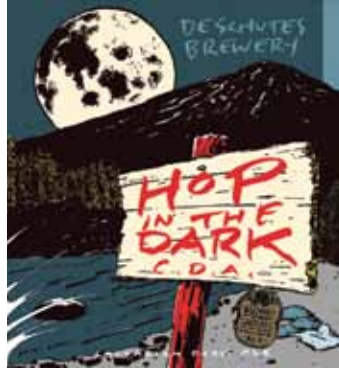


New Releases

Enjoy these tasty brews while they are available!

Hop in the Dark (Cascadian Dark Ale) What takes 22 brews and more than a year of experiments to reach perfection? Deschutes Brewery's newest Bond Street Series release: Hop in the Dark Cascadian Dark Ale (CDA). What's a CDA? CDA is an emerging beer style in the Pacific Northwest, also known as Black IPA. There has been significant debate in the region recently concerning the name of this emerging style. Deschutes Brewery casts its vote with Hop in the Dark Cascadian Dark Ale.



This commanding brew combines prominent Northwest hops with roasted malts to create a mysterious flavor sensation. Hop in the Dark aromas come from Cascade, Amarillo, Citra, and Centennial hops that glide over a gentle undercurrent of velvety malt complexities.

Prototypes of this brew have been on tap at the Bend and Portland Pubs for over a year in search of perfection, as determined by our patrons, as much as our Brewmaster. "This beer has subtle coffee undertones, born from a blend of oats with dark, Munich, and crystal malts. Classic IPA flavors and aromas are due to courageous additions of various hops," said Brewmaster Larry Sidor.

Hop in the Dark is the latest member to join Deschutes Brewery's Bond Street Series, just one of a vast family of beers the Brewery has invited friends and critics to sample at our Pubs. These local favorites, old and new, are brewed in small batches a few times a year, displaying Deschutes Brewery's diversity and creativity.

Deschutes Brewery invites beer lovers everywhere to take the plunge – a hop, if you will – into this new Cascadian Dark Ale. Many may never try to swim for shore. Available across the western U.S. in 22 oz bottles and on draft from late-May through September.

ABV 6.5% IBU's 75 BOND STREET SERIES



Twilight Ale As the summer days stretch into night, Twilight Ale arrives to celebrate the long lazy hours. It's a lighter, yet full-flavored ale with an attractive aroma. A complementary malt presence imparts just enough tension to its refreshingly crisp, dry profile. Signature Amarillos make Twilight something best enjoyed chilled and savored outdoors. Available across the western U.S. in six-packs, twelve-packs, and on draft from April through September. **ABV 5.0% IBU's 35 SEASONAL**

The Fantastic Fanatic

A fan left in awe of Jubel 2010.

Dear Deschutes,

Tonight...I purchased the Jubel 2010. I was with my friend at the Public House in Bend this last summer, and I had the Black Butte XXI ...and my friend had the Super Jubel. I convinced him to trade sips. I was instantly jealous and wished above all that I might be able to have a pint of this beauty to myself, but we both had to leave to play a rock show. Well, upon seeing the Jubel 2010 on the shelf, I hoped I had stumbled upon the Super Jubel in a bottle. I was going to wait until the [Best After] date to open it, but I could not resist tasting it now...If I could only afford it, I would buy one entire case so I might drink one per year. After tasting this amazing brew, I had to get on Beer Advocate and review the beer. This is the first brew I have considered deserving of all "5s" across the board!

Here is what I wrote: Is this the Super Jubel in a bottle? Please, beer gods, say yes! Poured into my favorite gigantic snifter, which I tend to use for all of my 22 oz. bottle purposes. I didn't even think of chilling this beauty, as I pulled it right off the shelf and began pouring. Man, this thing is so brown it's almost black! The head swelled up and has produced an excellent, stable lacing around the edge that sticks as though made of a thin bubble paste. A nose of malty nuttiness with slight brown sugar and spice invade my senses as I begin imbibing this amazing offering. I cannot describe the taste...Anything that can be this beautiful to drink simply deserves to be crowned. I can chug this. I can sip this. I can cook with this. I can pair this with anything. I can wholeheartedly recommend buying a case of this and having one now, and one every year to follow until they brew another one.

Thank you, Deschutes. I love you. And I sincerely mean it. I love you.

Matt Friedly



The Official
DESCHUTES BREWERY NEWSLETTER

APRIL/MAY 2010 | VOL. 22 NO. 3

BEER WISDOM No more than a pintful from Mike.

Mike's Angle

The History of Beer Part I

The invention of beer (like most useful things) was the result of a series of accidents. Early humans observed animals eating cereal grains and noticed that the animals didn't die (by the way, the term "cereal grains" which includes wheat, barley, corn, etc... was coined by a Celtic shaman named Ogg; hence, Kellogg's). People ground up the grains to make a variety of foods, including soups, stews, crude loaves of bread, and delicate, flaky almond croissants. One night after hunting gazelle with the boys, an early human named Bob came home and accidentally knocked a loaf of bread into the water jug. His mate, Alice, flew into a rage. "I slave over a hot rock all day and you come home from gallivanting around the forest with your friends and ruin everything!" "Hey," said Bob, "if it wasn't for me, we wouldn't have this nice cave, or these cool gazelle-skin outfits, or the wheel!" More words were exchanged and they both eventually stomped off in separate directions, leaving the bread sitting in the water (later they made up and began the Anglo-Saxon race). That night, the yeast fairies visited and the next day there was this bubbly bread water which was – you guessed it - **Beer!** Later, Martha Stewart invented cheesecloth so it could be strained and didn't stick in your teeth.

Dark beer was also invented by mistake. One Sunday afternoon in the olden times, a man called Schwartz was planning to make some beer. He liked to toast

continued on next page>

THE DESCHUTES BREWERY CALENDAR OF EVENTS 2010

NOW POURING Check our website to see "What's on Tap".

PORTLAND

BEND

- DARK RYE
- PHILS TRAIL
- PUB PALE
- BELGIAN IPA
- BELGIAN PALE ALE
- TAMARIND BELGIAN BROWN ALE
- GLUTEN FREE RED CHAIR
- ROOSTER CREAM ALE
- BUZZSAW BROWN
- KING SCREAMER IPA
- TWIN PILLARS
- SAISON DE LA BONDE

- THE OBLITERATOR
- STREAKING THE QUAD
- MISS SPELT HEFEWEIZEN
- CREAM ALE
- HOP HENGE BATCH #7

- HOP IN THE DARK
- BOURBON BARREL-AGED HOP IN THE DARK
- TWILIGHT ALE

(Most Outstanding Beer, Beer Brawl III)

WHAT'S ON TAP

AT OUR PUBS

	SUN	MON	TUE	WED	THU	FRI	SAT
APRIL 10 (National Clean On the Garage Month)	4 Easter Maya Angelou turns 82	5 Alcohol Prohibition in Finland Ends 1932 Bette Davis born 1908	6 Chef's Night Out @ The Hult Center Eugene, OR	7 PROHIBITION ENDS AT LAST! Prohibition Is Repealed for Beer of No More Than 3.2% Alcohol By Weight 1933	8 Milk Is Sold in Glass Bottles for the 1st Time 1879 John Schneider turns 50	9 Longest Doubles Ping-Pong Match of 101 Hours Begins 1979	10 Breckenridge Beer Festival Breckenridge, CO W
	11 Albert Einstein Reveals His Theory of Relativity 1905	12 Spring Beer Dinner, Portland Pub Woody Arrives in Minnesota To Celebrate Our Arrival! W	13 Scottsdale Culinary Festival Scottsdale, AZ (13th-18th)	14 The 1st Pony Express Rider Reaches Sacramento, CA 1860	15 Rand McNally Publishes Its 1st Road Atlas 1924 Seth Rogen turns 28	16 Sudzapalooza, Pomona, CA Big Wedge Golf Event @ Lone Tree Golf Club, Phoenix, AZ	17 Race to Robie Creek Half Marathon , Boise, ID PT's Beer Fest Party, Las Vegas, NV
	18 Oakuinox Beer Festival Escondido, CA Conan O'Brien turns 47	19 The American Revolution Begins in Lexington, MA 1775	20 Harriet Tubman Starts The Underground Railroad 1853	21 New York City Installs 1st Firehouse Pole Tony Danza turns 59	22 Earth Day R J Tyers Patents Roller Skates 1823	23 Hop Scotch, Seattle, WA (23rd-24th) Oregon Garden Brew Fest Silverton, OR (23rd-24th)	24 S.F. International Brew Fest San Francisco, CA The Parkway Barley Wine Fest Tacoma, WA (24th-25th)
	25 The Thimble Is Patented 1684 Renee Zellweger turns 41	26 Smallpox Vaccination 1st Administered 1721	27 Xerox PARC Introduces the Computer Mouse 1981	28 Millionaire Dennis Tito Becomes the World's 1st Space Tourist 2001	29 Bella Union Oysters and Ales Blowout Jacksonville, OR	30 The Ice Cream Cone Debuts 1904 Willie Nelson turns 77	31 Garden City Brewfest Missoula, MT City Beat Festival of Beers San Diego, CA
MAY 10 (National Bicycle Time-Up Month)	1 Good Housekeeping Magazine 1st Published 1885 David Beckham turns 35	2 West Virginia Imposes 1st State Sales Tax 1921	3 The "Don't Make A Wave Committee" Changes Its Name to the Greenpeace Foundation 1972	4 Cinco de Mayo! James Beard born 1903	5 The Chunnel Opens 1994 George Clooney turns 49	6 Untapped Blues Festival Kennewick, WA (7th-8th)	7 Casino Night Leukemia Lymphoma Fundraiser @ The Mountain Room Boonville Beer Fest, Boonville, CA
	8 Mother's Day Cascade Chainbreaker MTB Race (Bend, OR)	9 Nelson Mandela Is Sworn in as South Africa's 1st Black President 1994	10 Columbia River Discovered and Named by US Captain Robert Gray 1792	11 1st Nonstop Crossing of US Via Balloon 1980 Tony Hawk turns 42	12 Women's Resource Center Fundraiser @ The Mountain Room Stevie Wonder turns 60	13 Slow Food Awareness Fundraiser @ The Mountain Room	14 West Coast Brew Fest Sacramento, CA Maui Brewers' Festival, Maui, HI Sasquatch Beer Festival, Eugene, OR
	16 Charles Elmer Hires Invents Root Beer 1866 "Evel" Knievel Jumps 16 Cars on Motorcycle 1967	17 The Rubber Band Is Patented 1845	18 Mount St. Helens Erupts 1980 Tina Fey turns 40	19 The US Post Office Authorizes Use of Postcards 1898	20 Levi Strauss and Jacob Davis Patent Blue Jeans with Copper Rivets 1873	21 The Empire Strikes Back Premieres 1980 Mr. T turns 58	22 Wine, Brews, and Blues Festival California Escondido, CA
	29 Colin Wilson Rides a Surfboard 294 Miles 1982	30 Temba Tsheri (15), Youngest to Summit Everest 2001	31 Eyre M Shaw, 78, Oldest Gold Medalist in the Olympics 1900 Frank Oz turns 66	2 Supreme Court Rules Buying Liquor Does Not Violate the Constitution 1930	27 Charles Strite Patents The Pop-Up Toaster 1919 Henry Kissinger turns 87	28 Folklife Festival @ The Seattle Center, Seattle, WA (28th-31st)	29 Old West Days Jackson Hole, WY

APR/MAY 2010 CALENDAR

Where to Drink Deschutes

UPCOMING EVENTS

Fun Fundraisers, Bend Pub Patio and a Beer Dinner.

LIVE FEED

W = Woody

Where can I drink Deschutes in...

- **APRIL**
- Apr 2-3 Spring Beer and Wine Festival **Portland, OR**
 - Apr 3 Breckenridge Beer Festival **Breckenridge, CO** **W**
 - Apr 6 Chefs' Night Out @ The Hult Center **Eugene, OR**
 - Apr 10 Los Angeles Beer Fest **Los Angeles, CA**
 - Apr 10-11 Vintage San Jose Festival **San Jose, CA**
 - Apr 13-18 Scottsdale Culinary Festival **Scottsdale, AZ**
 - Apr 16 Sudzapalooza **Pomona, CA**
 - Apr 16 Big Wedge Golf Event @ Lone Tree Golf Club **Phoenix, AZ**
 - Apr 17 Race to Robie Creek Half Marathon **Boise, ID**
 - Apr 17 PT's Beer Fest Party **Las Vegas, NV**
 - Apr 18 Oakuinox Beer Festival **Escondido, CA**
 - Apr 23-24 Hop Scotch **Seattle, WA**
 - Apr 23-24 Oregon Garden Brew Fest **Silverton, OR**
 - Apr 24 Leadman Triathlon @ Silver Mountain **Kellogg, ID**
 - Apr 24 San Francisco International Brew Fest **San Francisco, CA**
 - Apr 24 Hops and Props @ The Museum of Flight **Seattle, WA**
 - Apr 24-25 The Parkway Barley Wine Fest **Tacoma, WA**
 - Apr 29 Bella Union Oysters and Ales Blowout **Jacksonville, OR**
- **MAY**
- May 1 Garden City Brewfest **Missoula, MT**
 - May 1 City Beat Festival of Beers **San Diego, CA**
 - May 7-8 Untapped Blues Festival **Kennewick, WA**
 - May 8 Boonville Beer Fest **Boonville, CA**
 - May 15 West Coast Brew Fest **Sacramento, CA**
 - May 15 Maui Brewers' Festival **Maui, HI**
 - May 15 Sasquatch Beer Festival **Eugene, OR**
 - May 15 Orange County Brewfest **Irvine, CA**
 - May 17-23 American Craft Beer Week
 - May 22 Wine, Brews, and Blues Festival California **Escondido, CA**
 - May 28-31 Folklife Festival @ The Seattle Center **Seattle, WA**
 - May 29 Old West Days **Jackson Hole, WY**

Our Spring Line-Up!

Plenty of opportunities to party this season.

Spring Beer Dinner

Portland Pub, 210 NW 11th Ave.
Monday, April 12 at 6 PM

The Portland Pub welcomes Sheldon Markovitz from "Your Kitchen Garden" Farms and Jon Dynn of Carlton Farms as they provide locally grown ingredients that feature the first offerings of spring. The local, sustainable menu pairs perfectly with a variety of Deschutes brews.

- \$65/person: Includes dinner, beer, and gratuity
- Call for reservations: **503.296.4906**

Outdoor Patio is Open! @ the Bend Pub

1044 NW Bond Street, Downtown Bend
C'mon over and enjoy a brew, sidewalk-style!

Casino Night Leukemia Lymphoma Fundraiser

The Mountain Room, 901 SW Simpson Ave.
Saturday, May 8

Women's Resource Center Fundraiser

The Mountain Room, 901 SW Simpson Ave.
Thursday, May 13

A beer tasting featuring Bend's female brewers!
Veronica Vega from Deschutes Brewery
Tonya Cornett from Bend Brewing Company
Open to the Public

Slow Food Awareness Fundraiser

The Mountain Room, 901 SW Simpson Ave.
Friday, May 14

Beer tasting and mini-farmers market showcasing local, sustainable products from Central Oregon. Open to the Public.



Please contact Winter Frisch

with questions or for reservations for all Mountain Room events: 541.312.6946 or wfrisch@deschutesbrewery.com

HOT TICKET

Deschutes Brewery is coming to Minnesota!

We are excited to introduce Black Butte Porter and Mirror Pond Pale Ale to our friends in Minnesota beginning in April 2010! We have partnered with J.J. Taylor Distributing Company of Minnesota, the largest beer distributor in the state. We will focus on the greater Twin Cities region initially. **W**

Please contact Deschutes Brewery's Mid West Zone Manager, Dave Espe, at despe@deschutesbrewery.com to find out where our tasty beers can be found in the great state of Minnesota.



Mike's Angle, continued

his bread first to get a nice caramel color in his beer. But on this particular day, he was distracted by a pesky mastodon, which he had to repeatedly shoo away to keep from digging up his garden. On top of this, pre-historic toasters were not very reliable (as electricity was still trying to work itself out) so he ended up with a bunch of burnt toast. The local bakery was closed (because it was Sunday), so Schwartz made his beer with his burnt toast and - *voila* - dark beer was born.

Stay tuned to the next Bitter Truth for more completely true facts about the history of our nation's favorite beverage.