Hangover Burger, Millennial Toast, Brunch Salad, Oatmeal, and Yogurt & Berries.

Coming this Sunday morning December 02nd is the 36th annual California International Marathon (CIM), and just as Hoppy did with those who participated in the annual **"Run to Feed the Hungry"** on Thanksgiving morning, just bring in your BIB after the run and exchange it for a yummy pint of Hoppy here at our new Railyard location in Old Sacramento.

Who knew there was **FREE** metered street parking until Christmas here in Old Sacramento, Downtown, and Midtown after 4:30pm on Weekdays? It's a great way to come by and check us out before a Kings game and/or concert at the Golden 1 Center, and it's just a short four-minute walk away. In addition, parking is always FREE before 10am and after 10pm, but now this is a bonus too good to pass up. :-)

This coming Thursday, December 06th, at 8:00am **Good Day Sacramento** will be live at the Railyard with the **Sacramento Food Bank and Family Services**, and they're going to be doing an incentive give away for the first 25 people who bring in diapers, winter clothes, non-perishable food items and canned goods that morning. Chef Matt will be cooking up some food items for the camera and for those who show up with donations, and Bartender Daniel will also be here to reward those who bring stuff in with a holiday cocktail - yes even at 8:00am; so, mark your calendar and plan on being at the Railyard bright and early on Thursday morning... :-)

If you cannot make it down to the Railyard that morning, you can still make a holiday donation by dropping off items in a barrel placed in the hostess/merchandise area of the Railyard entrance.

In brewing news, due to several factors our **HOPPY CLAUS™ HOLIDAY ALE** has been given an unfortunate year of rest. We look forward to making it for you next year. In addition, look for some progress to be made on the brewery and tasting room on Broadway next year.

To see a **"live"** list of what is currently on tap at our new Railyard Kitchen & Hopgarden community taphouse just click on the link below. 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 brewed here in the Sacramento area to the many tourists and locals who frequent our establishment as possible.

➤ <http://hoppy.com/live-beer-menu>

***** HOLIDAY ALERT!!! *****

On Christmas Eve the Railyard will OPEN as usual at 11:00am for Lunch but will modify its daily schedule by **CLOSING** (at least the kitchen) at 7:00pm on both December 24th & 25th; however, the Railyard will be **OPENING** for a **"Let Us Do the Cooking"** Christmas Day Dinner on the 25th at 2:00pm. Therefore, make your reservations now if you would like to let us do the cooking for you. :-)

On **Christmas Day** we will have a special menu. This year Hoppy will feature three (3) main entrees to choose from:

- **New York:** All-natural, American Wagyu, slow roasted with garlic-herb crust, served with horseradish cream, au jus, mashed cauliflower, and sautéed brussels sprouts;
- **San Francisco:** Dungeness Crab Gratin served in the shell with Béchamel Cream topped with bread crumbs and parmesan, sautéed brussels sprouts, and garlic sourdough toast; and
- **Portland:** Marinated Portobello mushroom stuffed with spinach, goat cheese, cherry tomato and pecans served with mashed cauliflower and sautéed brussels sprouts.

Each entrée will include a cup of Creamy Tomato Bisque Soup or a Side Seasonal Salad. For **Dessert**, we will be serving a house-made slice of Pecan Pie topped with fresh bourbon whipped cream. In addition, our very popular 6" or 12" wood stone oven pizzas will be available, along with Half Price Hoppy Hour small plates!

We also have a few ways we will be making your Christmas **extra** Hoppy! Since Christmas Day is one of the biggest movies days of the year, bring in your movie stub from that day and exchange it for a pint of Hoppy brew, or if under 21, a pint of soda. **PLUS**, it'll be Half Price Hoppy Hour All DAY!!! Just our little way of saying Merry Christmas to our loyal customers!!!

On December 31st, as you know, it is **New Year's Eve**, so make your reservations now for a special year-ending Prime Rib NYE dinner!!! For those who just cannot stay up too late, we will also be celebrating the New Year with a champagne toast at 9:00pm just like they will be doing in Times Square, this year the City of Sacramento is hosting the largest fireworks show in Sacramento known as the **Sky Spectacular** on the Old Sacramento Waterfront at 9:00pm; so join us inside or on the Waterfront.

In addition, we will be **OPEN** at 10:00am on New Year's Day to celebrate 2019 with a few NYD specials, and like every other major holiday, we will be featuring Holiday Hoppy Hour prices!!! **PLUS:** Our Railyard will have

bottomless \$12 top-shelf Bloody Mary's and Mimosa's to go with your New Year Hoppy Brunch; so, mark your calendar now and get your year started off right at the Railyard!!! Therefore, if you want to get the New Year started early, just visit Hoppy for dinner on NYE.

*** **HOLIDAY ALERT!!!** ***

In addition, the Railyard will be starting the **New Year** off with Brunch normally reserved for the weekends and Monday holidays, but since January 01st is on a Tuesday this year, and with college bowl games being played, why not celebrate Brunch??? The Railyard will be open at 10:00am featuring bottomless \$12 Bloody Mary's and Mimosas, and a **"special"** holiday Brunch menu from 10:00am to 3:00pm. **PLUS** - drag your bones out of bed and visit the Railyard to watch the bowl games and a few **New Year's Day** specials like, **Half Price Hoppy Hour - ALL DAY!!!**

Speaking of the New Year, look for the Winter Menus to arrive on Monday, January 07th.

Whatever, and however, holidays you celebrate, the Hoppy Road Crew wishes you a wonderful holiday season, and a Hoppy New Year!!! Hopefully after this year of change we will be well rested, and ready to start this ride all over again in January 2019! In the meantime, if you are looking for our participation at an event or festival, feel free to contact Mr. Scott Patterson via email at scott@hoppy.com.

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 small plates, Hoppy 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** on holidays and 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*** Mimosa's 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, Hoppy 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 Hoppy Beer & Fried Chicken (BFC), Mashed Potatoes & Gravy with fresh Green Beans, and Corn Bread all day till 9:00pm.
- On **Saturdays** the Railyard features Hoppy Hour on Hoppy Beer 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 her 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.

In closing, if you have a chance to visit us here at our Railyard taphouse, 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 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 read our newsletter, and got this far, during the month of December, just bring in the last sheet of this newsletter with the little coupon below, including your name/email address, you will get 25% off your meal!!!! Coupon valid one per person per entrée per month...



<p align="center">25% Discount Coupon Valid for the first 25 people in the month of December 2018</p> <p>Name: _____</p> <p>Email: _____</p>

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

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