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Deschutes Brewery Enhances Perfection: Fresh Hop Mirror Pond Pale Ale

For the first time, Deschutes Brewery bottles a timeless favorite wet hopped with heirloom Cascade hops

14 September 2011 – Bend, Oregon – Deschutes Brewery and the Cascade hop have delighted taste buds together since 1988. This year, the brewery has done it again with Fresh Hop Mirror Pond Pale Ale, the newest brew in the Bond Street series experimental lineup. But this creation went far beyond just ordering some Cascade hops from the rich farmlands of Oregon – instead, Brewmaster Larry Sidor revived the original 1972 rhizome for the plant from the archives at Oregon State University.

“We are in the craft beer industry and we care about quality, which is why we asked the hop farmer to keep a field idle for two years – we actually paid them to not grow anything,” said Sidor. “This gave us a ‘pure’ field to start with, using cuttings from the original Cascade hop plant and we grew them up for more than two years.”

Goshie Farms of the Willamette Valley agreed to dedicate four acres of pristine land for heirloom Cascade hop cultivation. The 2011 harvest season bears the fruits of those labors begun many years ago, and so will Fresh Hop Mirror Pond.

At a recent meeting of fellow brewers, amidst the actual heirloom Cascade hop vines, a single color expressed itself: green with hop envy. A collective “Why didn’t I think of that?” echoed through the field as those gathered saw and smelled the difference. More vitality. Better yield. More herbal, floral and citrus aromas. These gifts will set Fresh Hop Mirror Pond Pale Ale apart, as freshly-harvested, heirloom Cascade hops replace the traditional dry hopping process.

Building upon the fresh-hopped success of Hop Trip, Fresh Hop Mirror Pond Pale Ale combines vintage roots and timeless vision with Deschutes Brewery’s unrelenting pursuit...to just get better.

Available in *very limited quantities* in 22-ounce bottles and on draft wherever Deschutes Brewery beers are distributed.

About Deschutes Brewery

Located in beautiful Bend, Oregon, Deschutes Brewery is in the business of daring people to expect more from their beer. That's why we started off in 1988, on the banks of the Deschutes River here in Bend, Oregon, by selling Black Butte Porter at a time when others were sure a dark beer would never catch on. Our brewers love to push the envelope, especially if it makes someone nervous. But for us, the highest praise is a raised glass and a toast of "Bravely Done!" For more information about Deschutes Brewery and its courageously crafted beers, please visit www.DeschutesBrewery.com or www.Facebook.com/Deschutes.Brewery.



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