

TRÖEGS INDEPENDENT BREWING

CELEBRATING 25 YEARS OF

# PERPETUAL EXPLORATION

VOLUME 3









## HERE'S TO THE NEXT 25 YEARS OF TRÖEGS

When we started this journey here in central Pennsylvania 25 years ago, we couldn't have imagined the Tröegs of today.

We were two brothers who just wanted to brew great beer. In the beginning, we brought in family and friends to help juggle the work. As we grew, we were able to add talented co-workers and invest in new equipment. We also formed relationships with wholesale and retail partners that put Tröegs on taps, on shelves, and on the map.

It's been a journey beyond our wildest dreams.

And yet, we're still two brothers who just want to brew great beer. That's why, in 2022, we're doubling down on the things that have helped make Tröegs a top-20 American craft brewery.

We're investing in the continuous improvement of our 250-strong team of co-workers. We're using our Scratch Lab to push our brewers in new directions and refresh our beer lineup. We're building a state-



of-the-art canning line. And where possible, our Sales team is safely venturing out – visiting accounts, hosting events and strengthening our relationships with you, our wholesale and retail partners.

So here's to family and friends. Independence and big dreams. Here's to great beer and the people behind it. And here's to the next 25 years of Tröegs.

- Chris & JOHN

EARLY  
'90s

The Trogner brothers discover craft beer - John in Philadelphia and Chris in Colorado.

Reunited in Colorado, the brothers try their hand at homebrewing. The DNA of Tröegs starts taking shape.

PERPETUAL IS

Perpetual is BIG, BOLD AND CITRUSY .

Perpetual is INDEPENDENTLY CRAFTED .

Perpetual is A FORCE OF NATURE .

Perpetual is THE BEST-SELLING IPA IN PA .

PERPETUAL IS

**PERPETUAL IS**

1995

Chris and John hang up a shingle in Harrisburg and start production.

The name Tröegs is a mashup of Trogner and "kroeg," the Flemish word for pub.

1997



## PERPETUAL IPA IS A LOT OF THINGS TO A LOT OF PEOPLE.

For us, Perpetual is the main reason we invest in two hop-selection trips out west every September. It was one of the first graduates of our Scratch Series. And today, it's grown into the best-selling IPA in the whole state of Pennsylvania.

"There has to be trust between us and the people who drink our beer," says Brewmaster John Troegner. "Those people who always keep a case of Perpetual in the fridge, we never want to let them down. That's why we're so focused on flavor, quality and consistency."

Perpetual is an IPA that won't let you down.

Perpetual is our thing. Perpetual is your thing.

Perpetual is perpetual.

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



# S PERPETUAL

1999

Tröegs sells its first pint, Tröegs Pale Ale, on July 18, 1997.

We ship our first beer outside of Pennsylvania ... all the way to New Jersey!

The dark and crisp Troegenator Double Bock is born. Cult classic #1.





## A BRIGHT SPOT IN THE DEAD OF WINTER

Once a year, as the new hop harvest arrives at Tröegs, we blend super-fresh Nugget, Palisade and Simcoe hops into an iconic Imperial Amber Ale known as Nugget Nectar. Excessively dry-hopped, Nugget is an explosion of grapefruit, pine, mango and creamsicle. With its beautiful orange color, big hop flavor and 7.5% ABV, Nugget Nectar provides plenty of warmth on those dark, cold winter nights.

**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.

2002

The Mad Elf's cherries, local honey and chocolate malt make the holidays more fun. Cult classic #2.

2004

With fresh Nugget hops from the fall harvest, Nugget Nectar becomes cult classic #3.



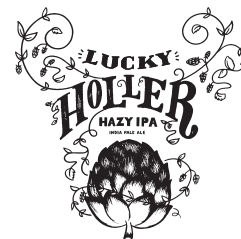
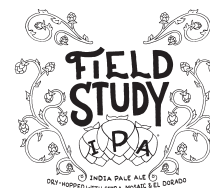


# INTRODUCING HOP HORIZON IPA



**Have you ever smelled a hop field in full bloom?** Hop Horizon IPA, our new spring Hop Cycle seasonal, is your shortcut to where the sky meets the vines. A blend of pale malts, wheat and oats lays down a base of gentle grain. Then a combination of Citra, Mosaic and Sabro hops unleashes juicy waves of sweet citrus and bubblegum with a punch of tropical fruit.

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



## THE HOP CYCLE

The Hop Cycle represents our vision of the hop-growing season. Each of the four rotating IPAs is available in bottles, cans and kegs for about three months. They're also found in our Anthology variety packs.

Scratch #1

# 2007

The Art of Tröegs contest kicks off. We're kinda floored by how creative our fans are.

To celebrate our 10th anniversary, we create the small-batch Scratch Series.

Troegenator wins its first of five Gold Medals at GABF.



# \* LONG LIVE Lagers \*

In 2022, we're celebrating two of our most popular year-round beers – one is a bright and crisp pilsner, the other a dark and crisp double bock. Sunshine and Troegenator have been riding a wave of lager love, and we see big opportunities for secondary displays, on-premise bundles and more. To order “Long Live Lagers” case stackers and posters, visit [troegs.com/retailer](https://troegs.com/retailer).

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



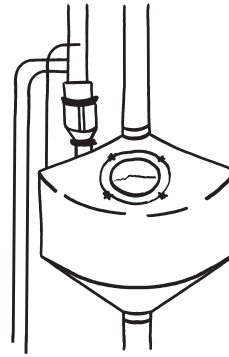
2010

The brothers sketch their vision for a larger brewery on the back of a napkin.

2011

That dream brewery comes to life in an old warehouse in Hershey.





### CUSTOM MASH TUN

The mash tun in our 100-bbl brewhouse was built to handle both the delicacy of Sunshine and the decadence of Troegenator. "On the one hand, we needed to design a system that doesn't scorch Sunshine's delicate mash," says Brewmaster John Trogner. "At the same time, it also needs to be able to handle more than twice the amount of grain when we're brewing Troegenator."

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

## 2012

Our Snack Bar opens, offering made-from-scratch seasonal dishes.

Perpetual IPA graduates from the Scratch Series and quickly becomes our best-seller.

Tröegs is named Mid-Sized Brewery of the Year at GABF.





# 'PUSHING IN NEW DIRECTIONS'

## AT TRÖEGS, THE ART AND SCIENCE OF BREWING COLLIDE

Every barstool at Tröegs offers a clear view of our 100-barrel brewhouse. But every new beer's journey starts on two custom-built smaller systems – our 3-barrel Scratch Lab and 15-barrel Scratch System. Our Scratch brewhouses are where we do the work needed to understand the “why” at the intersection of ingredients, technique and flavor. “At Tröegs, we’re focused on the art and science of brewing,” says John Trogner. “And because we ask ‘why’ at every turn, we’re always making discoveries about ingredients and brewing techniques and how they intersect to create flavor. We honor tradition and use classic techniques, and we’re obsessed with precision. But we’re very much pushing in new directions.”

2013

Scratch #100

2015

Chris wants a cork-and-cage line.  
John wants a canning line.  
It's a win-win.

We slice, clean and roast  
3,000 pounds of PA longneck  
pumpkins for the first batch of  
Master of Pumpkins.



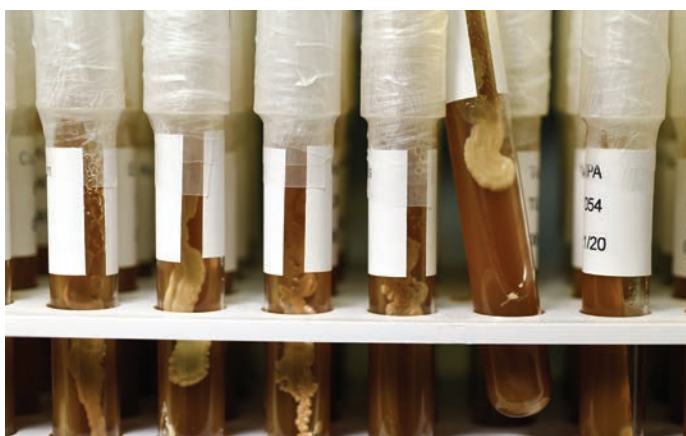
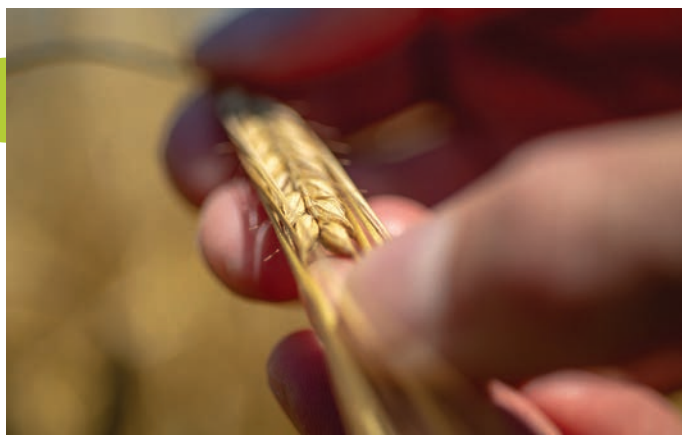


## HOP SELECTION

Every fall, two teams from Tröegs head to the Pacific Northwest for one of the most critical steps in brewing: hop selection. Nailing next year's batches of Nugget Nectar, Perpetual IPA, Nimble Giant and more all starts in the hop fields. "We go to the Yakima Valley every year to make sure we get the best hops we possibly can," says John. "We walk the fields, we talk to the farmers. To me, it's the most important ingredient selection we do."

## LOCAL GRAIN

Our priority is buying the best ingredients in the world. A lot of times that means we're pointed toward Germany for grain. But sometimes, because we live and brew in fertile central Pennsylvania, we find what we're looking for right in our backyard. These days, we buy about 250,000 pounds of locally grown grain every year for beers like Troegenator, Field Study IPA and LolliHop Double IPA.



## HAPPY, HEALTHY YEAST

One of the four key ingredients in beer is all but invisible. Yeast is a single-celled organism – very much alive – and it has to be kept happy and healthy so it'll convert sugars from the grain into alcohol and carbon dioxide, creating beer as we know (and love) it. That's why we house a kind of yeast nursery at Tröegs. It's where we collect, feed and prepare our most commonly used strains.

## FINELY TUNED WATER

Every beer we brew starts with a unique water recipe. Perpetual calls for a certain makeup of water, Troegenator another, and DreamWeaver Wheat yet another. So we build the base water for each beer from the ground up. The first step is carbon filtration to remove chlorine. Then reverse osmosis pulls out other impurities. From there, we fine-tune by adding minerals. Beer is 90-95% water, and its makeup can affect every aspect of flavor, aroma and color.



Scratch #200

# 2016

We reimagine all of our artwork with simple logos and hand-drawn lettering.

Three 80-hectoliter foeders join our ever-growing collection of barrels.

The Splinter Cellar, our wood-aging dream space, opens.





AFTER 25 YEARS  
WE'RE JUST GETTING

STATE-OF-THE-ART CANNING LINE ANCHOR





The 120-foot-by-30-foot mural that now adorns the east wall of our Hershey brewery is a celebration of the local ingredients we use to brew some of your favorite Tröegs beers. "The murals that I paint are not mine," says artist Jacintha Kruc. "They belong to the community. I like to bring art to places where anyone can access it."



**ARS IN BEER ...**

**TTING STARTED**

**ORS SERIES OF INVESTMENTS IN TRÖEGS**





TRÖEGS  
INDEPENDENT  
BREWING

PERPETUAL

IPA

IMPERIAL  
PALE ALE

Handcrafted by THE Tröegs  
BREW



# 'WE'RE ALWAYS THINKING WHAT WE CAN DO NEXT'

**Our roots in beer** stretch back to the mid-'90s, when all we had was a 6-gallon pot, a beat-to-crap stove and a burning desire.

Things at Tröegs look a little different these days, but that burning desire still drives us forward.

"We've been under construction for 25 years," says founding brother John Trogner. "That's what we love to do – continuously improve and expand. We're always thinking about what we can do in the next year, the next five years, the next 20 years to make the brewery better as a whole."

## **CELEBRATION OF LOCAL**

Last fall, we kicked off a series of big upgrades with an enormous new mural on our east wall. It's a celebration of the local ingredients we like to use, and it's the first thing guests see as they make their way in from the parking lot.

"It was daunting," says local artist Jacintha Kruc. "This is the biggest mural I've ever done. I worked in all the ingredients – honey, peaches, cherries, grain, hops. And Tröegs art is very graphic and playful, so I tried to be playful in the design."

After 13 long days on the lift, Jacintha was finally done. Since then, her mural has been stopping visitors in their tracks and has served as the backdrop for countless selfies. "I like to bring art to places where anyone can access it," she says. "Not everyone feels comfortable going into a gallery or museum, and murals are accessible to everyone."

## **POWERED BY SUNLIGHT**

As Jacintha was applying her final strokes of paint, preparation was under way for a major sustainability upgrade. A two-day shutdown in late September set the stage for a large rooftop solar array. We partnered with Solar Renewable Energy in Mechanicsburg, PA, on the installation of the 643kW system.

Now up and running, the 1,628 panels will produce 812,366kWh annually, or an estimated 15-20% of our annual energy needs. As part of the project, we also added insulation and installed a new white roof membrane to reflect and maximize capture of



## **BRING YOUR TEAM TO TRÖEGS**

Let us take you and your team behind the scenes at Tröegs. After our award-winning Production Tour, enjoy brewery-fresh beer and scratch-made food in our Tasting Room. Finish up with beer to-go and Tröegs apparel from our General Store. Contact your Tröegs sales rep to arrange a VIP experience.

the sun's rays. The panels are bifacial, meaning they produce solar power from both sides.

"It all adds up," says founding brother Chris Trogner. "We're making these incremental changes to decrease our environmental impact and improve the experience people have when they visit Tröegs."

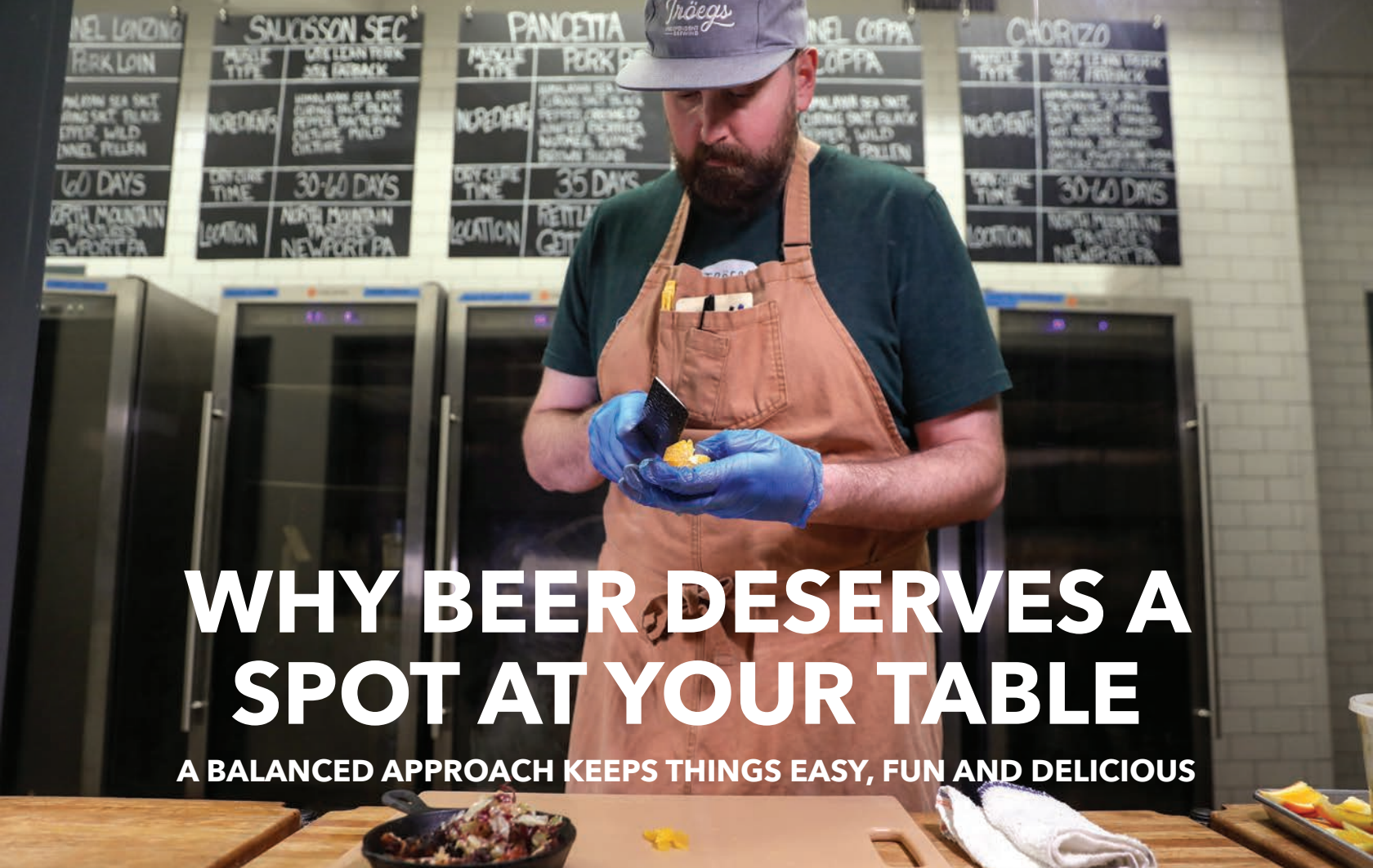
## **PACKAGING EFFICIENCY**

Next on our to-do list is a new state-of-the-art canning line. We have blueprints in hand for a 15,000-square-foot addition to the northwest corner of the brewery.

The new line – scheduled to be up and running later this year – will allow for separate bottling and canning and will increase the production speed, capacity and quality of our canned beer. It also means we can do can wraps and explore new pack types.

"We're all too aware of the challenges the beer industry and the restaurant industry are facing right now," says Chris. "With these projects, we're taking the long view, and we're optimistic about the future of Tröegs."





# WHY BEER DESERVES A SPOT AT YOUR TABLE

A BALANCED APPROACH KEEPS THINGS EASY, FUN AND DELICIOUS

**Here at Tröegs,** we believe that beer and food are better together.

While pairing can seem a little complicated and intimidating at first, we've found that it helps to break down how flavors work together. Are they complementary? Are they contrasting? Or do they not work together at all? A complementary beer pairing echoes and elevates a flavor in the dish. A contrasting pairing adds a balancing counterpoint. And an adverse pairing overshadows flavors and should be avoided.

"It's also a good idea to match intensities," says Ben Horning, our Executive Sous Chef. "For example, a subtle pilsner probably isn't going to pair well with a really funky cheese."

Ben says our kitchen team works a lot like our brewers.

"The way you make a beer is, you balance it – sweetness from the malt and bitterness from the hops," he says. "Fundamentally, you're pushing and pulling those two dynamics. With food, it's very similar. You don't want a dish that's 100% sweet. Or 100% salty. You want to balance flavors and play them off of each other – sweet, salty, bitter, acidic."

"Above all, relax and have fun," says Ben. "Taste is subjective, and there are no hard-and-fast rules. This is all about exploring flavor combinations and finding something you enjoy."

2016

Nimble Giant kicks off a run of must-have double IPAs.

2017

Brewery parking lot doubles in size. Yay!





**PERPETUAL IPA PAIRED  
WITH CURED PORK BELLY  
AND GINGER VINAIGRETTE**

“Spices and herbs play really well with fruitiness,” says Chef Ben. “So the pickling spice, garlic and rosemary contrast nicely with the citrusy notes of Perpetual. The pork belly is fatty and rich, so the bitterness of the beer cuts through that. And the ginger vinaigrette adds a sharp contrasting flavor to Perpetual’s tropical notes.”

**BACON CURE**

- 3/4 cup salt
- 1/2 cup sugar
- 1/4 cup brown sugar
- 1 tbsp pickling spice
- 1 tbsp fresh garlic, minced
- 1 tsp fresh rosemary, chopped

**GINGER VINAIGRETTE**

- 1 1/2 cups sherry vinegar
- 3/4 cup honey
- 1/4 cup dijon
- 1 tsp fresh thyme
- 1/4 cup fresh ginger
- 2 tsp salt
- 2 cups blended oil

**COOKING INSTRUCTIONS**

1. Combine all bacon cure ingredients.
2. Season 1 pork belly with 1/4 cup bacon cure and refrigerate overnight.
3. Rinse cure off and pat dry. Place pork in pan with water or pork jus. Cover pan with foil and cook for 90 minutes at 300F. Internal temp to 155F.
4. For vinaigrette, combine all ingredients except oil and puree.
5. Slowly add oil while blending to emulsify.
6. Toss bitter greens with vinaigrette and top with pork belly.
7. Season with freshly cracked black pepper.

Scratch #300

2018

Eight new 1,000-barrel fermenters land at Tröegs.

Tröegs Beer Garden opens. Good news for beer lovers and their canine friends.

A Tröegs first: We brew 100,000 barrels of beer in a year.



# GOOD BEER BRINGS OUT THE GOOD IN PEOPLE

Whether we're working on a new beer recipe, building a seasonal menu, or deciding how to serve our community, the first question we ask is: Why? When it comes to 'altruism,' asking why helps us focus our priorities and the ways in which we serve the people, places and resources who've helped us along the way.

## TRAIL DAY

As brewers, as lovers of the outdoors, as proud Pennsylvanians, Trail Day Dry-Hopped Pilsner is a collaboration that's near and dear to our hearts. Our partnership with the Pennsylvania chapter of The Nature Conservancy helps protect the Kittatinny Ridge, an ecologically important 185-mile chain of forested Appalachian Mountains that runs through our home state.



2019

Troegenator Beer Cheese collaboration keeps two PA dairies in business.

2020

Trail Day, a collab with The Nature Conservancy, helps protect PA's Kittatinny Ridge.





## HOP DASH

Another sold-out crowd of runners, walkers and beer lovers joined us for the annual Hop Dash at Tröegs in support of the Harrisburg YMCA. “Our family has been a supporter of the YMCA for a long time,” says Tröegs founding brother Chris Trogner. “We’re excited to see the Hop Dash continue to thrive and draw people from outside Central PA.”



## BARREL & FLOW

For the third year in a row, we sponsored America’s first black beer festival, now known as Barrel & Flow. Together with Harrisburg’s Harris Family Brewery, Philadelphia’s Mack Brewing and local artist Tristan Bond, we brewed and canned a limited-edition Dry-Hopped Imperial Pilsner.



## BIKES & BEERS

The annual Bikes & Beers ride at Tröegs continues to grow. This 15-, 30- or 45-mile ride on the beautiful back roads surrounding our hometown of Hershey benefits the development of the Jonathan Eshenour Memorial Trail. In 2021, we raised a record \$3,500 for the trail and came that much closer to bringing the trail to Tröegs!

Scratch #400

Haze Charmer is our first new year-round beer in 4 years.

Our new nano Scratch Lab allows us to test hop combinations and yeast strains side-by-side.

Brewery tour named best in America by USA Today.

Black is Beautiful collaboration raises \$14,000 for the nonprofit AMiracle4Sure.



# INTRODUCING OKTOBERFEST LAGER



Oktoberfest releases in August in 1/2 kegs, 1/6 kegs, 12-oz. bottles and 12-oz. cans.

2020

Tröegs becomes the 20th largest independent craft brewery in America by volume.

We commit to using 50,000 pounds of PA grain to brew Troegenator.

We launch Tröegs To-Go Curbside for convenient beer and food pickup.



## HAZE CHARMER HAZY PALE ALE

Haze Charmer emerges from a soft, swirling cloud of oats and unmalted wheat. Vigorous dry-hopping adds a second phase of haze, propping up the oils of El Dorado and Citra hops. 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** is available year-round in 1/2 kegs, 1/6 kegs, 12-oz. bottles and 12-oz. cans.



## GRAND CACAO CHOCOLATE STOUT

Welcome to Grand Cacao. This deliciously decadent 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.

**Grand Cacao** is available year-round in 1/2 kegs, 1/6 kegs and 12-oz. bottles.



# 2021

Double Nugget comes and goes in a flash!

Velvety, chocolaty Grand Cacao joins year-round lineup.

Enormous new mural celebrates local ingredients.





## 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.

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

## MAD ELF GRAND CRU

If you know Tröegs, you know The Mad Elf. This is the director's cut. Tart Balaton cherries make all the difference. Flush with supporting notes of brown sugar, cinnamon and clove, this beer begs to be shared. Take a 4-pack home, gather your friends, and cherish the cherries.

**Mad Elf Grand Cru** releases once-a-year in November in 375-ml cork & cage bottles.



2021

Mad Elf gets a festive new look!

1,600 solar panels provide up to 20% of our energy needs.

*only the beginning...*



# TRÖEGS INDEPENDENT BREWING 2022

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



HOP HORIZON IPA



FIELD STUDY IPA



LUCKY HOLLER HAZY IPA



BLIZZARD OF HOPS WINTER IPA

ONCE A YEAR



NUGGET NECTAR ALE

DOUBLE NUGGET DOUBLE IMPERIAL AMBER ALE



LOLLIHOP DOUBLE IPA



PERPETUAL HAZE HAZY IPA

TRAIL DAY DRY-HOPPED PILSNER

NIMBLE GIANT DOUBLE IPA



OKTOBERFEST LAGER

HOP CYCLONE DOUBLE IPA



MASTER OF PUMPKINS ALE



MAD ELF HOLIDAY ALE

MAD ELF GRAND CRU



DOUBLE BLIZZARD IPA

GLUTEN-REDUCED



RASPBERRY LIME (April-September)



BLOOD ORANGE CRANBERRY (October-March)

VARIETY PACKS

ANTHOLOGY SPRING VARIETY PACK

ANTHOLOGY SUMMER VARIETY PACK



ANTHOLOGY FALL VARIETY PACK

ANTHOLOGY WINTER VARIETY PACK







TRÖEGS INDEPENDENT BREWING  
200 HERSHEY PARK DRIVE  
HERSHEY, PA 17033



## ANCHOR YOUR DISPLAYS WITH PERPETUAL IPA

Our new Perpetual IPA pole toppers are a great way to grab the attention of your customers. Each 60-inch stand is printed in full color on both sides. Contact your Tröegs sales rep to order yours today.

On our Marketing Assets and Resources Area, you'll find product photography, logos, price cards, case tuckers and tap stickers. And if there's anything else you need – including custom signs – just let us know.

Find marketing materials at [troegs.com/retailer](https://troegs.com/retailer)

**ORDER TRÖEGS NOW**

Contact your Tröegs sales rep: [troegs.com/sales](https://troegs.com/sales)

Contact your wholesaler: [troegs.com/wholesalers](https://troegs.com/wholesalers)