

## New Releases

Enjoy these tasty brews while they are available!

**Jubel 2010 (Once A Decade Ale)** This "Super Jubel" was discovered by accident two decades ago when a clumsy burglar didn't realize the weight of his stolen keg of Jubelale! He dropped it outside to freeze in the season's sub-zero temperatures - only to be discovered the next morning by Gary Fish, Deschutes Brewery owner. More than half the liquid in the keg had frozen and the remaining beer was a very cold, highly concentrated "Jubelale on steroids". It was so good that our brewers decided to recreate an oak-aged "Super Jubel" every year since then. Jubel 2010 is a deeply dynamic presentation of the flavors found in Jubelale. Wow!

Available on tap every year at our pubs, February 2010 marks only the second time the Brewery has ever bottled this immortal libation. The first time it was available by bottle was a special millennium edition in 2000. *Jubel 2010 will be available in limited quantities in 22 oz. bottles and on draft all over the west. ABV 10% IBU's 55 RESERVE SERIES*



**Red Chair NWPA** is named after the oldest operating lift at Mt. Bachelor here in Central Oregon. And just as the locals line up for that fabled mountain ride, they flock to our Bend Public House whenever it goes on tap. One thing we've learned, "when the pub talks, listen". For the past two decades, our regulars seldom miss when we've hit on something truly special.

What makes this copper-colored beauty so wildly popular? As a debut Northwest Pale Ale, it's an adventure all its own. Carving a plush body with satiny caramel flavors derived from seven varieties of malt, it remains a hop-forward ale with that distinctive citrus punch. Just minus any mouth-puckering bitterness. *Red Chair NWPA will be available in six-packs, twelve-packs, and on draft all over the west until early May. ABV 6.4% IBU's 60 SEASONAL*

## The Fantastic Fanatic

In Memory of Cinder Cone Red by Nick Burk, Missoula, MT

*Dear Deschutes,*

I just want to say that I am a bit stunned and saddened at the impending end run of Cinder Cone Red. I will always have a particular place in my heart for Cinder Cone. Not only did I enjoy its unique blend of citrus hops and toffee-caramel sweetness, but it also has symbolic and sentimental value for me personally.

For seven years during the mid- to late-nineties...I successfully stayed away from beer... Needless to say, it was a very constricting, confusing and painful time. But when I finally emerged from the haze..., I was inspired to embark on a liberating quest to sample all the craft brews that I had missed out on during those "lost years". Eventually I stumbled onto Cinder Cone, and immediately knew that I had found my favorite. From 2001 until 2005, Cinder Cone Red was my beer of choice, and I looked forward to late January when it would show up on our grocery store shelves.

Particularly in the early years of my return to beer drinking, Cinder Cone represented freedom and personal fulfillment... Opening a Cinder Cone while cooking dinner was like skipping class for the first time in middle school. It was a "butterflies in the stomach" sort of event. It was a personal revolt, it was a buzz after three sips, and it tasted d\*\*\* good.

Since then, my beer taste has evolved and I can't really say that Cinder Cone Red is my #1 any longer. My tastes have followed a path that a lot of craft beer drinkers seem to follow-toward the IPAs. My favorites now are your Red Chair and Bear Republic's Racer 5.

But Cinder Cone will always have that sentimental value, like a first girlfriend or the first soccer ball I ever got for Christmas. Thanks for the inspiration! Cinder Cone Red will never really be gone, so long as I'm alive.

*Nick Burk*



## AT OUR PUBS

UPCOMING BREWS AND OTHER EXPERIMENTAL CONCOCTIONS

HOP HENGE EXPERIMENTAL IPA @ BOTH PUBS!

OAK DOC HOLLIDAY (HUCKLEBERRY BEER)  
PLUM BOB (ALE BREWED WITH PLUMS)  
SESSION CHOCOLATE STOUT  
ALPHA DOG STRONG PALE ALE  
ST. PATRICKS DAY IRISH RED

IVANNA WEISS  
FRESH SQUEEZED IPA  
ARMORY XPA  
STREAKING THE QUAD  
MISS SPELT HEFEWEIZEN

BIG RIG BITTER  
BLACK IPA

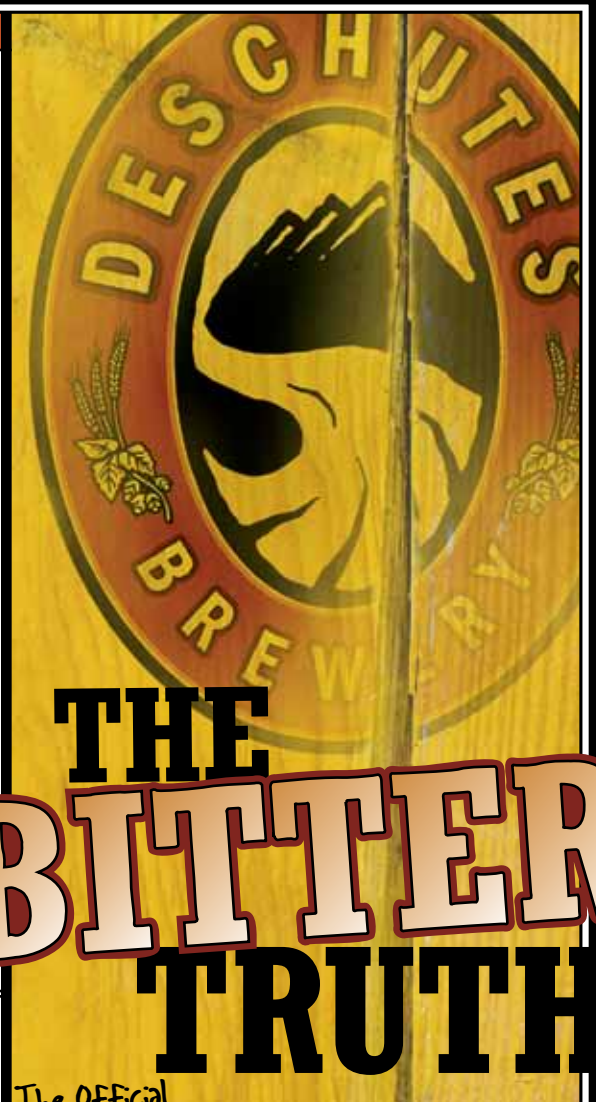
WHAT'S ON TAP

**BEND**

BLACK IPA  
BERLINER WEISSE  
OAK BLACK IPA  
SAISON DE LA BOND

**PORTLAND**

**NOW POURING** Check your brew pub's page on our website and click on "What's on Tap".



The Official

**DESCHUTES BREWERY NEWSLETTER**

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**BEER WISDOM**

Where does your Obsidian Stout flow?

*Most Peculiar*

### Top 10 Ways to Enjoy Obsidian Stout

- 5 An Irish bar on St. Patty's Day
- 4 Mid-summer on top of the Big Obsidian Flow at Newberry National Monument
- 3 Oktoberfest in Munich
- 2 In a bowl of oatmeal
- 1 A molecular biology final all-night study session



**Help us round out our Top Ten!**

Email [efrank@deschutesbrewery.com](mailto:efrank@deschutesbrewery.com) with your suggestion and maybe he will send you something you can use!

> **Polar Plunge**  
Bend, OR Feb. 26

**HOT TICKET**

Help support Deschutes Brewery's very own polar bears, the DB Hopsicles. They brave icy waters to raise money for the Special Olympics. We are locked into a heated competition with our fellow breweries all over town. Who can freeze the most money?!



**Become a benefactor of the Special Olympics!**

Go to: [www.soor.org/plunge/](http://www.soor.org/plunge/)

continued on next page >

# HOT TICKETS

## THE DESCHUTES BREWERY

# CALENDAR

## OF EVENTS 2010

### Ride the Red Chair

Feb. 5 - Mar. 5

In conjunction with our newest seasonal release, Red Chair NWPA, we are sponsoring events at ski resorts in Idaho, Montana, and eastern Washington, including the Starlight Racing Series every Friday from Feb 5th to Mar 5th at Schweitzer Mountain in Idaho. **Come ride the Red Chair!**

For more details, go to [www.deschutesbrewery.com](http://www.deschutesbrewery.com)

### Zwicklemania! February 13

This one day event features special events at breweries all over Oregon. Sponsored by the Oregon Brewers' Guild ([www.oregonbeer.org](http://www.oregonbeer.org))

**At our Portland Pub:** Take part in once-a-year brewery tours every 30 minutes from 11 AM until 4 PM.

**At our Production Facility** (901 SW Simpson, Bend, OR): Enjoy special brews on tap and guided tours while hobnobbing with a brewer from noon until 4 PM.

SUN	MON	TUE	WED	THU	FRI	SAT
<b>FEBRUARY 10</b> (Roll Your Sofa Off the Wall Month)	1 "Late Night With David Letterman" Debuts 1982	2 Groundhog Day! Christie Brinkley turns 56	3 World's 1st Commercial Cheese Factory Established (Switzerland) 1815	4 JW Goodrich Introduces Rubber Galoshes 1824	5 Jubel 2010 Release Parties @ PDX Pub & The Mountain Room San Francisco Beer Week Begins	6 ZooBrew @ The Santa Barbara Zoo Santa Barbara, CA
7 Man Day Superbowl XLIV	8 Jack Nicholson Uses a Golf Club to Attack a Car 1994	9 Extraterrestrial Culture Day (New Mexico) Joe Pesci turns 67	10 Delivery of 1st Singing Telegram 1933	11 Be Electric Day Thomas Edison born 1847	12 KLCC Brew Fest Eugene, OR (12th-13th) Winter Olympics Begin in Vancouver, BC	13 Zwicklemania! Winterfest Bend, OR (13th-14th) Confluence 2010 Reedsport, OR (13th-14th)
14 St. Valentine's Day Chinese New Year Begins - The Year of the Tiger	15 Presidents' Day YouTube Launches in the US 2005	16 International Pancake Day	17 1st Minimum Wage Law in US Takes Effect (Oregon) 1913	18 Elm Farm Ollie Becomes The 1st Cow To Fly in a Plane 1930	19 The Feminine Mystique by Betty Friedan Published 1963 Benicio del Toro turns 43	20 Toothpick Manufacturing Machine Patented 1862
21 Crick & Watson Discover Structure of a DNA-molecule 1953	22 Single-Tasking Day Drew Barrymore turns 35	23 <b>Tootsie</b> Tootsie Roll Introduced 1896	24 Sacramento Beer Week Begins Elton John Knighted 1998	25 National Chili Day Sean Astin turns 39	26 Polar Plunge Bend, OR Levi Strauss born 1829	27 Boulder Sour Fest Boulder, CO People Magazine 1st Published 1974
28 International Sword Swallowers Day John Turturro turns 53	1 Beer Day (Iceland Celebrates Their Repeal of Prohibition)	2 Mount Rainier National Park Created 1899 Jon Bon Jovi turns 48	3 1st Tavern in Boston Opens 1634	4 "Happy Birthday To You" Published by Claydon Sunny 1924	5 1st American Temperance Law Enacted (Virginia) 1623 Eva Mendes turns 36	6 Great Arizona Beer Festival Tempe, AZ (6th-7th)
<b>MARCH 10</b> (International Month)	8 1st Flight of the Goodyear Blimp 1972	9 Kissing in Public Banned in Naples, Italy (Punishable by Death) 1562	10 "The Incredible Hulk" Premieres 1978 Chuck Norris turns 70	11 Rhino Store Gives People 5¢ to Take Home Danny Bonaduce's Album 1974	12 Middle Name Pride Day	13 Kona Brewers' Festival Kailuna-Kona, Hawaii
7 Alexander Graham Bell Patents the Telephone 1876	1 When It Rains, It Pours...Beer! "Cooking For Kids" Benefit PDX Pub	16 Lips Appreciation Day Erik Estrada turns 61	17 St. Patrick's Day "Say No To Green Beer" St. Patrick's Day Celebration @ Bend Pub	18 Pillsbury Dough Boy Introduced 1961	19 Nevada Legalizes Gambling 1931 Bruce Willis turns 55	20 Spring Has Sprung! Mr. Rogers born 1928
14 Daylight Savings Begins! Albert Einstein born 1879	22 The Laser is Patented 1960 William Shatner turns 79	23 Lewis & Clark Reach Pacific Coast 1806	24 Christine Gregoire turns 63 Peyton Manning turns 34	25 National Letting Go of Stuff Day Aretha Franklin turns 68	26 Adhesive Medicated Plaster Patented (Precursor of Bandaid) 1845	27 Chocolate Beer Dinner @ The Mountain Room Bend, OR
20 The Louvre Opens to the Public 1794 Vince Vaughn turns 40	2 Dr. John Pemberton Brews the 1st Batch of Coca-Cola 1886	30 The Pencil (With Eraser) is Patented 1858 Norah Jones turns 31	31 Bunsen Burner Day Christopher Walken turns 67			

FEB/MAR 2010 CALENDAR

Where to Drink Deschutes

UPCOMING EVENTS

Jubel 2010 Release, Cooking for Kids and Chocolate!

## LIVE FEED

W = Woody

## The Winter Party Line-up

Join the "Jubelation" in Bend and Portland, Friday, Feb. 5

### → FEBRUARY

Where can I drink Deschutes in...

- \* Feb 5 Jubel Art on Display at Tumalo Art Company **Bend, OR**
- Feb 5-14 San Francisco Beer Week **San Francisco, CA**
- Feb 6 ZooBrew @ The Santa Barbara Zoo **Santa Barbara, CA**
- Feb 12-13 KLCC Brew Fest **Eugene, OR**
- Feb 13-14 Winterfest **Bend, OR**
- Feb 13-14 Confluence 2010 **Reedsport, OR**
- Feb 24-27 Sacramento Beer Week **Sacramento, CA** W
- Feb 25 Deschutes Beer Tasting @ Eichardts Pub **Sandpoint, ID**
- Feb 27 Boulder Sour Fest **Boulder, CO**

### → MARCH

- Mar 6-7 Great Arizona Beer Festival **Tempe, AZ**
- Mar 13 Kona Brewers' Festival **Kailuna-Kona, HI**
- Mar 15 When It Rains, It Pours...Beer! **Portland Pub**
- Mar 17 "Say No To Green Beer" St. Patrick's Day Celebration **Bend Pub**

### \* FIRST FRIDAY ART WALK Friday, Feb. 5

Tumalo Art Company **Bend, OR**

Featuring the original Jubelale paintings from the four Tumalo Art Company artists. They'll be pouring samples of Jubelale, of course.

### BEND

**Jubel 2010 Release Party @ The Mountain Room**  
901 SW Simpson Avenue  
Friday, February 5 at 6 PM

- \$40/Person: Includes First Beer and Small Plate Appetizers
- Bottles for Sale, 6 Bottle Limit
- Limited to 150 People

### Chocolate Beer Dinner

@ The Mountain Room  
Saturday, March 27 at 6 PM

- \$65/person: Includes dinner, beer, and gratuity

### Contact Winter Frisch

For questions or for reservations:  
541.312.6946 or  
[wfrisch@deschutesbrewery.com](mailto:wfrisch@deschutesbrewery.com)

### PORTLAND

**Jubel 2010 Release Party @ Portland Pub**  
210 NW 11th Avenue  
Friday, February 5 at 2 PM

- Beer goes on Tap This Day
- Bottles for Sale, 6 Bottle Limit
- Special Menu Items

### When It Rains, It Pours...Beer!

"Cooking For Kids" @ Portland Pub  
Monday, March 15 at 6 PM

- \$150/person food and beer pairing w/ star executive chef Jeff Usinowicz as your host (\$125 is tax deductible)
- Part of the Morrison Child and Family Services "Cooking For Kids" culinary extravaganza
- All proceeds support Morrison Child and Family Services
- For more information and to register, go to [www.morrisonkids.org/events](http://www.morrisonkids.org/events)



## Mike's Angle

An Ode to Cinder Cone

Central Oregon is bumpy. There are a few larger mountains like Jefferson and Washington, which were named after famous people who lived before Oregon ever existed, and Mt. Hood, which is named after a sweatshirt. There are the Three Sisters and Mt. Bachelor (interesting story there - but this is a family-friendly newsletter). And there are a bunch of other

bumps, buttes, craters and cones. Someone recently told me that most of these protrusions are active volcanoes. So at any second, without a moment's notice, they could spew rivers of molten lava and hot, black, fiery ash into the air with the power of a 20-megaton nuclear bomb (I'm not sure exactly what that means, but I bet it's pretty big). The skies would blacken. Panic and mayhem would ensue. People would leap into their SUV's and Subaru's, grab their Labradors, and drive off in all directions. But where could they go? The entirety of Central Oregon would be a ring of deadly fire and it's Pompeii all over again. Some say ignorance is bliss. I haven't been sleeping well lately.