



## Flavors of the Season

Fall marks the return of two favorites, Jubelale and Hop Trip.

**Jubelale** is the ultimate festive beer and the object of great anticipation as the season approaches. The first beer Deschutes ever bottled, it has carved out its own category with a unique flavor and devoted following. Dark crystal malt, deep roasted flavor, and beautifully balanced hopping create the perfect celebration beer.

The label designs, commissioned annually from local artists, are almost as keenly awaited as the beer itself. Together they have become as much a part of the holidays as twinkling lights and crackling fires.

This year Oregon artist Natasha Bacca's unique "Creation of Light" graces the label. Bacca says, "...this piece illustrates a cold winter night in the background, with a dynamic, warm fire in the foreground. I wanted the composition of the work to exhibit a balance of cool scenery elements with the warm and energetic celebrations of the season, exemplifying this festive time of year." Available across the western U.S. in six-packs, twelve-packs, and on draft from October through December. **ABV 6.7% IBU's 60 SEASONAL**



**Hop Trip (A Fresh Hop Pale Ale)** With Hop Trip, timing is everything. Celebrating the hop harvest at its freshest, we literally rush out to Sodbuster Farm, just north of Salem, OR, gather their just-picked Crystal hop harvest, and rush it back to the brew kettles in Bend within 6 hours. More than a brewing curiosity, it's an intriguing testament to the various shades of this remarkable flower. Available the beginning of October across the western U.S. in 22 oz. bottles and on draft until it's gone, gone, gone... **ABV 5.5% IBU's 38 BOND STREET SERIES**

## Mike's Angle

*Cuz Hop Trip is brewed just once a year.*



Mike finally got to take that Hawaiian vacation he was dreaming about, thanks to our readers generous donations. The editors decided to reprint one of their favorite angles of all time.... Reprint from Fall 2007.

It is important when making fresh hop beer to get the hops to the kettle as quickly as possible after they are picked. This is why we always have a specific brewer, Jimmy "Greased Lightning" Seifrit, collect the hops from the Willamette Valley. Jimmy has a 1965 Chevy pick-up retrofitted with 600hp Pratt & Whitney radial engine that he stole from a crop dusting plane. He's had his license suspended for speeding in all 50 states even though he's only driven in 12. Once, Jimmy received a \$50 speeding ticket in the mail with a photo of his truck going through an automated speed trap. He sent back a photo of \$50. The police followed up by sending him a photo of a pair of handcuffs.

Deschutes Brewery has stringent driving requirements for our employees. We waive them in Jimmy's case because we feel there is a higher purpose. It's normally a three hour drive from the valley north of Salem back to Bend. Jimmy can make it back in under an hour with the hops still glistening from the morning dew. On his last trip, Jimmy took it easy on the way over, even though he'd recently painted his rig with some radar-deflecting paint he'd bought out of the trunk of a car in downtown Bend. The man who sold it to him told him that the bright yellow paint would reflect the police radar detectors and make him virtually invisible. "Cool," he said.

He arrived in the Willamette Valley as the hops were being picked. He grabbed his cell phone, called the Brewery, and said, "Start mashing in." Soon, he had half a ton of freshly picked hops in the back of his truck. He affixed his goggles,

rubbed his lucky rabbit's foot, stroked the radar-deflecting paint job, and took off.

We're not sure exactly how fast he was traveling, as the speedometer in a 1965 Chevy pick-up only goes to 120 miles per hour, but the state trooper who stopped him said he was going 207. Knowing that he needed every precious second, he held up a crisp one dollar bill and said, "So, you on the take or what?" The trooper called for back up.

Upon seeing another officer on the passenger side of the truck, Jimmy immediately regretting having blurted out, "I thought you had to be in good physical condition to be a state trooper." Things were not looking good.

"So, where you going in such a hurry?" asked the first trooper. As Jimmy thought about trading in his green brewer's jumpsuit for a bright orange one with the words "County Prisoner" on the back, he said, "Deschutes Brewery. It's Hop Trip time."

The second trooper dropped his donut and said, "Follow us."

By the time they reached Bend, there was a procession of 25 state troopers traveling at a dizzying speed with Jimmy in the middle of the pack. They all helped haul the hops into the kettle and there was much dancing and rejoicing.

**EDITOR'S NOTE:** The above article is mostly fictional. Jimmy is an excellent, responsible driver and we would like to acknowledge that Oregon's State Troopers are all in peak physical condition, are not on the take and don't eat donuts while making arrests. And we assume that they are each enjoying a bottle of Hop Trip on their off-hours.



The Official

## DESCHUTES BREWERY NEWSLETTER

OCT/NOV 2010 VOL. 22 NO. 6

BEER AMORE

Kudos from one of our faithful fans.

### The Fantastic Fanatic

*Dear Deschutes,*

Hello. I just wanted to sing the praises of your delicious beers. I have always been a loyal customer from up north. I hope you guys continue doing what you do with the same skill and craftsmanship for years to come! I have been drinking your beers for as long as I've been legal and I just felt obligated to tell you guys you are doing a great job. I am currently enjoying one of your Kolsch style beers in the sun and couldn't be more content with my day. Thank you so much for helping me through the good times and the bad, and I hope that your company thrives. You have inspired me to want to craft my own brew!

*Steven*

BAINBRIDGE ISLAND, WA

**HOT TICKET**

**ARTCRANK**

THURSDAY, OCT. 7 : 5PM - 11PM

The Cleaners at The Ace Hotel  
403 SW 10th Ave. Portland, OR



Bikes are the world's most fun and accessible way to get around. Posters are the world's most fun and accessible art form.

ARTCRANK brings them together. ARTCRANK is a showcase of bicycle-inspired original poster artwork for everyone to enjoy. Every ARTCRANK show features posters created by local artists, free admission, and affordable art!

ARTCRANK POSTER SHOW [artcrankpostershow.com/portland](http://artcrankpostershow.com/portland)

# THE DESCHUTES BREWERY CALENDAR OF EVENTS 2010

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

## BEND

- QUAIL SPRINGS IPA
- NITRO PUMPKIN ALE
- HORSE RIDGE IPA

- YAMA-LAMA FRESH HOP (YAMS & CRYSTAL HOPS)
- LIL BLUE BEAR (BLUEBERRIES)
- LUGNUT FRESH HOP (NUGGET HOPS)
- NITRO BOND ST. BROWN

## PORTLAND

- KING CONE FRESH HOP
- SUMMERS GONE SAISON
- GRAVEYARD STOUT
- SLAM DUNKELWEIZEN
- HOP TRIP
- OKTOBERFEST

WHAT'S ON TAP

## AT OUR PUBS

	SUN	MON	TUE	WED	THU	FRI	SAT
<b>OCTOBER 10</b> (Coffee Addiction Recovery Month)	3 Federal Income Tax Signed into Law 1913	4 Gutzon Borglum Begins Sculpting Mount Rushmore 1927	5 World Teachers' Day Steve Miller turns 67	6 "CSI" TV Premiere 2000	Allen Ginsberg Reads "Howl" For the 1st Time SF, CA 1955 John Mellencamp turns 59	8 University of Montana Winefest Missoula, MT	9 Fall Harvest Festival Ft. Collins, CO Autumn Brew Review Minneapolis, MN
	10 The Tuxedo Is Created 1886 Tanya Tucker turns 52	11 Deschutes Beer Dinner @ South Fork Grill Pullman, WA Houston Beer Week Begins Houston, TX (11th-17th)	12 International Moment of Frustration SCREAM Day! Ahhhhhhh...That's Better!	13 Emergency Nurses Day Sammy Hagar turns 61	14 Martin Luther King, Jr. Wins the Nobel Peace Prize 1964	15 Flying Saucer Anniversary Austin, TX Bend's Big Fat Tour Bend, OR (15th-17th)	16 Ironman World Championship Kona, HI Montana St. Tailgate Party @ Spectators Bozeman, MT Oyster Racing Series Austin, TX Fresh Hop Celebration @ Falling Rock Tap House Denver, CO
	17 The London Beer Flood Occurs in London 1814 George Wendt turns 62	18 1st Newspaper Comic Strip 1896 Mike Ditka turns 71	19 Yale, Princeton, Columbia, and Rutgers Draft 1st Code of American Football Rules 1873	20 49th Parallel Established as the Border Between US and Canada 1818	21 Thomas Edison Perfects the Filament Light Bulb 1879	22 Metropolitan Opera House Opens 1883 Ichiro turns 37	23 Deschutes Brewery Fresh Hop Beer Tasting @ the Deschutes Brewery Mountain Room
	24 iPod Unveiled 2001 Dwight Yoakam turns 54	25 Nelson Mandela Sentenced to 5 Years in Prison 1962	26 Gunfight at O.K. Corral 1881 Seth MacFarlane turns 37	27 NY Subway Begins Operation in 1904	28 Salty's Brewers Dinner Portland, OR	29 Stock Market Crash of 1929 Winona Rider turns 39	30 Jackie Robinson Signs With the Brooklyn Dodgers 1945
<b>NOVEMBER 10</b> (National Pomegranate Month)	31 <b>HALLOWEEN!</b> Vanilla Ice turns 43	1 National Cook for Your Pets Day	2 Cheerleading Is Invented at the University of Minnesota 1898	3 Public TV Debuts 1969	4 King Tut Tomb Discovery 1922	Susan B Anthony Votes for the 1st Time in Defiance of the Law and Is Fined \$100	6 Beer Bloggers Conference Boulder, CO Ethan Hawke turns 40
	7 Daylight Savings Time Ends Boards & Brews Festival Ft. Mason, CA <b>W</b>	8 X-Ray Discovery Day 1895 Bonnie Raitt turns 61	9 Berlin Wall Opened 1989	10 "Sesame Street" TV Premiere 1969	11 Veterans Day Leonardo DiCaprio turns 36	12 Hugh Gray Takes the 1st Known Photos of the Loch Ness Monster 1933	13 Deschutes Brewery Garage Sale @ The Mountain Room 9 AM-Noon
	14 Alefest San Antonio, TX	15 National Bundt Day Dave Thomas Opens The 1st Wendy's in Columbus, OH 1969	16 The Federal Reserve Bank of the United States Opens 1914	17 Green Bay Packers Become 1st NFL Team to Travel by Plane 1940	18 Push Button Phone Debuts 1963 Mickey Mouse turns 82	19 Boise St. Tailgate Party @ The R Bar Boise, ID <b>W</b>	20 Deschutes Brewery Bethlehem Inn Benefit Beer Dinner Mountain Room 7PM
	21 Einstein Introduces E = mc <sup>2</sup> 1905	22 The Humane Society of the United States Is Founded 1954	23 The 1st Jukebox Goes into Operation @ the Palais Royale Saloon San Francisco, CA 1889	24 Celebrate Your Unique Talent Day Katherine Heigl turns 32	25 <b>THANKSGIVING</b> The Brewery and Pubs Are Closed	26 Black Friday Alice in Wonderland Published 1865	27 1st Permit Issued to Drive a Car Through Central Park 1889
	28 Scrap-metal Dealer Louis B. Mayer Opens His 1st Movie Theater in Haverhill, MA 1907	29 San Jose, CA Is Founded 1777 Howie Mandel turns 55	30 The Joy of Cooking 1st Published 1931				

BREWERY RECIPES available on our website: [deschutesbrewery.com](http://deschutesbrewery.com)

### OCT/NOV 2010 CALENDAR

Where to Drink Deschutes

### UPCOMING EVENTS

Fresh Hop Beer Tasting & Bethlehem Inn Beer Dinner

## LIVE FEED

**W** =Woody

### → OCTOBER

- Oct 2 Autumn Brew Review **Minneapolis, MN**
- Oct 2 Prost Oktoberfest Event **Portland, OR**
- Oct 2 Fall Harvest Festival **Ft. Collins, CO**
- Oct 2 BAM Festival **Long Beach, CA**
- Oct 8 University of Montana Winefest **Missoula, MT**
- Oct 9 Montana State Homecoming Tailgate Party @ Spectators **Bozeman, MT** **W**
- Oct 9 Ironman World Championship **Kona, HI**
- Oct 9 Glenwood Springs Beer Festival **Glenwood Springs, CO**
- Oct 11 Deschutes Beer Dinner @ South Fork Grill **Pullman, WA**
- Oct 11-17 Houston Beer Week **Houston, TX**
- Oct 15-16 Flying Saucer Anniversary **Austin, TX**
- Oct 15-17 Bend's Big Fat Tour **Bend, OR** ([www.bendsbigfattour.com](http://www.bendsbigfattour.com))
- Oct 16 Inland NW MS Society Octobrewfest **Spokane, WA**
- Oct 16 Noche de Gourmet **Phoenix, AZ** **W**
- Oct 16 Oyster Racing Series **Austin, TX**
- Oct 16 Albuquerque Hopfest **Albuquerque, NM**
- Oct 16 Fresh Hop Celebration @ Falling Rock Tap House **Denver, CO**
- Oct 16 Santa Barbara Beer Festival **Santa Barbara, CA**
- Oct 16 Oktoberfest Pool Party @ Golden Nugget **Las Vegas, NV**
- Oct 16 Biketoberfest **Fairfax, CA**
- Oct 23 North 45 Fresh Hop Festival **Portland, OR**
- Oct 23 Fresh Hop Beer Tasting @ The Mountain Room **Bend, OR**
- Oct 23 Draught House 42nd Anniversary **Austin, TX**
- Oct 28 Salty's Brewers Dinner **Portland, OR**

### → NOVEMBER

- Nov 6 Beer Bloggers Conference **Boulder, CO**
- Nov 6-7 Boards and Brews Festival **Ft. Mason, CA**
- Nov 13 Foamfest **Trukee, CA**
- Nov 13 Deschutes Brewery Garage Sale @ The Mountain Room **Bend, OR**
- Nov 14 Alefest **San Antonio, TX**
- Nov 19 Boise State Football Tailgate Party @ The R Bar **Boise, ID** **W**
- Nov 20 Holiday Beer Fest **San Francisco, CA**
- Nov 20 Bethlehem Inn Benefit Beer Dinner @ The Mtn. Room **Bend, OR**
- Nov 25 THANKSGIVING HOLIDAY **Pubs and Brewery Closed**

## Fresh Hop Beer Tasting

Saturday, Oct. 23rd, at The Mtn. Room, 6 PM  
\$40 / person (includes beer, food and gratuity)

### Five fresh hop beers including:

1. **Fresh and Sweet** with Cascade hops
2. **A Lager** made with Perle hops
3. **An Ale** made with Nuggets hops
4. **King Kone** made with Centennials
5. **Fresh Hop Mirror Pond Pale Ale**

Katrina Spatrisano, our Mountain Room Chef, will be preparing some tasty dishes to go along with the beer:

### Herb-Roasted Pork Loin

with Pear Chutney

**Yam Bisque** with Seeded Rye and Muenster Grilled Cheese

**Creamy Pumpkin Seed Pesto Pasta** with Roasted Chicken

**Sweet Corn and Crab Fritters**

**Super Secret Surprise Dessert**

## 6th Annual Bethlehem Inn Benefit Beer Dinner

Saturday, Nov. 20, at The Mtn. Room, 6 PM.  
\$80 / person (includes beer, food and gratuity)

Join us for a five-course, seated, beer-pairing dinner benefiting the Bethlehem Inn. Our chefs will be joined by local chefs Jeff Hunt from Spork, Brad Wood from Scanlon's, and Sam Reed from 10 Below.

....And stay tuned to our website for the menu release!

## HOT TICKET

Deschutes Brewery proudly supports the courage and tenacity of cyclocross riders everywhere! To show our dedication and admiration, we sponsor several cyclocross races and series in Oregon and Washington:

### THE CROSS CRUSADE

PORTLAND, OR

- 10/3 Alpenrose Dairy **Portland, OR**
- 10/10 Rainier High School **Rainier, OR**
- 10/17 Sherwood Forest Equestrian Center **Sherwood, OR**
- 10/24 Portland International Raceway **Portland, OR**
- 10/30 Clatsop County Fairgrounds **Astoria, OR**
- 10/31 Clatsop County Fairgrounds **Astoria, OR**
- 11/7 Washington County Fair Complex **Hillsboro, OR**
- 11/14 Barton Park **Barton, OR**



### MFG CYCLOCROSS

SEATTLE, WA

- 10/3 SCCA/Starbucks GP
- 10/24 Raceway CX/SSCWX
- 10/30 King Country CX
- 11/14 Nov 14 Woodland Park GP

Grab some post-race Deschutes Brewery Beer in the Beer Garden at the 10/3 and 10/30 races!

VISIT [crosscrusade.com](http://crosscrusade.com) & [mfgcyclocross.com](http://mfgcyclocross.com)