



Hoppy's April Update

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Hoppy Brewing Company

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Hi Hoppy! :)

*** **WINNER** ***

Hoppy's Lucky Dinner Winner for the month of April is Mr. Dale Black, who works at the Upper Eastside Lofts as the Maintenance Manager. Congratulations Mr. Black!!! We look forward to serving you and your friends a complimentary dinner for up to four friends and/or family on any weekend!!!

*** **WINNER** ***

In addition to this bimonthly update, you can also follow Hoppy on any of the following social networks with more frequent updates:

Facebook - <http://facebook.com/HoppyBrewingCompany>
Twitter - <http://twitter.com/HoppyBrewing>
Google+ - <https://plus.google.com/+HoppyBrewingCompany>
Instagram - <http://instagram.com/HoppyBrewing>
Youtube - <http://youtube.com/hoppybeertube>

If you didn't know, it's that time of year again, and with the arrival of Spring, we are once again updating our menus with some new items for you to explore. For Lunch and Dinner we have combined the two menus, so that you will find it easier to find what you are looking for.

Here is a mini-breakdown for:

- **Appetizers** look for some new Caprese Bruschetta, Grilled Polenta, and Jalapeno Poppers.
- **Salads** look for a new Steak Salad.
- There is a whole new section called "**Pub Plates**", which are entrée like meals, but only smaller. In this section you find seven totally new items for you try. You will have to come in to see what they are too.
- **Sandwiches** look for a new Cuban Sandwich.
- **Pasta** we added some Bison Meatball and a Big Kid Mac & Cheese.
- **Brunch** we added a Stuffed French Toast, Blueberry Pancakes, House-made Biscuits & Gravy, Breakfast Reuben, and a Hangover Burger to just give you an idea.

We also updated the Kids Menu with some new choices as well as the artwork, and we changed a bunch of wines for the Spring/Summer season.

Coming this Saturday, April 04th, is the monthly return of Rusty in the Shade!!! Yes ladies and gentlemen, it is that time again, and it is time to show up on Saturday between 11:00am and 1:00pm to catch some of the hippest, coolest, grooviest,

acoustic tunes this side of the Mississippi River. Make plans to show up, grab some grub and suds, while kicking back and listening to Rusty do their thing...

***** HOLIDAY ALERT *****

On Sunday, April 05th, it's Easter Sunday!!! If you are looking for a place to take the family for a nice morning Brunch on Easter, Hoppy will be featuring two crepes filled with sautéed asparagus & goat cheese topped with green onions, and served with your choice of potato and toast for a "very" tasty Easter Brunch Special. For the Dinner special we will feature Roasted Rabbit over creamy mashed potatoes with a sprinkling of toasted, chopped hazelnuts, surrounded by cider-steeped apples and leeks. Let us do the cooking on this special day; so make your reservations now to bring the family in for a visit here at Hoppy. REMEMBER: kids eat for just \$1, and each entree includes a 22 ounce bottle to take home with you too!!!

***** HOLIDAY ALERT *****

The Brewer's Special for April will be:

- The first one is - "RAIN DANCE PALE ALE": This humble offering to the rain gods features Southern Cross hops from lush, verdant New Zealand. A bit lemony and earthy. It has 50 IBU's and has 5.3% Alcohol by Volume (ABV).
- The second one is - "HOPPY'S {LOST} NOT-SO-PALE ALE": This is based on a recipe we brewed as a commission a couple years ago. We had the excess on tap here for not much longer than a weekend under the name Ernie's Day Job Ale. We suppose it would only confuse things to call this an Amber Ale, but that's kind of what it is, except with a lot of dry hops. This way, the beer is hoppy without being overly bitter. So enjoy one of our "lost" beers we couldn't quite leave in the past. It has 25 IBU's and has 5.5% Alcohol by Volume (ABV) and should be on tap in mid-April.

Ahhh, Springtime is in full swing and the Hoppy Road Crew is gearing up for the crazy part of the year – lots of events and plenty of beer! Keep an eye for the road crew as we expand our number of retailers (that specialize in quality beer, wine and spirits – as well as those big "club" type stores. Stop by and say hello to a Hoppy Road Crew member. Funny story, we even had a faithful follower that seemed to be following us around to some of these stores – what some people will do for recognition by a couple thousand of our followers – make sure and get my good side next time!

So April looks kind of light on the calendar until we start figuring out how we are getting people out to these events and educate people about our beers.



Starting on April 04th, Hoppy beers were chosen to be served at a very exclusive dinner with KVIE's Rob Stewart – You know "Rob on the Road". A Night at Home with Rob On the Road. A fundraiser for the Rainbow Chamber Foundation. Limited Seating. Raffle Prizes for the Dinner Include (tickets for purchase at the door): Day behind the scenes on a local taping of "Rob on the Road" by KVIE; NEST thermostat installed by Perfection Home Systems; "Day at the Winery" wine and tasting basket by Sobon Wine and winery tour/tasting by Andis Winery; BBQ/Cooler tailgate package by Stephanie Slagle/State Farm. They are only selling a limited number of tickets. Saturday, April 04th; 5:00pm Mix and Mingle; 5:30pm Dinner; Contact Information: info@rainbowchamber.com Fees/Admission: \$100 per person - includes dinner, drinks, and a thank-you gift bag.



April 06-12th, we show our love to the folks at the Sacramento Food Bank and Family Services. EAT TO FEED THE HUNGRY. The goal of this fun, local event is to remind Sacramento diners that Sacramento Food Bank & Family Services (SFBFS), the local organization that operates Run to Feed the Hungry, serves thousands of families year round. Thanksgiving is an obvious time of year to support families in need. What about in April? Sacramento residents can keep their support going throughout the year by enjoying a meal and in turn providing a meal for another family in our community. There is no purchase necessary to participate in this event, but you can make a contribution to SFBFS to help make the event an even bigger success. For every \$25 donation, you will receive one entry to win a \$50 gift card to one of the participating restaurants! Want to increase your chances of winning a gift card? Snap a photo of you or your family enjoying dinner during Eat to Feed the Hungry, upload on Instagram and include #ETFTH. This year, every restaurant has pledged to donate \$2 for each Instagram posted at their restaurant. Earn an extra entry by wearing your favorite Run to Feed the Hungry shirt in the photo! Each photo posted from a different dining experience that includes the hashtag will equal one more entry to win a gift card! <http://www.runtofeedthehungry.com/etfth>

Kops-n-Kids 2015 Golf Tournament will be held at the prestigious Del Paso Country Club 3333 Marconi Ave; Sacramento, CA 95821 (that's right – the same Country Club that the US Seniors Open will be held in June) Monday, April 13th, from 9:00am to 5:30pm. All proceeds from this charity golf tournament go toward the funding of the annual Kops-n-Kids summer

camp. Please visit <http://www.KopsnKids.com> for more details.

This year the Brewers Association is having their annual Craft Brewers Conference in the Beer friendly City of Portland, OR from April 14th-17th, and some members of the Road Crew will be in attendance; so if you see them out and about around town make sure to stop them and let them know where you would like to buy our Hoppy products. ;-)



PRE-DENTAL ASSOCIATION

Get involved, get experience... get accepted!

Yea – those Sac State future leaders love us. We have been asked back for their annual fundraiser: Annual Pre Dental Association Gala Charity Event. Every year during spring, their Association holds the Annual Gala Charity Event. All of the proceeds from this event go directly towards our Project Backpack, which provides underprivileged children in the Sacramento area, as well as overseas, with backpacks full of dental and school supplies. The local communities of Sacramento, Sacramento State students and faculty, as well as the SDDS are all invited to purchase a ticket to attend the event. They have several different wineries and breweries (Yay Hoppy!) come out and give their guests an opportunity to sample their products, along with selected catering companies to have an enjoyable evening. There is live music, magic, games, massages, and auction/door prize opportunities throughout the night. Each year they try to make the Annual Charity Event different and better than the year before! For the 9th Annual Gala Event on April 17th, you can purchase tickets in advance through Pre-Dental officers and at the door on the day of the event. With student identification, ANY student can buy a ticket for \$25. General Admission is \$35. Guests must be 21+ with a valid ID to enter (bring student identification if applicable). Dress to impress! Attire is semi-formal. When: April 17th, from 7:00pm-11:00pm. Where: Sac State Alumni Center (Free parking is available in Lot 8; immediately adjacent to the Alumni center) <http://www.csus.edu/org/ppedental/winetasting.html>

April 17th, from 2015 6:30–10:00pm, California State Railroad Museum, 125 I Street, in Old Town Sacramento. The Rotary Club of Foothill-Highlands presents the Eighth Annual Night at the Museum. Wine•and•Food Gala. Proceeds benefit local charitable and non-profit causes, including: • Birth and Beyond • Sacramento Crisis Nursery; • Children's Receiving Home • WIND; Music and Dancing, Live and Silent Auctions, Balloon Pop for Special Prizes, Business Casual Attire. \$40 per person/\$50 at the door. For additional information, contact Event Chairperson David Stone at [916.871.4025](tel:916.871.4025) or by email at davidstone@cprstone.com. The Foothill-Highlands Rotary Club Foundation is a non-profit 501(c)(3) organization. <http://www.night-at-the-museum-rotary.org>

Also on Friday, the 17th, from 6-9:00pm: CCHAT Uncorked takes over Beatnik Studios, 723 S Street in downtown Sacramento. Tickets \$50; [916.361.7290](tel:916.361.7290) • The CCHAT Center - Sacramento is a school devoted to teaching deaf and hard of hearing children to listen and develop spoken language. Currently, over 60 children are benefiting from CCHAT's program. CCHAT is state certified as a nonpublic school and is one of two auditory/oral programs serving deaf children in Northern California. Children attending CCHAT utilize a variety of amplification systems including hearing aids, cochlear implants and personal FM systems. Through a program of individualized language therapy and a creative and imaginative curriculum, children develop competency in communication, social, and academic skills. With these skills they can actively participate in their local schools and within the community at large.cchatsacramento.org (we have to say, we were invited out for breakfast and a tour – It truly is amazing what these folks do here).



The Rotary Club of Laguna Sunrise is excited to once again be holding its annual fundraiser, a Taste of Elk Grove. The Taste of Elk Grove is a food and wine festival that helps support a variety of charities in the Elk Grove area. This fun event will be held on Saturday, April 18th, at the Sacramento Asian Sports Foundation building off Laguna Blvd in Elk Grove.

There will be over 50 local restaurants, wineries & breweries offering a variety of delicious food, wine and beer for all to taste and enjoy! A silent auction and balloon prizes are also a big of the evening! A small sampling of the auction items: Themed baskets, kayak, Hawaii vacation, River Cats tickets, Large wreath, Gift cards. The Taste of Elk Grove is the primary fundraiser for the Rotary Club of Laguna Sunrise.....and join other local clubs in providing safe drinking water to schools in Zacapu, Mexico.

JDRF Gala: Join us for the ONE PARTY you cannot miss in 2015! Purchase Tickets while they are still available. Enjoy a hosted bar, generous hors d'oeuvres, gourmet dinner and exciting entertainment as well as fun & games at the historical Memorial Auditorium. Browse a stunning array of silent auction items and rare live auction experiences. Attend as a guest or feature your business as one of elite sponsors with custom sponsorship packages created to deliver your business goals and objectives. This memorable evening will raise critical funds for diabetes research and attract more than 350 prominent guests, featuring spectacular entertainment, live and silent auctions, and their signature Fund A Cure program. Mingle with Sacramento's Who's Who of many of the area's most prestigious organizations and businesses. For more information contact Allie Delehant at [916.920.0790](tel:916.920.0790) or via email at adelehant@jdrf.org, or Executive Director, Christina Cleveland Airola

at cclevelandairola@jdrf.org - See more at: <http://norcal.jdrf.org/events/oneparty/#sthash.3PHtreWL.dpuf>

The 28th Annual Solano Wine & Food Jubilee, a black tie-optional affair (denim discouraged), gets under way at the Specialty Event Center, 300 Chadbourne Road in Fairfield, beginning at 6:30pm on Saturday April 25th for general admission. Tickets, for those ages 21 and over, must be purchased in advance and are \$100. To purchase tickets, call 707.646.3133, or go online at www.wineandfoodjubilee.org. Organizers also plan to offer a limited number of "VIP Table for 10" packages for Jubilee night again this year. These VIP tables include many of the benefits afforded VIP ticket-holders – early admittance, special treats on arrival, and access to the "VIP Lounge" – for \$1,750. Please call to secure one of these highly popular table packages. The Solano Wine & Food Jubilee, organized by NorthBay Healthcare Foundation to support the programs of NorthBay Hospice & Bereavement, has become the biggest and most popular fund-raising event in Solano County. Over the past 27 years this sell-out gala has raised more than \$3 million, enabling NorthBay to provide physical, emotional and spiritual care for the terminally ill, regardless of their ability to pay. With this support, these patients – and their families – are able to live their final days as peacefully and comfortably as possible. <http://www.wineandfoodjubilee.org/WFJIndex.aspx>

Also on the 25th: 5-10:00pm, Sacramento Convention Center is the Annual WINE & FOOD FEST! Toast to the Make-A-Wish mission, and join us with the region's premier beer, wine, and food establishments. Sample more than 100 of the best local restaurants, breweries, and wineries all in one place. Even better—you'll leave knowing you helped make wishes come true for children in our local area. Saturday, April 25th, from 5:00pm - 10:00pm, Sacramento Convention Center, 1400 J Street, in downtown Sacramento. <http://necannv.wish.org/news-and-events/calendar-of-events/winter-wine-and-food-fest/winter-wine-and-food-fest>



Finally, the sixth annual Paws, Pals and Putts Golf Tournament will be held on Monday, April 27th, at beautiful Del Paso Country Club -- I mentioned the US Seniors Open above -- This will have the VERY LAST golfer on the course before the Seniors Open. Proceeds from the tournament will benefit the nearly 11,000 animals that the Sacramento SPCA cares for each year. Back by popular demand — the Helicopter Ball Drop! Win \$5,000 for a hole-in-one! Just \$25 per ball entry.

Need not be present to win. Support the care of local animals in need by registering to golf, joining us just for post-tournament dinner or by celebrating with the sponsors by utilizing their services: (Hint Hint -- Hoppy!).

<http://www.sspca.org/how-you-can-help/special-events/paws-pals-putts-2014>

Of course, we are showing our love all over town (and beyond) during all of April! Including:

- Big Brothers/ Big Sisters Bowl for Kids Sake http://www.bbbs-sac.org/site/c.culSJdNWKIL6G/b.7659827/k.BF38/Bowl_for_Kids_Sake.htm
- Making a Splash - A community Auction and Tasting Event
- Shriners Children's Hospital
- Uncork your Support for NCAC: www.sacramento-tga.com
- Wellspring Women's Center: <http://www.wellspringwomen.org>

Look for May to become crazy, and busy several days every week! Bring on the good weather!

What is Coming in May???

*** **HOLIDAY ALERT** ***

On Sunday, May 10th, it's Mother's Day. Keep MoM Happy and bring her to Hoppy for a very special Brunch and/or Dinner.

*** **HOLIDAY ALERT** ***

We do not have an exact date yet, but we will be running a 90 day test beginning sometime in May with allowing our customers to place their food and drink orders via some cool new tablets at their table(s). This is not designed to replace your server, but rather to help increase the value of your experience while you are here dining with us at Hoppy. A small demo can be found on their website via the following link - <http://www.tanjarine.com> , or feel FREE to email Mr. Scott Patterson scott@hoppy.com with any questions and/or comments you may have.

Hoppy's brewpub is open daily during the week at 11:00am serving some of the best valued Lunches, Dinners, and Daily Specials in the area, and on weekends at 10:00am serving Brunch until 3:30 followed by Dinner at 4:30. If you have not seen our menus lately, feel free to check them out online at <http://www.hoppy.com/sacramento/menu.htm> , or just stop in and see us. We are always looking forward to sharing our day with our valued customers.

Also, our normal "daily" Hoppy Hour from 3-6:00pm, features \$1 off our small appetizers, \$2 off our beer, and \$3 off our

house wine & select top-shelf liquor. In addition, we also offer a LATE-NIGHT Hoppy Hour from 9:30pm till close on Sunday through Wednesday, and 10:30pm till close on Thursday through Saturday with the same discounts as the normal Hoppy Hour until the kitchen closes, which is really by far the BEST deal in town!

Plus, there are a number of other incentives here at Hoppy for you to enjoy:

- On weekends from 10:00am to 3:30pm, Hoppy features a tasty Brunch Menu with \$6 top-shelf Bloody Mary's, featuring our house-made Siracha mix and Mimosas.
- On Sundays Hoppy features the BEST deal in town, where a bottle of Hoppy brew is included to go with every Brunch/Lunch/Dinner entree purchased.
- On Sundays & Mondays Hoppy features \$1 children's meals with an adult meal purchase.
- On Mondays Hoppy features Hoppy Hour all day, which means \$1 off our small appetizers, \$2 off our beer, and \$3 off our house wine select top-shelf liquor.
- On Tuesdays Hoppy features a \$10 BFD all day, which means a Burger, Fries & Drink till 9:30pm, and at 10:00pm a quick session of trivia.
- On Wednesdays Hoppy features Chef Joe's famous Fried Chicken, Mashed Potatoes & Gravy with fresh Green Beans for Lunch, and later that day a South Park special at 10:00pm followed by the Daily Show at 11:00pm.
- On Saturdays Hoppy features \$3.00 pints when you wear your Beer Ambassador t-shirt.

Also, our Hoppy logo gear (i.e., polo shirts, t-shirts, pint glasses, ball caps, and etc.) can make for a GREAT gift any time of year. However, if you are not sure about our merchandise as a gift, Hoppy also has Logo Gift Cards available in your denomination of choice to give as a present as well...

Lastly, Hoppy usually has some space available for your company parties or presentations, or for that special birthday gathering; so if you have an interest in having your party here at Hoppy's, just call [916.451.4677](tel:916.451.4677) and speak with Mr. Conor Tekautz or via email at conor@hoppy.com to plan your next party or event as soon as possible. In addition, if you, and/or your party, desires FREE wireless Internet service, just ask your server for the WPA key code.

In closing, if you have a chance to visit us here at our brewpub, remember to drop your business card or comment card in the jar by the door on your way out to be eligible to win a complimentary dinner for up to four friends and/or family on any weekend on us. As Troy's Mom always told him, "you can't win if you don't play" – thanks Mrs. Paski...

Hopefully that will be enough to satiate your news appetite until our "regular" bimonthly newsletter comes out next month. However, if it is not, then feel free to visit our website below, and check out some radio and tube advertising, along with some fun games that Mr. Chris Baerwaldt has compiled for your enjoyment - even if some of it is not politically correct and a bit dated.

<http://www.hoppy.com/hoppy-bar-games>



Remember...the craft beer industry is very competitive, and we can always use your help when you are out there in the bars, restaurants, grocery stores, & etc. How can you help us you may be asking yourself??? Well...ask your local retailer(s) for our products (*to the point of bugging them if necessary*), so that you are able to buy the products that you **"really"** want - not just what is on the store shelf, or on-tap, at the moment...

You, the consumer, have more power than you may know. Speak up, speak clearly, and your earnest taste buds may reap those proactive rewards. If you do this, then we are sure it will not be long before you will be able to enjoy our Liquid Sunshine™ Blonde, Hoppy Face™ Amber, Stony Face™ Red, and Total Eclipse™ Black Ales outside of attending a local festival, or even visiting us here in Sacramento...

With that being said, Mr. Scott Patterson wants to know where you shop for beer. Please send an email to Mr. Scott Patterson at scott@hoppy.com and let him know where you would like to buy Hoppy. I know he would love to hear from you!!!

NOTE: As a bonus since you actually read our newsletter, and got this far, for the first 25 people who bring in the last sheet of this newsletter with the little coupon below, including your name/email address, you will get 25% off any Brunch, Lunch or Dinner entree!!! Remember, the coupon is only good for one person, per email, per month. :)



25% Discount Coupon
Valid to the first 25 people
in the month of April 2015

Name: _____

Email: _____

Thinking Globally - Brewing Locally!!!
"Every product we make greets you with a Smile"

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3 attachments

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