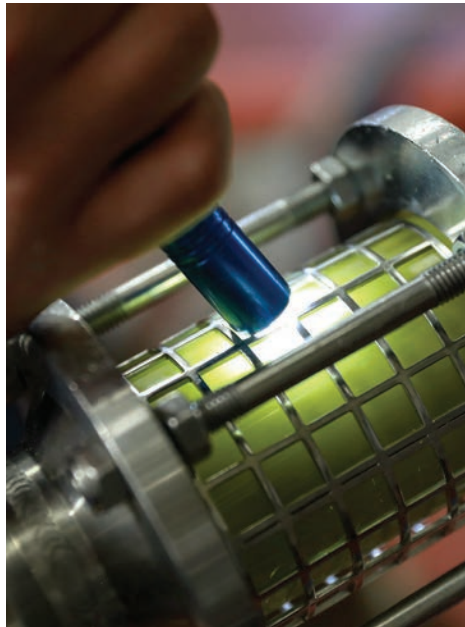




PERPETUAL EXPLORATION

VOLUME 2



At every step of recipe development, we're focused on mastery of craft and perpetual evolution.



INDEPENDENTLY CRAFTED, FAMILY-OWNED

Photo: Matt Furman

In the past 20+ years, Tröegs has grown from the two of us to about 250 people, but we're still very much a family business. Because we stay true to our core values of independence and family ownership, we have continued on a path of strong, steady growth without losing the small-brewery DNA we all hold dear.

Being independent means we're able to push our own boundaries, dive deep into the art and science of brewing, and focus on the long-term health of Tröegs. We don't have anyone to answer to other than our customers, our wholesale and retail partners, and our co-workers, and that means we can do what's right for them and what's right for our beer.

If there's one thing we've learned together, it's that we must perpetually evolve. By crafting new beers, supporting our community, developing our co-workers and building strong relationships in the market, we've been able to maintain forward momentum, even in this most challenging of times.

We're in this for the long haul, and we're looking forward to a bright and fruitful 2021 full of fresh beer, scratch-made food and can't-miss experiences. Thank you for your support.

- Chris & John

Troegenator is available year-round in 1/2 kegs, 1/6 kegs, 12-oz. bottles and 12-oz. cans.



DARK. CRISP. INDEPENDENT.

One taste of Troegenator tells you this is no ordinary beer. At once malty and crisp. Traditional yet timeless. A rebel with a sweet side. This deliciously dark doublebock calls for so much grain we had to custom-build our brewhouse around it. Layered with notes of smooth caramel, stone fruit and fresh toasted grains, 'Nator is a beer for people who love beer.

"We moved the Troegenator name higher to make that a focal point," says Florida-based illustrator Joshua Noom. "The bold and detailed illustration gives this icon a fresh look and supports the typography."

NEW
LOOK

TROEGENATOR[®]



PENNSYLVANIA GOODNESS

Troegenator is now brewed with two-row barley grown and malted right here in Pennsylvania. "When people think of local ingredients, they often think of hops," says brewmaster John Troegner. But the quality and quantity of the grain in Pennsylvania really lends itself to brewing. On top of that, we're reinvesting in our community. Sending a local grower a check feels good."

Perpetual IPA is available year-round in 1/2 kegs, 1/6 kegs, 12-oz. bottles, 12-oz. cans and 16-oz cans.



NO. 1 CRAFT BEER IN PENNSYLVANIA

Perpetual IPA is all about the hop profile, and that's why hop selection is so important at Tröegs.

After we developed the recipe for Perpetual, we started making an annual pilgrimage to the Pacific Northwest to walk the fields and have a very hands-on relationship with hops. Each variety has to be just right. We're looking for Citra and Cascade with orange and lemon notes, Nugget that's dank, and Chinook with that subtle pine. 7.5% ABV.

"I was inspired by the bright colors of the handpainted signs you see along the road in the tropics," says Tröegs design partner Lindsey Tweed. "Joyous stands on its own, and it also sits well alongside the whole Tröegs family."

Joyous IPA releases in February in 1/2 kegs, 1/6 kegs, 12-oz. bottles and 12-oz. cans.



A BRIGHT NEW IPA FOR SPRING

The muse for Joyous is a fresh and bright yeast strain called Hothead Kveik. We harmonize with its vibrant tropical profile through a combination of aromatic Citra, Sabro and Azacca hops. With soft notes of tangelo, juicy papaya and subtle coconut, this refreshing new Hop Cycle seasonal tops our list of sure signs that another joyous spring has sprung. 6.5% ABV.

PENNSYLVANIA ROOTS

'THERE'S SO MUCH TO WORK WITH HERE'

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.

It was back in 2002 when we first started working in earnest with local ingredients. We needed 300 pounds of wildflower honey for a little something we were cooking up called The Mad Elf. We found it right down the road in Carlisle, PA. To this day – with a yearly order that has swelled to 25,000 pounds – we still get every last drop with the help of The Happy Beekeeper.

“We like to use local ingredients because we can easily get out and try them,” says Brewmaster John Trogner. “We really do dig getting in the fields and tasting the ingredients and using them in beer.”

In the past five to 10 years, with the rise of small-batch

malting here in Pennsylvania, a lot of opportunity has opened up to use local grain. Our friends at Deer Creek Malthouse in Glen Mills and Double Eagle Malt outside Philadelphia have helped to establish which brewing grains grow best in our local climate, and they've worked hand-in-hand with farmers across the mid-Atlantic on variety selection, growing guidelines and optimal storage conditions.

The result is a growing economic opportunity for farmers and a chance for us to deepen our Pennsylvania roots.

Today, we buy about 100,000 pounds of locally grown barley every year for beers like Field Study IPA and LolliHop Double IPA. And with the recent addition of local grain in the recipe for Troegenator, that number continues to rise.

“The hard work of our local farmers shows in the taste of these grains,” says John Trogner. “I really can't say enough how much I love living in Pennsylvania. There's so much to work with here.”



LOCAL CHEESE, LOCAL GOOD

With Perpetual Beer Cheese and Mad Elf Beer Cheese, we've amplified our partnership with Caputo Brothers Creamery and The GIANT Company. The cheeses have created a demand for milk at a time when many dairies have been forced to close. "This project helps farmers find sustainable ways to survive," says Chris Trogner.



BLACK IS BEAUTIFUL

Thanks to our Black is Beautiful collaboration with Harris Family Brewery, we were able to donate \$14,439 to support Amira4sure. The Harrisburg nonprofit provides education, mentoring and advocacy for people as they transform their lives after incarceration. "I love that direct connection to an organization that has been doing the hard work for a long time," said John Trogner.



BEER + CONSERVATION

The fall release of Trail Day Dry-Hopped Pilsner marked the return of our work with The Nature Conservancy to protect Pennsylvania's Kittatinny Ridge. The ridge is an ecologically important 185-mile chain of forested Appalachian mountains, and together, we're working to protect 15,000 acres of the most critical, connected lands on and next to the ridge.

HELPING HOSPITALITY WORKERS

As the pandemic shuttered many bars and restaurants, we partnered with the Hospitality Assistance Response of Pennsylvania to help provide emergency assistance to front-line hospitality workers. Scratch #413 raised \$10,000 to soften the impact of this unforeseen hardship.



BRIGHT SPOT FOR HOSPITAL WORKERS

In April 2020, as the pandemic tested our health-care community, we showed our appreciation by donating \$39,000 in gift cards to front-line workers at four central Pennsylvania hospitals. "Our health care workers are absolutely essential," said Chris Trogner. "We're grateful for their selfless commitment to ensuring our health and safety."

Discover more of our community outreach at troegs.com/community.

RIDING SHOTGUN WITH TRAVELING 'ALESMAN'

PAUL GATELY

OUR MAN IN EASTERN MASSACHUSETTS LOVES LIFE – AND LUNCH – ON THE ROAD



WHAT DOES A DAY IN THE LIFE OF A TRÖEGS SALES REP LOOK LIKE?

The biggest thing, when you go into any account nowadays, is being able to read the room. I might go into 10 or 15 different places a day, and you have to know the account. If they're busy, just give a wave, tidy up the Tröegs shelf, maybe build a display, and move on.

Ideally, though, you get to sit down and chat. I like to think of my role as a consultant. I want to help each bar, restaurant and bottleshop find the right mix. What's going to be great on the shelves or the taps for them and their customers? Having that relationship is key.

WHAT IS YOUR FAVORITE PART OF THE JOB?

Certainly the people. I grew up in Cambridge, right across the Charles River from Boston. I can be downtown for lunch, then an hour later be out in the countryside. I rack up a few thousand miles in a month, so the travel and interacting with all these different folks is really the best part.

I also know the best sandwich places in every town in Massachusetts. That's the hidden art of what we do, finding really awesome lunch spots. There's this banh mi place in Dorchester, it's unreal!

IF YOU WEREN'T SELLING TRÖEGS, WHAT WOULD YOU BE DOING?

I always thought I'd be playing for the Boston Red Sox. I played a little college ball in Rhode Island, pitcher and shortstop. So I'd love to be pitching for the Red Sox, but my arm tells me different. After that, there's nothing I'd rather be doing than selling beer and putting smiles on people's faces.

**IN MASSACHUSETTS AND WANT TO SELL TRÖEGS?
GIVE PAUL A CALL AT 617-899-4283.**



PAUL'S ON-THE-ROAD PLAYLIST



Sir Duke Stevie Wonder
Tears of a Clown Smokey Robinson & The Miracles
Black Tambourine Beck
Lazaretto Jack White
Fame David Bowie



We Want The Funk George Clinton & the P-Funk All-Stars
Protect Ya Neck Wu-Tang Clan
Hyperballad Björk
Carolina in My Mind James Taylor
... and some sports talk and NPR on the side.





VAL DELLIGATTI, YEAST COORDINATOR

Yeast is an unsung hero of beer. Without yeast, there is no alcohol. Our yeast coordinator Val, a chemist and home brewer, knows this as well as anyone. She is part of a team of quality experts at Tröegs who keeps tabs on the health of our yeast strains. One of the ways she does that is by pulling samples and counting cells by hand, clicking each cell off on a tally counter. “We’ve trialed some pretty expensive imaging equipment to count cells automatically,” says our Lab Manager Ben. “But we like doing it by hand. Unanimously, our team is faster and more accurate.”

ZOË EVANITUS, DESIGNER

Zoë just might hold the world record for use of the hashtag #ilovemyjob. This York native and graduate of Tyler School of Art puts her creative touch on just about everything Tröegs. On any given day, you’ll find her dreaming up a new beer label, hand-lettering an event poster, illustrating a new T-shirt or refreshing our Art of Tröegs Gallery. When she’s recharging the design batteries, you can find her hunting for burritos and road-tripping with friends. “I am beyond grateful to be a part of such an amazing company, doing what I love and being surrounded by great coworkers.”



BOB READ, TOUR GUIDE

If you’ve toured Tröegs, you might already know this longtime guide. In the early ‘60s, Bob enrolled in Army ROTC at Oregon State and was commissioned a second lieutenant when he graduated in 1965. It was around that time – thanks to an encounter with a bottle of German lager – that Bob experienced his “great awakening to beer with character and flavor.” Beer became a lifelong passion as the Army took him all over the world. After retiring in Pennsylvania, he got word of a new brewery in Harrisburg. “In those days,” says Bob, “Tröegs was not open much to the public. I had to pound on the door. Finally, a young John Troegner came out and gave me a look that said, ‘Who the heck are you and what are you doing here?’ The rest is history.”

Thanks to our new Scratch Lab, we can break up 15-barrel brews into nano batches, allowing us to test things like dry-hop combinations and yeast strains side-by-side.

NEW RECIPES TAKE ART AND

THE THREE MOST IMPORTANT INGREDIENTS IN

A man with a beard, wearing a dark blue long-sleeved shirt, dark pants, a baseball cap, and safety glasses, is working in a brewery. He is leaning over a large stainless steel tank, holding a long white tube. The background shows a complex network of pipes, valves, and another large tank. The scene is brightly lit, highlighting the metallic surfaces.

KEEP EQUAL PARTS SCIENCE

IN BEER ARE INSPIRATION, R&D AND TEAMWORK

Good malt Combo
Nees

Haze to carry out

Some first



London III + unmalted wheat + HAZE



+ LOTUS HOP

London III unmalted wheat = Haze



Lotus Hops brings the

Candied peach
Juicy orange



too floral
Stick with 4



BRINGING A BEER TO LIFE IS A 'FUN RIDE'

We never know where the next beer will come from.

The recipe for Troegenator was born on a cold and rainy camping trip in Germany. Dear Peter was inspired by a grove of nectarines damaged in a hailstorm. And our year-round pale ale Haze Charmer started taking shape as we tinkered with the timing and temperature of hop additions.

As brewers, our radar for flavor is always on. And over the past 10 years in Hershey, we've been building our dream brewery to bring those flashes of inspiration to life.

The latest addition to Tröegs is our Scratch Lab, a 3-barrel system designed to replicate the temperature controls, pressure and geometry of our production brewhouse. It's there where we do the work needed to understand the ingredients and techniques we're working with.

"With the Scratch Lab, we can break up 15-barrel brews into nano batches," says Brewing Manager Tim Mayhew. "That allows us to test things like dry-hop combinations and yeast strains side-by-side. We used to wait weeks between batches."

Those test batches are analyzed by our Scratch Team – six brewers and scientists who spend hours discussing recipes, likes, dislikes and next steps. It's not uncommon to see one of them walking out the door at the end of the day with an armful of growlers.

"A big part of our job is tasting recipes we're developing," says Brewmaster John Troegner. "I have all sorts of

notebooks filled with hop combinations, flavor profiles, mind maps and pictures. For us, understanding the 'why' is fun."

To develop Haze Charmer, we spent six months in R&D. The first step in the winding path was Scratch #327. That's when we started experimenting with hopping at different temperatures to precisely disperse the flavor and aroma of the oils. As we started to lock in the hop bill, we shifted focus to the yeast. The London-3 strain we tried in Scratch #396 kept the beer dry and allowed the subtle malt notes to come forward. On top of that, it changed the profile of the hops.

"More than ever, we zeroed in on how a yeast strain can fundamentally change the way you smell hops," says John. "Brewing is all about the overall relationship among the ingredients. As we tasted those early pilot batches and started to see the dynamics of that relationship, a lightbulb went on. It's like finding a new color of the rainbow."

With the hops and yeast in hand, we capped off the recipe with oats and wheat, creating a haze that props up the Citra, El Dorado, Mosaic and Lotus. "That combination of unmalted wheat and vigorous dry-hopping acts like a hop-oil delivery system," says John. "It's haze with a purpose."

After more than half a dozen small batches, we nailed the soft and sessionable pale ale we were after.

"It hits the sweet spot," says John. "Big on hop flavor, low on bitterness. It's been a fun ride perfecting this recipe."

401 hops



LOCAL FARM HELPS CREATE 'ONLY AT TRÖEGS' EXPERIENCES

If you've ever wondered where we get much of the fresh produce we serve in our Tasting Room, look no further than 20-acre Little Peace Farm in Schuylkill Haven.

"Little Peace is a play on words," says Michael Scheidel, who runs the farm with his wife, Emily. "It gives you a little peace knowing where your food comes from, doesn't it? And tongue in cheek, there's not a lot of peace to this life."

Indeed, it's a full and busy life, shared with nine children, three grandchildren, a couple cows, a small herd of goats, and at any given time, at least a few curious farm cats.

There are three small ponds, a big weathered barn with a hand-painted heart, and a line of high tunnels and hoop houses bursting at their plastic seams. In the morning, the Scheidels can watch the sun rise over a hill of corn out the front of their sturdy stone farmhouse, and in the evening, they can watch it set out the back.

In between, there is work to be done.

"What I love most about this life," says Emily, "is being outside all the time and having the kids helping us and learning how to work. Learning how things grow, how they die, and why we do this. I like that the whole family can be a part of it."

The Scheidels are among a group of local growers, suppliers and makers who help stock the pantry of our busy kitchen here at Tröegs, and our chefs consider working with all of them a privilege and a point of pride.

"Chefs are driven by a lot of things," says brewmaster John Trogner. "We look for ones who are into seasonality and local flavors and the experiences they can pass along to our customers. We're known for putting a lot of creativity into our beers, and we put just as much into our food. We like to work with farms like Little Peace that take a creative approach to growing."

With Little Peace, our planning starts in late February when we sit down with Michael and a stack of seed catalogs and start paging through in search of something that catches our eye.

"It becomes this really neat collaboration," John says. "We focus on things that they can grow well that are off the beaten path. Together, we predict when these things will be coming out of the ground, and we think about what beers are coming out during the harvest window. Then we design recipes around that. When those things come together, that's the point when it becomes unique to Tröegs."



PRESERVING LOCAL CULTURE

At Tröegs, fermentation doesn't just happen in our beer cellars. It also happens in the kitchen. These Aji Rico peppers from Little Peace Farm are seriously fruity on the front with a medium heat on the back end. Once fermented, we add them to hot sauces, honey, spice blends and charcuterie, allowing us to enjoy local flavors year-round.



A SIMPLE TASTE OF SPRING

"We rotate our menu seasonally," says Tröegs Executive Chef Matt Lett. "We start with what's fresh and what's coming out of the ground, and we work from there."

When winter breaks, Chef Lett starts dreaming up fresh spring salads.

"The early greens get me really excited," he says. "Arugula in particular, with its peppery flavor and slight crisp, makes a great base for a spring salad. A nice rhubarb vinaigrette adds a tart and sweet dimension to balance out the pepper of the arugula, and some local ricotta from Caputo gives it a creamy touch."

Ingredients

- 8 oz. day-old sourdough loaf
- 1 large garlic clove
- 1/2 cup olive oil
- 10 cups packed arugula
- 1 rhubarb stalk, chopped
- 2 tbsp honey
- 2 tbsp red wine vinegar
- 1 oz. Caputo Brothers Creamery Ricotta

Step 1

Rub crust of sourdough with garlic clove. Tear bread into 1-inch pieces and toss with 1/4 cup olive oil. Sprinkle lightly with salt and bake until golden and crisp around the edges. Let croutons stand at room temperature.

Step 2

To make vinaigrette, blend rhubarb, honey, vinegar and salt. To finish, slowly add remaining olive oil.

Step 3

Drizzle arugula with vinaigrette. Sprinkle with salt and pepper to taste. Add croutons. Transfer to serving bowl and top with ricotta.

FARMS & FRIENDS

Thanks to a collection of local growers, makers and livestock farmers, our Tröegs pantry is stocked with delicious Pennsylvania flavors. If you've ever eaten in our Tasting Room, there's a good chance you've enjoyed the fruits of this local labor.



BOW CREEK FARM HERSHEY, PA

When we started selling burgers on special summer occasions, we found the high-quality beef we were looking for right under our noses. Just three miles to the north of Tröegs is Bow Creek Farm, a first-generation cattle ranch with lush green pastures, hay and grain grown right on the farm, and a herd of superior Red Angus cattle. "The beef is really special," says Executive Sous Chef Ben Horning. "We don't add any seasonings to the patty. We just let the meat do the talking."



GLENN MILLER POWELLS VALLEY, PA

One of the local farmers who has provided us with tens of thousands of pounds of brewing grain is Glenn Miller.

Miller grew up on a dairy farm in Powells Valley, then did a short stint as a baker in Harrisburg. "Working for someone else wasn't for me," he says. Miller returned to the valley and to farming and never looked back. "I have 40 head of beef cattle, 400 acres of corn, 400 acres of soybeans, 200 of wheat. I've been at this just about all my life."





**YELLOW SPRINGS FARM
CHESTER SPRINGS, PA**

When Catherine and Al Renzi were planning their goat cheese dairy, they traveled to Italy to learn from a legendary maker. “He told us all about his process. But then he got quiet. Finally he says, ‘But you won’t be able to make this cheese. You don’t have my goats. You don’t have my pasture, or my aging room. ... Why don’t you go home and make your own cheese?’ It was the best advice we ever got.” For a taste of Yellow Springs, check the cheese board in our Tasting Room.

**NORTH MOUNTAIN PASTURES
NEWPORT, PA**

Brooks Miller is a lot of things: jiu jitsu black belt, onetime aerospace engineer, even a former brewer at Tröegs. But Brooks and his wife Anna have dedicated their lives to something totally different: farming. On their 80 acres in Perry County, the Millers pasture, butcher and process heritage pigs that we serve in our Tasting Room. “We farm in a way that heals the land, nourishes people, and treats animals with respect,” says Brooks. “And we aim for transparency. Farming shouldn’t be hidden from public view.”



**STRITE’S ORCHARD
HARRISBURG, PA**

There’s a little corner of nearby Strite’s Orchard that’s carved out just for us. Every year, our friends there grow 3,000 pounds of Pennsylvania longneck pumpkins for our seasonal release of Master of Pumpkins. Longnecks are a hearty heirloom variety that taste similar to butternut squash. It takes a lot of time and effort to plant, raise, pick, clean and roast all those pumpkins, but we believe our subtly spiced fall favorite is worth the wait.





SUNSHINE PILSNER

If you want to get to know a brewery, try their pilsner. Ours is a complex balance of two-row barley, zesty Saaz hops and lager yeast. Secondary fermentation creates carbonation that gives this American craft pilsner soft notes of fresh-cut straw and flowering herbs. 4.5% ABV.

Sunshine Pilsner is available year-round in 1/2 kegs, 1/6 kegs, 12-oz. bottles, 12-oz. cans and 16-oz. cans.

NIMBLE GIANT DOUBLE IPA

The path to Nimble starts in the hop fields with a mix of Simcoe, Mosaic and Azacca. Our Hop Cyclone system circulates those oils from the top to the bottom of our tanks, and in the end, this beautifully balanced beer is ripe with notes of grapefruit, pineapple and honeysuckle. 9% ABV.

Nimble Giant releases once-a-year in June in 1/2 kegs, 1/6 kegs and 16-oz. cans.



THE MAD ELF

It's not the holidays until you've had your first Mad Elf! This seasonal favorite is brewed with five types of cherries – Bing, Lambert, Van and Royal for sweetness and Montmorency for a touch of tartness. With 25,000 pounds of local honey, our ruby red creation is bursting with notes of ripe cherries, raw honey, cocoa and cinnamon. 11% ABV.

Mad Elf releases once-a-year in October in 1/2 kegs, 1/6 kegs, 12-oz. bottles and 12-oz. cans.



NUGGET NECTAR

It's impossible to forget your first squeeze. Once a year, as the newest humulus lupulus harvest arrives at Tröegs, we blend these super-fresh hops into an Imperial Amber Ale. Excessively dry-hopped, Nugget Nectar is an explosion of grapefruit, pine, mango and creamsicle. 7.5% ABV.

Nugget Nectar releases once-a-year in January in 1/2 kegs, 1/6 kegs, 12-oz. bottles, 12-oz. cans and 16-oz. cans.



Grand Cacao releases in
February in 1/2 kegs,
1/6 kegs and 12-oz. bottles.

NEW



WELCOME TO GRAND CACAO

This deliciously decadent new stout is built on a foundation of rich chocolate malt, caramel malt and roasted barley. Cold-steeping on Peruvian cacao nibs and natural vanilla doubles down on the smooth symphony of chocolate, and a splash of milk sugar delivers a velvety sweet and creamy finish. 6.5% ABV.

YEAR ROUND



PERPETUAL IPA



HAZE CHARMER HAZY PALE ALE



TROEGENATOR DOUBLE BOCK



SUNSHINE PILSNER



GRAND CACAO CHOCOLATE STOUT



DREAMWEAVER WHEAT



JOVIAL DUBBEL ALE



LAGRAVE TRIPLE GOLDEN ALE

JAN.

FEB.

MAR.

APR.

MAY

JUN.

JUL.

AUG.

SEPT.

OCT.

NOV.

DEC.

HOP CYCLE



JOYOUS IPA



FIELD STUDY IPA



LUCKY HOLLER HAZY IPA



BLIZZARD OF HOPS WINTER IPA

ONCE A YEAR



NUGGET NECTAR ALE



LOLLIHOP DOUBLE IPA



NIMBLE GIANT DOUBLE IPA



HOP CYCLONE DOUBLE IPA



TRAIL DAY DRY-HOPPED PILSNER



MASTER OF PUMPKINS ALE



MAD ELF ALE



MAD ELF GRAND CRU



DOUBLE BLIZZARD IPA

TART & FRUIT SERIES



BOYSENBERRY



RASPBERRY LIME



PASSIONFRUIT GUAVA



BLOOD ORANGE CRANBERRY

VARIETY PACKS

ANTHOLOGY SPRING VARIETY PACK

ANTHOLOGY SUMMER VARIETY PACK



ANTHOLOGY FALL VARIETY PACK

ANTHOLOGY WINTER VARIETY PACK



PROGRAMS



PERPETUAL EXPLORATION



SUMMER BETTER



PERPETUAL WEEKEND



MAD ELF + MOST WONDERFUL BEER

PULSES

Nugget Nectar

Joyous

Lollihop

Field Study

Nimble Giant

Lucky Holler Cyclone

Trail Day

Master of Pumpkins

Mad Elf

Blizzard Of Hops

Double Blizzard



TRÖEGS INDEPENDENT BREWING
200 HERSHEY PARK DRIVE
HERSHEY, PA 17033



VIRTUAL SAMPLINGS SHARE A ‘TASTE’ OF TRÖEGS

Our new “We Taste” video series pulls back the curtain on our family of beers, uncovering the origin stories, ingredients, processes and flavor profiles. With in-person visits and samplings largely on hold, the videos are a great way to discover what our brewers are up to.

On our Marketing Assets and Resources Area, you can find product photography, videos, logos, price cards, case tuckers and tap stickers. And if there’s anything else you need, just let us know.

Find marketing materials at: troegs.com/retailer
Contact your local wholesaler: troegs.com/wholesalers
Contact your local sales rep: troegs.com/sales