

TRÖEGS INDEPENDENT BREWING



PERPETUAL EXPLORATION

VOLUME 1



'WE DO THINGS A LITTLE SLOWER. WE SINK DEEP ROOTS. WE REALLY TRY TO UNDERSTAND THE WHY.'

– JOHN TROGNER, BREWMASTER AND FOUNDING BROTHER

WHETHER WE'RE WORKING ON A NEW BEER RECIPE, developing a seasonal menu, or deciding how to serve our community, the first question we always ask is: Why? Asking why helps us focus our priorities and the directions we take our family-owned brewery.

The busiest corners of Tröegs are home to our small-batch Scratch Brewhouse and our new nano Scratch Lab. We're constantly innovating on these systems, testing new ingredients and the best ways to use them.

The Scratch Series is where many Tröegs favorites – Perpetual IPA, our new Keller Pils and the upcoming Haze Charmer Hazy Pale Ale – got their start. We recently hit a milestone: our 400th Scratch beer! And we're just getting started.

MADE FROM SCRATCH

SMALL BATCHES DRIVE INNOVATION AT TRÖEGS



FIELD STUDY: BORN AND BREWED IN PENNSYLVANIA

OUR PRIORITY IS BUYING THE BEST INGREDIENTS in the world. A lot of times that means we're pointed toward Germany for grain or the Pacific Northwest for hops. But sometimes, because we live and brew in fertile central Pennsylvania, we find what we're looking for right in our backyard.

For the debut of our Hop Cycle IPA Field Study, we used nearly 100,000 pounds of two-row barley grown by third-generation farmers just a few miles down the road. "When we share those stories, our fans have a stronger connection to our beers," says founding brother Chris Trogner. "It paints a bigger picture and gives them a sense of pride."

Field Study IPA releases in April in ½ kegs, ⅓ kegs, 12-oz. bottles and 12-oz. cans.





FOR OUR NEXT TRICK ...

Our first new year-round beer in more than four years is hazy, bright and a little bit magic

INTRODUCING HAZE CHARMER

Nugget Nectar was the world's first imperial amber. Troegenator just might be the only year-round doublebock in America. And what other 11% ABV beer besides Mad Elf is loved by just about everyone around the holiday table? We've pulled off the seemingly impossible before, and now we have another trick up our sleeve.

Haze Charmer is a pale ale that's at once hazy and bright, a perfect companion to Perpetual IPA. Hazy pales are emerging, and we're planting our flag in the ground. Each sip delivers notes of juicy pineapple, fresh grapefruit and candied peach balanced by a hint of white pine and low bitterness.

A soft, juicy and hazy pale ale, Haze Charmer is here to cast its spell on you.

Haze Charmer releases in late February in 1/2 kegs, 1/6 kegs, 12-oz. bottles and 12-oz. cans.

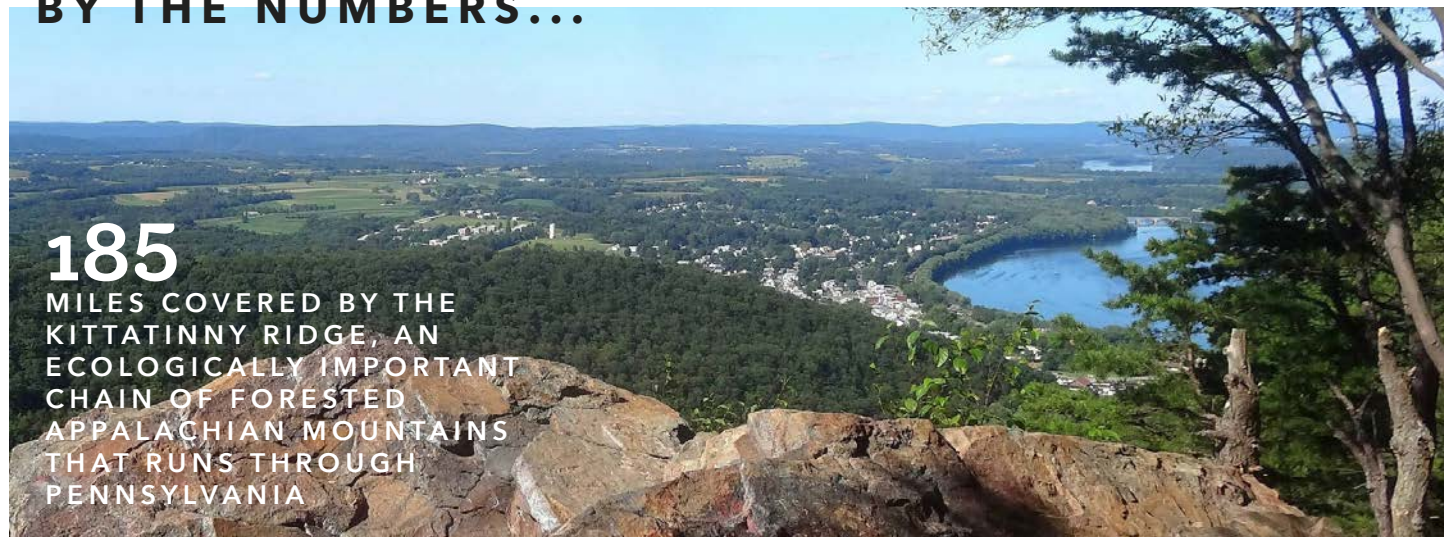
HAZE CHARMER



WE TASTE
JUICY PINEAPPLE, FRESH GRAPEFRUIT,
CANDIED PEACH AND A HINT OF WHITE PINE

ALETRUISM THE TRÖEGS WAY

BY THE NUMBERS...



185
MILES COVERED BY THE
KITTATINNY RIDGE, AN
ECOLOGICALLY IMPORTANT
CHAIN OF FORESTED
APPALACHIAN MOUNTAINS
THAT RUNS THROUGH
PENNSYLVANIA



15,000
ACRES OF THE RIDGE
THAT THE TRÖEGS
TRAIL DAY FUND WILL
HELP PROTECT



10
DAYS IT TOOK ARTIST
EMILY DING TO PAINT
THE TRÖEGS X NATURE
CONSERVANCY MURAL
IN DOWNTOWN
HARRISBURG.

GREAT BEER STARTS WITH CLEAN WATER

As brewers, as lovers of the outdoors, as Pennsylvanians, Trail Day is a collaboration that's near and dear to our hearts. We've teamed up with The Nature Conservancy to protect Pennsylvania's Kittatinny Ridge, a chain of forested Appalachian mountains that provides clean water, rich forests and safe migratory passage.

Proceeds from Trail Day, which will return in late summer, go toward the Tröegs Trail Day Fund.

Trail Day Pale Ale
releases in August
in ½ kegs, ¼ kegs
and 16-oz. cans.



LOCAL DAIRIES. LOCAL BEER. LOCAL GOOD

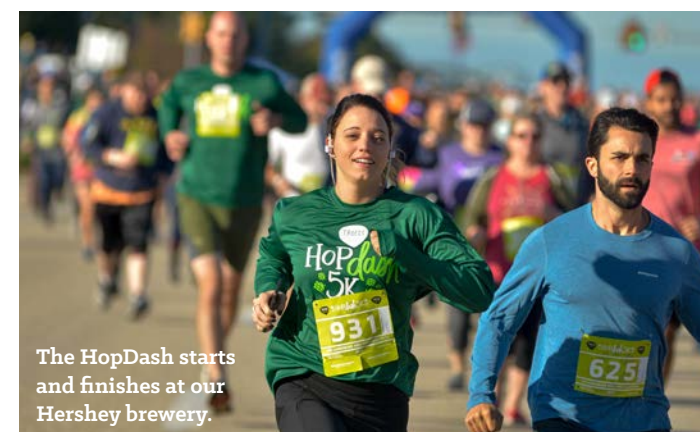
Troegenator Beer Cheese takes shape when a small but mighty team of cheesemakers at Caputo Brothers Creamery in York County, Pa, bathes cheese curds in freshly tapped Troegenator Double Bock.

According to the USDA, Pennsylvania lost 370 dairy farms in 2018. This creamy, caramel-y and savory collaboration is helping at least two family-run farms keep the barn doors open.

"We were going to sell our cattle and call it quits," says Pennsylvania farmer Lori Baumgardner. "It's partnerships like this that create a demand for more milk."

Troegenator Beer
Cheese is available
exclusively through
GIANT Food Stores.

BEER BRINGS OUT THE GOOD IN PEOPLE



The HopDash starts and finishes at our Hershey brewery.



Ullr Fest at Roundtop benefits the Peyton Walker Foundation.



The Kinetic Sculpture Race promotes the arts in Baltimore.

Our Aletruism efforts are focused on the communities where our co-workers and fans live, work and play. For example, our annual HopDash 5K has raised more than \$250,000 for the Harrisburg Area YMCA.

"Our family has been a supporter of the YMCA for a long time, and we've developed a strong relationship with them over the years," says Chris Troegner.

Through key partnerships with like-minded organizations across our distribution footprint, we're fostering the arts, protecting precious land and supporting life-saving educational programs.

46° 36' 8.028" N
120° 30' 21.9168" W
YAKIMA, WA

IN SEARCH OF THE PERFECT HOPS

THE HIGH-STAKES HUNT TAKES PATIENCE, NUANCE AND A 5,000-MILE ADVENTURE

Nearly 20,000 acres of hops are planted and harvested annually in Washington's Yakima Valley.

'THIS TRIP IS ALL ABOUT PEACE OF MIND'

GREAT BREWING STARTS WITH GREAT INGREDIENTS. THAT'S WHY EVERY FALL, WE SEND TWO TEAMS OF BREWERS TO WASHINGTON'S YAKIMA VALLEY TO SELECT THE HOPS WE'LL BE USING OVER THE NEXT YEAR. BREWMASTER JOHN TROGNER TAKES US ALONG FOR THE RIDE.

WHAT MAKES YAKIMA A SPECIAL PLACE?

JT: Yakima is a dusty little city about 150 miles southeast of Seattle. It gets 200-plus days of sunshine a year and, thanks to irrigation from the Yakima River, has really fertile soil. About 75 percent of American hops are grown there, along with apples, peaches, nectarines, plums, cherries, pears, grapes, sweet corn, you name it.

ARE ALL HOPS CREATED EQUAL?

JT: The range of aromas within a single hop variety can be huge. How a hop is farmed, how it's dried, what the weather did ... all those things and more affect the profile. Take Citra, a really important hop for us. It's in Perpetual, Field Study, Haze Charmer. On one end of the spectrum you have juicy orange, and on the other end is garlic, with a staggering amount of variation in between. That's why we go to the effort. We just can't leave that to chance.

YOU'VE SENT UP TO 10 BREWERS A YEAR. HOW COME?

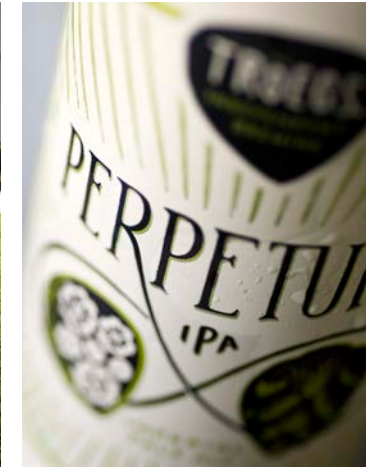
JT: We might see 16 or 18 different lots of the same hop in a day, and having a couple of people from our brewing and quality teams out there makes hunting for the right hops a little easier. Everybody has different superpowers and sensitivities and can rule out hops that have gone sideways with off flavors and focus on those notes of passionfruit, orange, mango, creamsicle ... all the good stuff.

WHAT DOES A TYPICAL DAY OF SELECTION LOOK LIKE?

JT: A typical day usually starts with a tour of a noisy picking plant, a quick look at the furnace under the huge drying beds, and a walk through endless rows of hop bines. But the real business of selection usually goes down in an unassuming little room with fluorescent lights and a long conference table. It's kind of a ritual. We start with a visual inspection. Any leaves or stems? Signs of insect damage? How does the lupulin look? Is it lemon yellow, orange, brown? Are the cones intact? Then comes the rub. The friction crushes the glands and warms up the oils, releasing their aromas. We're looking for hops that are true-to-type for our beers. Which lot of Simcoe will give Nugget Nectar its signature notes of mango and creamsicle? Can we pin down Citra that'll give us the orange and lemon rind profile of Perpetual IPA? It's a nuanced job, but the answers often jump right out at us.

DO YOU LOOK FORWARD TO THE ANNUAL PILGRIMAGE?

JT: I'm always a little nervous going into hop selection. We have so many hop-forward beers – Perpetual, First Cut, Nugget Nectar, Nimble Giant – so the stakes are high. Once we get a few meetings under our belts and latch onto some lots we like, those nerves start to lift. This trip is all about peace of mind. After we get back, I always sleep a little better.



“

I love working with the small farms and the cheesemakers and getting our team out there to see where our food is coming from.

It's really rewarding to hear these artisans and growers tell their stories. Then we can take those stories back to Tröegs and share them with our customers. It's good for everyone.

My top day ever at Tröegs was our visit to Yellow Springs Farm in Chester County. All the right things happened. The twisty roads we took past storybook farms. The baby goats that smelled like fresh milk.

And Catherine and Al are just the nicest people. They made goat-cheese pizza for us in their backyard oven. And we were all drinking LaGrave ... what a great beer.

It was just a beautiful, perfect day.

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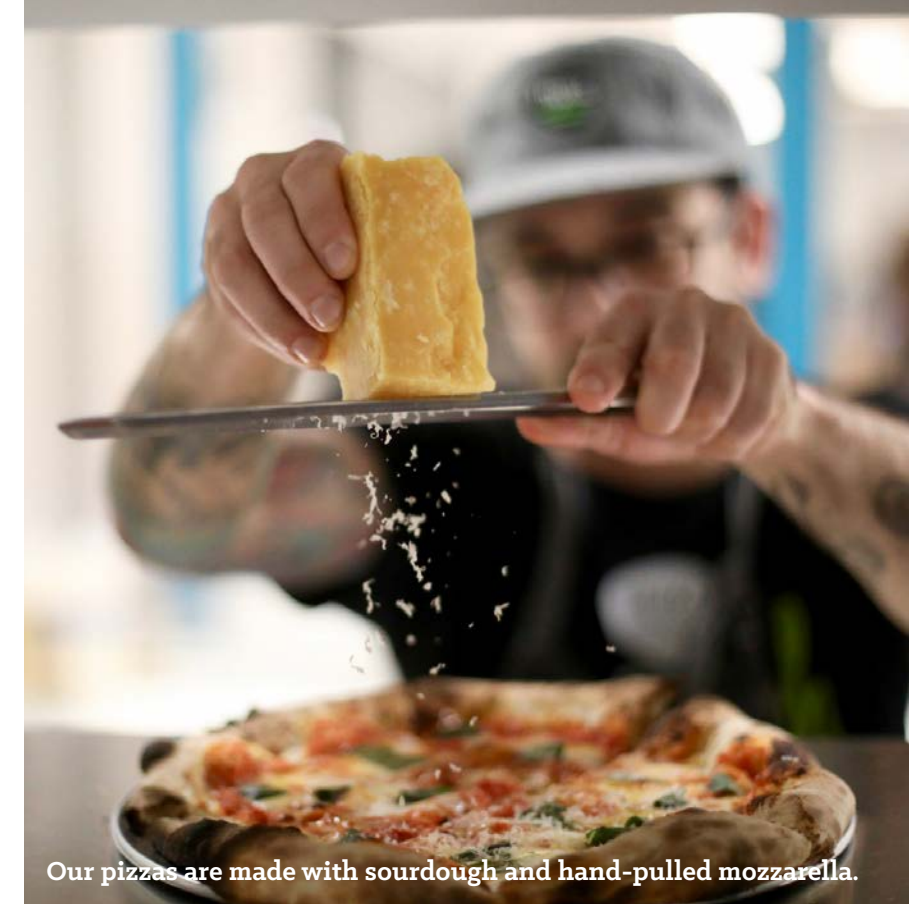
KATE HERSL
TRÖEGS BAKER



INSIDE OUR SCRATCH KITCHEN

IF YOU'VE HAD OUR Snack Bar's signature grilled cheese, one of the pizzas in our new Tasting Loft, or any number of baked goods, you've had a taste of something you can only get at Tröegs.

"A sourdough starter is equal parts flour and water," says Kate Hersl, one of three in-house bakers at Tröegs. "And when wild yeast inoculates it, you get a flavor that is original to the environment you're working in. We've been cultivating ours for more than seven years now."



Our pizzas are made with sourdough and hand-pulled mozzarella.

MAKE YOUR OWN SOURDOUGH STARTER



INGREDIENTS

- + 16 ounces all-purpose flour
- + 16 ounces filtered water

PROCESS

DAY 1: Combine 4 ounces flour and 4 ounces water in glass or plastic container. Stir into smooth batter. Loosely cover and let sit for 24 hours.

DAY 2: Feed the starter with 4 more ounces of flour and 4 more ounces of water. Stir into smooth batter. Loosely cover and let sit for 24 hours.

DAY 3: Your starter should be dotted with bubbles, look visibly larger in volume and take on a faint sour smell. Again, add 4 more ounces of flour and 4 more ounces of water. Stir into smooth batter. Loosely cover and let sit for 24 hours.

DAY 4: Your starter should be very bubbly and smelling quite sour. Again, add 4 ounces of flour and 4 ounces of water. Stir until smooth. Cover and let sit for 24 hours.

DAY 5: Your starter should have doubled in volume since Day 4 and be dotted with bubbles and smelling pungent. It's now ready to use.

WHEN YOU ARE READY TO MAKE BREAD, consult a sourdough recipe to determine the ratio of starter, water and flour used to make your dough.

THE ART OF TRÖEGS

FRIEND OF THE BREWERY DEVIN WATSON, A BALTIMORE DESIGNER, PULLS BACK THE CURTAIN ON HIS CANDYLAND-INSPIRED ILLUSTRATION FOR LOLLIHOP

HOW DID YOU CONNECT WITH TRÖEGS?

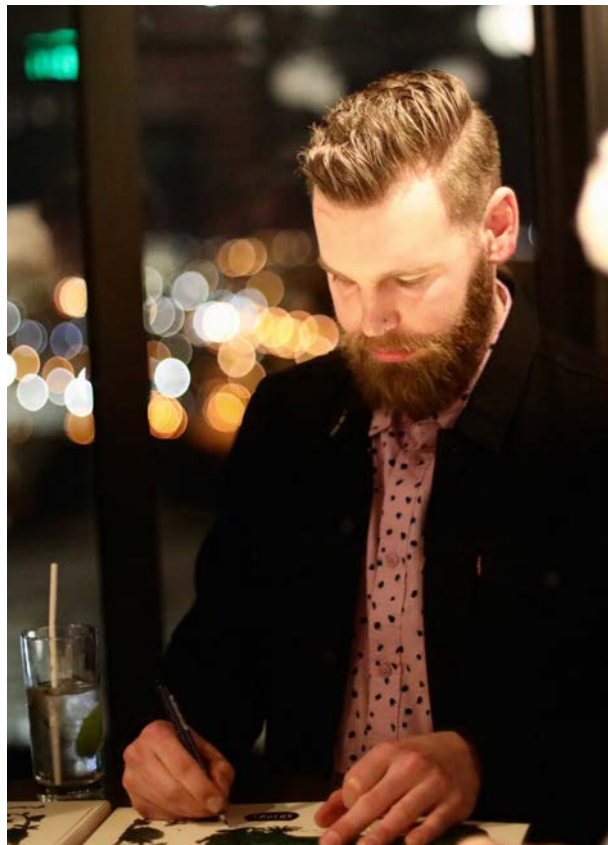
DW: I have a friend who worked for Tröegs, and through her I joined the brewery team that does the Kinetic Sculpture Race in Baltimore every spring. That led to my first entry in the annual Art of Tröegs Contest, a psychedelic interpretation of the Troegenator Racer that we pedal around the city. I was a runner-up that year, and after that, Tröegs chose me to design the label for LolliHop.

HOW WOULD YOU DESCRIBE YOUR STYLE?

DW: I call myself a design parrot. I can take a lot of styles and be fluid with them, make them my own. I've designed a lot of book covers ... Westerns, adventure fiction, cookbooks, academic publications, you name it. I love the challenge of taking a subject – even a dry one – and turning it into something interesting and unexpected.

WHERE DID THE IDEA FOR YOUR LOLLIHOP DESIGN COME FROM?

DW: I wanted to tell a story, and LolliHop had all the elements: a quest to find a great hop combination, three different hop varieties, and this kind of candy theme. The design grew organically from there. I imagined this magical forest where the hops were as big as redwoods. There are three trees pictured representing the three types of hops used to create LolliHop. This glowing elixir oozes out of the trees like syrup flowing into the rocks and streams and eventually comes to rest in a huge glowing pool at the bottom. Basically it's like a huge scene from Candyland if Candyland had a beer forest.



Our award-winning tour kicks off in the Art of Tröegs Gallery. troegs.com/tours



BREWED IN **TRÖEGS** INDEPENDENT BREWING **HERSHEY, PA**



THE ART OF HOPPING

- 1 **BOIL**
HOT-SIDE FOR FLAVOR, BALANCE & BITTERNESS
- 2 **HOPBACK**
HOT-SIDE FOR FLAVOR & AROMA
- 3 **DRY HOP**
COLD-SIDE FOR AROMA

- HOPS**
- CITRA
 - CHINOOK
 - MT. HOOD
 - CASCADE

MALT PILS & CRYSTAL
SUBTLE TOASTED GRAIN

WE TASTE CITRUS, NOTES OF PINE & SUBTLE TOASTED GRAIN

BREWED IN **TRÖEGS** INDEPENDENT BREWING **HERSHEY, PA**



- MUNICH, DARK CRYSTAL, & CHOCOLATE MALT
PROGRESSIVE LAYERS OF DEEP BREADY & CARAMEL FLAVORS
- LAGER YEAST
CRISP FINISH OF LOW & SLOW COLD FERMENTATION
- GERMAN NORTHERN BREWER, MAGNUM HOPS
TEXTURE & BALANCE

WE TASTE CARAMEL, FRESH TOASTED GRAINS & DRIED STONE FRUIT

BREWED IN **TRÖEGS** INDEPENDENT BREWING **HERSHEY, PA**



- YEAST**
LAGER FRUITY ESTERS & CRISP FINISH
- MALT**
PILSNER SUBTLE STRAW & TOASTED GRAINS
- HOPS**
SAAZ & HERSBRUCKER
FLOWERING HERBS & SUBTLE LEMON
- KRAUSENING**
SOFT, NATURAL CARBONATION & FLUFFY WHITE HEAD

WE TASTE BRIGHT CITRUS, FLOWERING HERBS & HONEYED BISCUIT



TRÖEGS INDEPENDENT BREWING 2020



| | JAN. | FEB. | MAR. | APR. | MAY | JUN. | JUL. | AUG. | SEPT. | OCT. | NOV. | DEC. | | |
|---------------------|------|------|------|------|-----|------|------|------|-------|------|------|------|--|--|
| YEAR ROUND | | | | | | | | | | | | | | |
| HOP CYCLE | | | | | | | | | | | | | | |
| ONCE A YEAR | | | | | | | | | | | | | | |
| TART & FRUIT SERIES | | | | | | | | | | | | | | |
| VARIETY PACKS | | | | | | | | | | | | | | |

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PLEASE RECYCLE

