



Hoppy Brewing <hoppybrewing@hoppy.com>

Hoppy Times January/February 2019 "Online" Edition - Volume 26 Issue 1

Hoppy Brewing Company <hoppybrewing@hoppy.com>
Reply-To: hoppybrewing@hoppy.com
To: Hoppy Brewing Company <hoppybrewing@hoppy.com>

Mon, Dec 31, 2018 at 3:31 PM



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 January/February 2019 "Online" Edition - Volume 26 Issue 1

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

In addition to this newsletter, 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:

.....

HOPPY YEAR IN REVIEW!!!
HOPPY RECENT EVENTS!!!
HOPPY UPCOMING EVENTS...
HOPPY FEEDBACK!!!

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

HOPPY NEW YEAR!!! Hopefully, 2019 will find you safe, sound, and in a better position than what you experienced in 2018...

HOPPY YEAR IN REVIEW!!!

SACRAMENTO, CA – After spending almost 19 years at our East Sacramento location, we started the year off with us moving and splitting up the brewery and restaurant to two different locations in March, and it finished with us having the restaurant (*i.e., community taphouse*) open in Old Sacramento. The fact that we are writing this newsletter at all this year, is a testament to the support and loyalty you and our other Hoppy customers have shown for us over the years. We thank you for that continued support! :-)

In the **Brewing** area, we moved the brewery to 24th & Broadway in March and had hoped to have the brewery online with a tasting room open to the public before the end of the year. That didn't happen. Expect to see the

brewery and tasting room open to the public the first part of this year now that the Railyard is up and running.

On the **Restaurant** side of the house, we found a GREAT location in Old Sacramento at 1022 2nd St. to open a community taphouse featuring local Sacramento breweries to both locals and tourists. We expected to be open in July, but par for the course, things took longer than anticipated, and we finally got the doors open on Election Day in November. :-)

In addition, Hoppy celebrated its 24th anniversary in the craft beer business last June. In the coming year, look to see us:

- 1) Release new seasonal menus each quarter.
- 2) Celebrate our 25th anniversary in June.
- 3) Open the brewery tasting room to the public at our Broadway location.

So what else is on tap for Hoppy in 2019 you might be asking yourself??? Look for Hoppy to:

- Look for the return of Rusty in the Shade with their own brand of acoustic bluegrass the first Saturday morning of each month out back in the Hopgarden as soon as Spring arrives...
- Speaking of Spring, it won't be long now before we start planting hops out in our Hopgarden, along with some other things like tomatoes, peppers, and herbs...
- Continue working to create the most efficient recycle program possible.
- Continue to improve our customer service, which by the way, providing the very best customer service possible is the biggest objective for Hoppy and our Railyard staff.

HOPPY RECENT EVENTS!!!

*** **WINNER** ***

Our Lucky Dinner Winner for the month of January is Mr. Sonney Chong, who is the General Dentist for his dentistry practice. Congratulations Mr. Chong!!! We look forward to serving you and your friends a complimentary dinner for up to four friends and/or family on any weekend!!!

*****WINNER*****

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 \$10.00 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 Brunch entree purchase.**
- On **Mondays** the Railyard features **Half Price Hoppy Hour** all day, on small plates, 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 CFW all day, which means Comfort Food Wednesdays. Get a Hoppy Beer and whatever Chef is featuring for the day until 9:00pm for just \$15.

- 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.

HOppy UPCOMING EVENTS...

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 ***

Martin Luther King Day is right around the corner on the 21st, please remember that our Railyard will be **OPEN** for Brunch starting at 10:00am for those of you looking for some scrambled eggs and tasty Bottomless Bloody Mary's and Mimosa's until 3:00pm. In addition, our **Half Price Hoppy Hour** feature will be in effect all day for you to enjoy.

*** HOLIDAY ALERT ***

The **SUPER BOWL** of the NFL, or really the GRAND POOHBAH of all organized sporting events, is set for Sunday, February 03rd, at approximately 3:30pm PST in Atlanta, GA. Therefore, if you have not marked your calendars, or made up your mind as to where to watch this major sporting event, make sure to mark your calendar with a big fat HOppy on it!!!

With **Valentine's Day** fast approaching on Thursday, February 14th, make sure to book your reservation early so that you can have the greatest likelihood of getting your first choice of time/location to celebrate that special day with someone special. The menu feature for that evening has yet to be decided, but if it is anything like it has been the last few years, you will not be disappointed. In addition, and not to be forgotten, but for the **"unattached"** on this day, we will be serving a very tasty special as well...

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, 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 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 January, 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...



**2 5 % D i s c o u n t C o u p o n
V a l i d t o t h e f i r s t 2 5 p e o p l e
i n J a n u a r y 2 0 1 9**

Name: _____

Email: _____

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

Copyright (c) 2019 Hoppy Brewing Company, All Rights Reserved.

[If you would like to be removed from this email just click this and you will be removed.](#)

3 attachments

 **1.xml**
1K

 **2.thmx**
4K

 **3.xml**
1K