



THE OFFICIAL
DESCHUTES BREWERY
NEWSLETTER
OCTOBER / NOVEMBER 2011
VOL. 23 NO. 6

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Deschutes Brewery



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FLAVORS OF THE SEASON

1 JUBELALE
6.7% Alc. by Vol. / 65 IBUs



Jubelale epitomizes the season with a big malty, spicy sweetness, an assertive hop presence, and a welcome, warming alcohol temperament. The collaborative art of Central Oregon artists Cara Thayer and Louie Van Patten adorns the label this year. They focus specifically on the hand and how it illustrates the human condition. The artists wanted to capture the essence of Jubelale from within this framework. Cara says, "For us, drinking Jubelale every winter is a memorable highlight of the season." We hope it's just as memorable for our fans as well.

SEASONAL

AVAILABILITY: 6-packs, 12-packs, and on draft from October to December

2 HOP TRIP
5.4% Alc. by Vol. / 38 IBUs



First brewed in 2006, ahead of the fresh hop curve, Hop Trip continues to lead the pack with refined style and juicy charisma. Fresh Crystal hops from Sodbuster Farm in the Willamette Valley reside a mere four hours away from our brewery. The precise day of the fabled road trip occurs when Mother Nature determines her bounty is ready to be shared. Several hundred pounds of these newly harvested hops will be added into the waiting kettle immediately upon arrival. Timing is everything. This tradition adds approximately six more pounds of hops per barrel and a decidedly bright, citrusy, potent hop flavor and aroma.

BOND STREET SERIES

AVAILABILITY: 6-packs in October!

3 FRESH HOP MIRROR POND
5% Alc. by Vol. / 40 IBUs

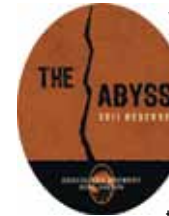


Deschutes Brewery and Cascade hops have delighted taste buds together since 1988. A deep sense of nostalgia compelled Brewmaster Larry Sidor to revive the original 1972 rhizome from the archives at Oregon State University and work with Goshie Farms to dedicate four acres of pristine land for heirloom Cascade hop cultivation. One has only to linger among the hop vines to see and smell the difference. Fresh Hop Mirror Pond Pale Ale is set apart, as freshly-harvested, heirloom Cascade hops replace the traditional dry hopping process. One sip reveals the future of hops is already in our hands.

BOND STREET SERIES

AVAILABILITY: Limited availability in 22 oz. bottles and on draft beginning in early October.

4 THE ABYSS
11% Alc. by Vol. / 65 IBUs



We invite you to fall into the depth of The Abyss and discover why this dark and mysterious imperial stout has an A+ rating on Beer-Advocate.com. Far from an empty void, this abyss is filled with the complexity of brewers' licorice and black strap molasses. "Dry hopping" with vanilla beans and cherry bark, aging in bourbon, Oregon oak and pinot barrels... and further into the chasm we go. Rich and complex, this precious liquid only gets better with age. Try pulling out prior year's vintages and slowly savor each and every ounce of the sixth release of The Abyss.

RESERVE SERIES

AVAILABILITY: Limited availability in 22 oz. bottles and on draft beginning in late November.

FANTASTIC FANATIC: BACK TO THE BASICS – OBSIDIAN STOUT

Dear Deschutes,

Please convey my highest regards to the brewers of Obsidian Stout. This may become my favorite of your year round brews. I bought a very fresh 6-pack tonight since I was ready for a bit of relief from my emphasis on hoppy pales and IPAs during the late arriving summer. I have been overlooking this too long. With the cooler nights, and our first day with a daytime high less than 90 degrees in about two weeks, the time seemed right. This beer is absolutely delicious, especially for its gravity. I really noticed the chocolate malt in the nose and taste this time. Awesome. I really appreciate Deschutes' continual innovations to push the envelope but to also stay true with the traditional, year round brand as well. I know "Bravely Done" has become a new tag line, but I hope "Never Settle" abides as part of the company's culture as well.

Cheers! - STEVE W. SALEM, OR

WHAT'S ON TAP

BEND PUB

OCTOBER
Strong Dark Rye
Fresh Hop Mirror Pond
Hop Trip

NOVEMBER
Wheat of Zeus Harvest Ale
Los Muertos
Cinder Cone Red

PORTLAND PUB

OCTOBER
Trojan Horse IPA
Crown Point Brown
Overnight Sour Ale

NOVEMBER
Chainbreaker White IPA
The Abyss
Gluten Free NWPA



With 24 Deschutes brews on tap at our Bend Pub and 18 brews on tap at our Portland Pub, these special brews are always changing and are in limited supply. Before heading to either pub, check out the Pubs "On Tap" pages on our website.

BEND BREWERY & PUB CONSTRUCTION UPDATE

WE ARE GROWING!

You're drinkin' so much Deschutes beer, we have to expand!

The summer of 2011 has been unusually busy for us here at Deschutes Brewery. Not only are we brewing as much beer as we can, but we have embarked on an expansion project that includes five shiny new tanks, a remodeled Tasting Room, and a brand new packaging line! We are growing to meet your thirsty demands.

Oh...and one other thing, a Bond Street Pub expansion! Our Bend Pub, where it all started, is growing up, and over! The beginning of 2012 will bring a larger and improved space



for everyone to enjoy their favorite pub-only brews and burgers. The new space will include more indoor seating, outdoor seating, and a banquet space. Needless to say, we are all very excited...

We truly appreciate everyone's patience as we build for the future.

HOT TICKET DESCHUTES BREWERY WAREHOUSE PARTY

The Halloween Cross Crusades are coming to Bend. So guess what? We're throwing another outrageous warehouse party! Fun and mayhem is the plan. Come dance to mariachi and other traditional Latin music while having your senses stimulated with various performers, damn tasty beer and cultural snacks. Start planning your costume.

SATURDAY, OCT. 29: 8 pm - 1 am \$10 per person (21 and over)

HOT TICKET FIFTH ANNUAL FRESH HOP CELEBRATION!

Fresh Hops you say? Join us outside of the **Falling Rock Tap House in Denver, CO**, for this fun event that will include live music, tasty fresh hop beers from Deschutes Brewery and other regional breweries, information on home brewing, people's choice awards, activities and more.

SATURDAY, OCT. 15: 12 - 5 pm \$25 per person

- Unlimited tasting, includes commemorative glass
- All ages welcome, must be 21 to drink

MORE INFO AT:
FRESHHOPCELEBRATION.COM



CALENDAR OF EVENTS

2011

SUN	MON	TUES	WED	THURS	FRI	SAT
				(FACE YOUR FEARS WITH A BEER MONTH)		
2 Dirty Second Half (Bend, OR) Sausage & Suds (San Leandro, CA)	3 "Mickey Mouse Club" TV premiere 1955 Dennis Eckerseley turns 57	4 Deschutes Brewery University in the Mt. Room - Fresh Hop Beers! (Bend, OR) Ten-Four Day... Good Buddy	5 Deschutes Tasting at Special Brews Bottle Shop (Everett, WA) Deschutes Tasting at Top Valu Liquor (Columbia Heights, MN)	6 Road Runner Sports Adventure Run (Seattle, WA) Deschutes Night at Mediterranean Cruise Café (Burnsville, MN)	7 Age of Chivalry Renaissance Festival (Las Vegas, NV) Oregon Bounty Fresh Hop Beer Tasting Preview Party (Portland, OR)	1 Great American Beer Festival (Denver, CO) Fall Festival (Bend, OR) thru Oct. 2 Fresh Hop Ale Fest (Yakima, WA) Hood River Hops Fest (Hood River, OR)
9 Deschutes "Day After Ironman" Special at Splashers Grill (Kona, HI) National Work From Home Day	10 LA Beer Week (Los Angeles, CA) thru Oct. 23rd Bourbon Barrel Beer Festival at Busters on 28th (Minneapolis, MN)	11 National Face Your Fears Day Momma's Meatloaf Day	12 National Bring Your Teddy Bear to Work Day Kirk Cameron turns 41	13 Deschutes Night at Elliott Bay Pizza (Mill Creek, WA) Deschutes Night at O'Ryans Irish Pub (Ashland, OR) MGM Charity Tasting at Hastings Country Club (Hastings, MN)	14 The Woodlands Oktoberfest (Woodlands, TX) thru Oct. 16th Bend's Big Fat Tour (Bend, OR) thru Oct. 16th	8 2011 Ford Ironman World Championship (Kona, HI) UC Davis Oktoberfest (Davis, CA) Portland Fresh Hop Tasting (Portland, OR) Eugene Fresh Hop Tasting (Eugene, OR) Brenners on the Bayou Beer Fest (Houston, TX)
16 Base Camp Week (Denver, CO) thru Oct. 22nd	17 National Boss Day National Cake Decorating Day	18 Zac Efron turns 24	19 Pumpkin Pie Day Get a Massage Day	20 Road Runner Sports Adventure Run (Tempe, AZ & San Carlos, CA) Deschutes Night at Blazing Onion (Alderwood, WA) Deschutes Night at Waldo's (Klamath Falls, OR)	21 Beer Dinner at Lello and Beef (Klamath Falls, OR) Darkness Eve Party at Stub n Herbs (Minneapolis, MN)	15 Fresh Hop Beer Celebration at Falling Rock Tap House (Denver, CO) Spokane County Fair (Spokane, WA) Humane Society Foam Fest (Truckee, CA) Wet Hop Fest (Hayward, CA) Fresh Hop Tasting at Market of Choice (Eugene, OR)
23 iPod unveiled 2001 National Mole Day	24 Austin Beer Week (Austin, TX) thru Oct. 30th	25 International Magic Day Katy Perry turns 27	26 Deschutes Night at Loafer's (Albany, OR) Gunfight at the O.K. Corral 1881	27 Deschutes Night at Main St. Bar & Grill (Monmouth, OR)	28 Day of the Dead Cyclocross Festival (Bend, OR) thru Oct. 30th Montana Wine & Beer Festival (Missoula, MT)	22 Fresh Hop Beer Tasting at Mountain Room (Bend, OR) Albuquerque Hopfest (Albuquerque, NM)
30 Horror Movie Marathon Day Henry Winkler "The Fonz" Turns 66	31 Halloween Candy Eating Day	1 Deschutes Brewery University in the Mt. Room - English Style Beer! (Bend, OR) Jenny McCarthy turns 39	2 National Traffic Directors Day Anniversary of the Spruce Goose Flight in 1947	3 Road Runner Sports Adventure Run (Seattle, WA) National Men Make Dinner Day	4 Las Cruces Beer Festival (Las Cruces, NM) San Diego Beer Week (San Diego, CA) thru Nov. 13th	5 Ski & Snowboard Festival (San Francisco, CA) thru Nov. 6th
6 Daylight Savings Time ends "Good Morning America" TV premiere 1975	7 Joni Mitchell turns 68 Silly Slippers Day	8 Cook Something Bold and Pungent Day Montana becomes the 41st state 1889	9 8th Annual Fergus Falls Municipal Holiday Show (Fergus Falls, MN) Berlin wall opens 1989	10 Area codes introduced 1951 Tracy Morgan turns 43	11 Bethlehem Inn Benefit Beer Dinner in the Mt. Room (Bend, OR) Deschutes Night at Laughing Clam (Grants Pass, OR)	12 Barrel Aged Beer Festival (Hayward, CA) Cork & Keg Festival (Spokane, WA) Dallas Beer Week (Dallas, TX) thru Nov. 18th Houston Beer Week (Houston, TX) thru Nov. 18th
13 World Kindness Day Whoopi Goldberg turns 62	14 Base Camp Week (Eugene, OR) thru Nov. 20th	15 The Abyss Pub Release Parties (Bend & Portland, OR) Taste of Great Brewers (Dallas, TX)	16 Put Deschutes Beer in your Chili Day Wear Brown Day	17 Road Runner Sports Adventure Run (Tempe, AZ & San Carlos, CA) Deschutes Night at Suds & Suds (Corvallis, OR)	18 Push-button phone debut 1963 "Howard Stern Show" radio premiere 1985	19 Woody College Football Tailgate Party (Eugene, OR) Zion National Park established 1919
20 Name your PC Day Movie Marathon Day	21 World Hello Day Troy Aikman turns 45	22 The Humane Society of the US is formed 1954 Buy a Blanket Day	23 First play-by-play football game broadcast 1919 Miley Cyrus turns 19	24 Thanksgiving	25 National Flossing Day Buy Nothing Day	26 "The Price is Right" TV premiere 1956 Tina Turner turns 73
27 First face transplant 2005 Game Night	28 Deschutes Night at McKay's Tap House (Bellingham, WA)	29 Hug a Turkey Day Howie Mandel turns 56	30 The Abyss Vertical Tasting at McKay's Tap House (Bellingham, WA)			(DARK & MALTY MONTH)

= Woody Appearance