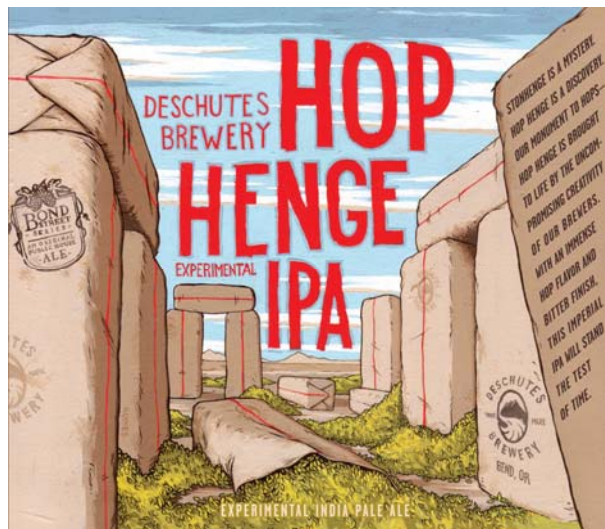




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FOR IMMEDIATE RELEASE



Hop Henge Kicks Off 2009's Monumental Bond Street Series Line-Up

(December 12, 2008 – Bend, OR) - Deschutes Brewery's Hop Henge Experimental IPA returns to the Bond Street Series line-up this January with more hop-forward flavors than ever before. The new formulation is the epitome of the brewery's experimental style and commitment to innovation, while gratifying their unquenchable thirst for beautifully balanced hoppy beers. The newest incarnation of Hop Henge uses several new hop processes and techniques to create a truly unique and unexpected beer.

“When people taste Hop Henge, I want them to stop and realize – ‘Wow, this is what hops are supposed to do’,” says Brewmaster Larry Sidor, who worked in the hop industry for seven years before joining Deschutes in 2004. “I am interested in creating hop perfection, and for Hop Henge that means producing a great aroma and a juicy hop experience.”

Hop Henge, brewed with massive amounts of Centennial and Cascade hops, will be the first of three hop-centric beers released in the 2009 Bond Street Series. **Red Chair IPA**, a new favorite at the Deschutes brew pubs, will debut in June with the brewery's fresh hop beer, **Hop Trip**, scheduled for a post harvest, late September release.

Hop Henge fans will notice that the 2009 version boasts a bolder, more colorful label designed by local Central Oregon artist Adam Haynes. The new label shows the massive whole-flower hop bales, composing the monument to hops that was inspired by an actual Stonehenge replica several Deschutes Brewery employees created out of hop bales back in late 2005.

The immense hop flavors of Hop Henge make it a perfect beer to pair with pizza and burgers. In fact, Jeff Usinowicz, Executive Chef at the Portland Deschutes Brewery and Public House, recommends pairing Hop Henge with a wide variety of the pub's signature dishes – anything from the fish and chips to a pretzel or hot wings.

Hop Henge Experimental IPA will be available in 22-ounce bottles and on draft throughout the western United States from January through May. Don't miss this amazing hop experiment that is sure to leave your taste buds begging for more.

8.75 % Alcohol by Volume (ABV)

95 International Bitterness Units (IBU)

About Deschutes Brewery:

Overlooking the wild & scenic Deschutes River in Central Oregon, Deschutes Brewery has brewed exceptional handcrafted ales since 1988. Starting as a small brewpub serving locals their favorite beers in downtown Bend, Deschutes now sells beer across the western U.S. and has a second pub in Portland, Oregon. Over the years, Deschutes has maintained its commitment to innovation and exceptional quality with flagship beers such as Mirror Pond Pale Ale and Black Butte Porter, as well as new additions like The Abyss and Hop Trip. For more information about Deschutes Brewery and its award winning beers please visit www.deschutesbrewery.com.

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