



PERPETUAL EXPLORATION

VOLUME 4



KINDRED SPIRITS AND GREAT BEER

The first question we always ask is: Why?

Over the past 25 years of growing Tröegs, asking why has helped us focus on the beer, on the process and on the people behind all of it. Ultimately, since we've remained independent and family-owned, we've been able to do what's right for the brewery.

We know we can't rest on our laurels. We need to continue to evolve by exploring new ingredients, techniques and ways to cultivate growth.

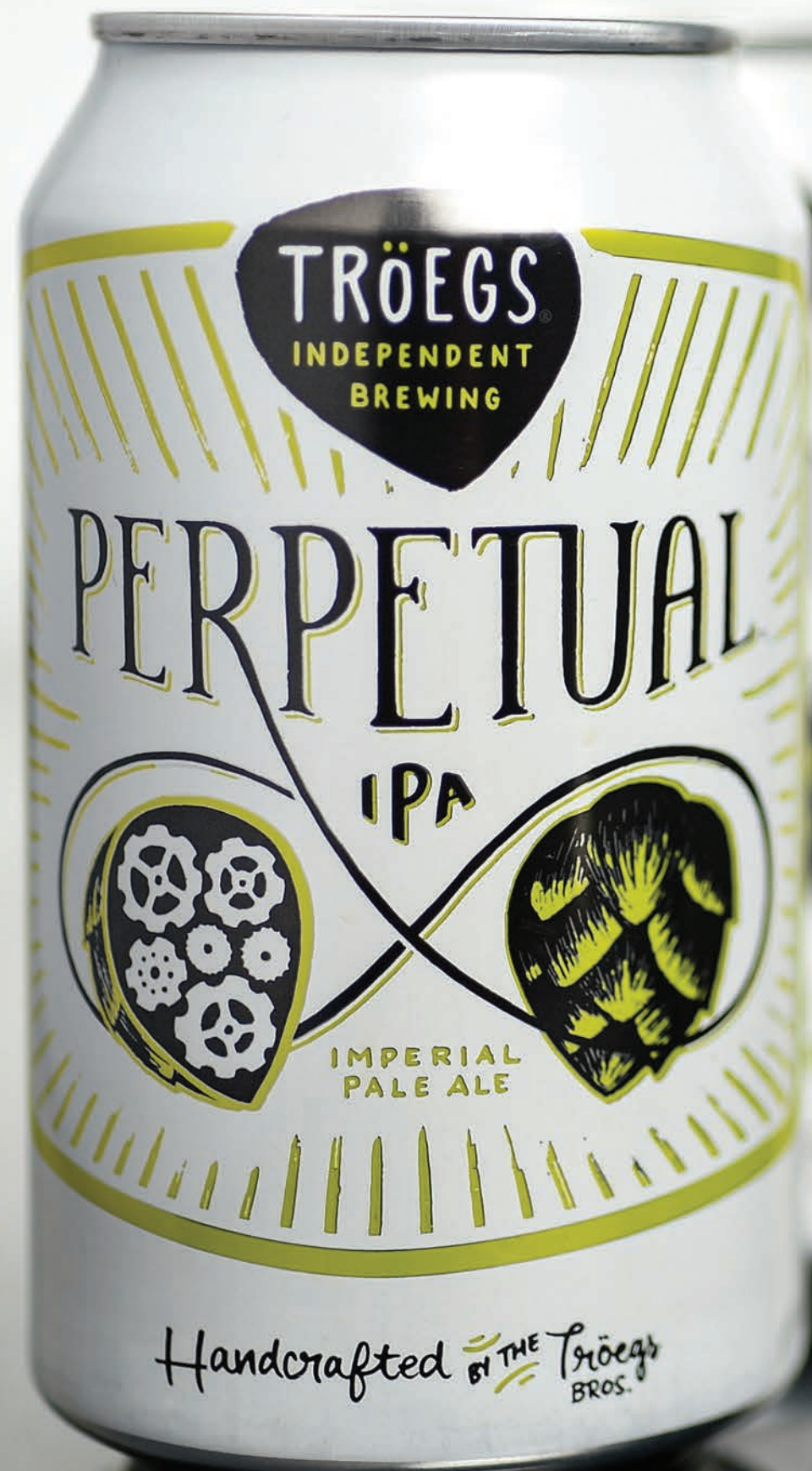
The last 11 months have been quite a journey of growth as our 15,000-sq. ft. canning hall

expansion is nearly finished. This investment in a new packaging line will allow us to move lightning fast and keep our beer brewery-fresh for as long as possible.

Each can, bottle or draft pour is an opportunity to make a new fan. They've sought out flavorful, well-crafted beer and we're here to deliver.

Join us on new discoveries, as we push Tröegs to new heights, and share a great beer with us along the way.

- Chris & JOHN



PERPETUAL IS PERPETUAL

IT STARTED ON PAPER. AND WE LOVED IT AS A SCRATCH BEER.

And now thousands of fans love it every time they reach for an IPA. The ever-growing Perpetual IPA is the embodiment of our mantra: Explore. Discover. Share.

Annual pilgrimages to the Pacific Northwest for hop selection are crucial to Perpetual's notes of citrus and subtle pine. We've found that putting our brewing team in a position to find the right Citra, Bravo and Mt. Hood hops ensures that Pennsylvania's best-selling IPA is a mainstay.

"We're focused on flavor, quality and consistency," says Brewmaster John Trogner. "Why? Because we never want to let the fans down."

Perpetual is perpetual.

Perpetual IPA is available year-round
in 1/2 kegs, 1/6 kegs, 12-oz. bottles,
12-oz. cans, 16-oz. cans and 19.2-oz. cans.

NOW YEAR ROUND

LolliHop[®]

DOUBLE IPA



NEW
12-OZ.
CANS

WE'RE LIKE KIDS IN A CANDY STORE!

It's not just because LolliHop Double IPA returns in mid-March, but because we're moving this soft, citrusy and silky-smooth double IPA to a year-round beer.

Like so many of our beers, LolliHop was developed in our small-batch Scratch Series. "There's only a handful of beers that have an 'a-ha' origin," says brewmaster John Trogner. "And LolliHop is one of them."

Through subtle tweaks to timing and temperatures of hop additions, we found the combination of Mosaic, Citra and Azacca hops led to notes of pear, citrus and a hint of melon.

LolliHop is built on a backbone of wheat, oats and Pennsylvania-grown Rustic pale malt to lend a fluffy, almost pillowy mouthfeel smoothed by a proportionally dry finish.

To accommodate this change in availability, we've moved exclusively to draft and 12-oz. cans. Original LolliHop illustrator Devin Watson, an Art of Tröegs alum, has helped refresh the magical Wonka-esque forest on the can label and brand-new 6-pack wrap.

Don't worry about getting that scumdidilyumptious golden ticket, because our first year-round double IPA will be here before you know it!

LolliHop Double IPA is available year-round in 1/2 kegs, 1/6 kegs and 12-oz. cans.



WE'RE KEEPING OUR HEADS IN THE CLOUDS

It's a new look for DreamWeaver Wheat, our award-winning Bavarian-style hefeweizen!

"The upward diagonal stripes direct their energy towards a sky of drifting clouds and nods to the note of bright lemon and a fluffy mouthfeel," says designer Lindsey Tweed.

DreamWeaver Wheat features a grain bill of Vienna, Pilsner and 55% malted wheat, contributing to the golden and cloudy appearance.

In the end, the yeast is the star, delivering notes of banana, clove and black pepper. It's a year-round wheat ale that's downright refreshing.

You'll see our take on this classic style in new 12-oz. cans and 6-pack wraps by mid-2023.

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



A CORK, A CAGE AND VELVETY BUBBLES MAKE EVERYTHING MORE FUN

A cork, a cage and velvety bubbles make everything more fun. During bottling, both of our year-round Belgian-style beers get a small amount of sugar and fresh yeast to referment the beer. The process allows a maturation of flavors and produces a finer carbonation with luxurious foam. It's a time-honored tradition and labor of love that takes these beers to revered status.

LaGrave, our Triple Golden Ale, carves out flavors of ripe pear, straw and black pepper with a dry, champagne powder finish. And Jovial, a Belgian-style dubbel, is full of evocative notes of toffee, chocolate and molasses.

"Putting these beers in 4-packs of thicker bottles with a cork and a cage gives an extra special touch that works great for our bottle-conditioned beers," says co-founding brother Chris Troegner.

Why not pop open and celebrate today?

Jovial Dubbel Ale & LaGrave Triple Golden Ale are available year-round in 12.7oz. cork & cage bottles



BE LOCAL. DO GOOD.

WE PROUDLY STRIVE TO MASTER OUR CRAFT AND IMPROVE THE COMMUNITY WHERE WE LIVE, WORK AND PLAY. OUR GOAL OF BEING GOOD NEIGHBORS IS TO CREATE A POSITIVE IMPACT ON OUR ENVIRONMENT AND EACH OTHER.



FARM TO TABLE

Here at our Hershey brewery, we strive to create interesting seasonal dishes. “By working with local farmers, we’re able to get the freshest produce and meats we can buy,” says executive chef Ben Horning. “We get to know the people who have spent months planning and working to deliver the highest quality ingredients to our kitchen.” More than a dozen area purveyors help feed over 200,000 guests who come to visit the Tasting Room annually. From creameries, to produce, to husbandry, being friends with the people behind the food we serve and enjoy provides that next level of community. The care our chefs put into crafting each dish starts with those partnerships.

BEER FOR THE EARTH

“Few things are more important to brewing beer than clean water,” says Tröegs co-founding brother Chris Trogner. A portion of proceeds from our dry-hopped pilsner Trail Day benefit the Tröegs Trail Day Fund, which helps protect 15,000 acres of the most critical, connected lands on and next to the Kittatinny Ridge. “We’re proud to be working with The Nature Conservancy to help protect a place that does so much for Pennsylvania and beyond.”



PEYTON WALKER FOUNDATION

When December arrives, it’s time for UllrFest – part winter celebration and part fundraiser. Together at Roundtop Mountain Resort, we welcome the season of snow and light the biggest bonfire this side of the Appalachians. And all that fun is for a good cause. Money raised supports the Peyton Walker Foundation, which in turn increases awareness and survival rates of Sudden Cardiac Arrest, particularly in youth.

YMCA HOPDASH 5K

The thrill of the chase. Or running for a great cause and getting a beer for your efforts. We’ve been a supporter of the YMCA for a long time, and we’re entering our 10th year of HopDash with capacity registration nearly every year. “There’s nothing more thrilling than organizing a race with a company that really ‘gets it’ like Tröegs,” says Tom Gifford, Race Series Director for the East Shore YMCA. “Without partnerships like this, our YMCA could not serve the community, so we’re very grateful for our friends at Tröegs.” Since the inaugural run in 2014, HopDash runners have helped raise over \$250,000!





EXPLORE, DISCOVER & SHARE

IN OUR PERPETUAL QUEST FOR DELICIOUS FLAVORS



MASTERING OUR CRAFT

HERE AT TRÖEGS, WE'RE ALWAYS IN MOTION: LEARNING THE TECHNIQUES, SEARCHING FOR THE REMARKABLE AND UNDERSTANDING THE WHY.

Great beer doesn't come easily. It takes time, energy and knowledge. It takes a committed team with the right equipment. And over the past five years, we've taken major steps to support every one of those elements.

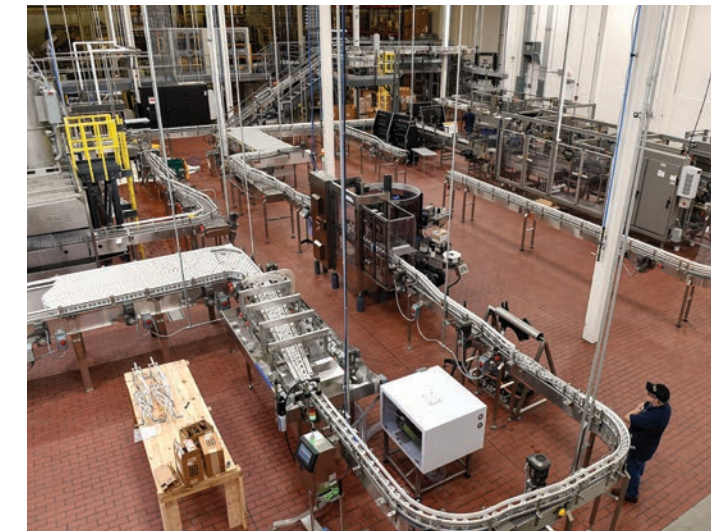
In our Scratch Lab, beer development doesn't happen overnight. But within that 3-barrel R&D space, it allows for teamwork and inspiration. We can pilot a batch with one or two new ingredients at a time. If we want to take one 15-barrel brew and dry-hop it five different ways, we can do that. Five different yeasts at once? We can do that, too.

"Exploring flavor profiles and hop combinations is about tasting the recipes we brew," says brewmaster John Trogner. "We can spend hours discussing and writing down ideas with our Scratch Team. When the cold finished beer comes out of the tap is when we know if all that work needs to be tweaked."

After countless batches, when a beer is ready to graduate to a branded release, the processes have to be in place to make it a success. Both the 3- and 15-barrel systems are miniature versions of our 100-barrel brewhouse, and allow for scalability. "If we can dream it, we wanted to have the flexibility to brew it," states John.

PERPETUAL CONSTRUCTION

As the skeleton and structure of the brewery addition came together, our teams learned about the new canning line yet to arrive. Ten different co-workers spent time across the country taking notes from the manufacturers of the can filler, box maker and conveyor systems.



"Having our packaging and maintenance teams get first-hand knowledge has been paramount to the installation and fine tuning of each piece of equipment," says John. "Some co-workers may grasp as many of the functions as their teachers at this point."

Part of this addition includes the separation of our bottling and canning lines, which had shared conveyors and a palletizer.

"The new line increases the production speed, capacity, and quality of our canned beer. We'll also be working in some new pack types," added co-founding brother Chris Trogner. These include can wraps for 12-oz. 6-packs and 16-oz. 4-packs. Also, the ability to fill 19.2-oz. cans will allow us to reach new customers and occasions.

Ultimately, we're positioning ourselves to be nimble, adapting to customer demand for beer. This includes the move of LolliHop to 12-oz. cans as the first year-round double IPA in our portfolio. Additionally, our Anthology variety 12-pack of bottles has become Canthology, a variety pack featuring 12-oz. cans. This move coincides with the commissioning of a new variety-case packer in our Elizabethtown, Pa. warehouse to accelerate and pivot when needed.

These projects are about independence, innovation and excellence. We want our beer to be for friends and celebrations, helping make memories with our fans.

We welcome all to explore, discover and share with Tröegs.



LOCAL FARE MAKES THE DIFFERENCE

What goes best with independently-crafted beer? Scratch-made food, of course!

For over ten years, our Scratch Kitchen has been exploring flavors and ingredients that come from farmers across Central PA. As our beer menu is constantly evolving, our chefs create complementary dishes with seasonal relevance.

“We use a lot of fresh produce, especially during the summer when our region’s growing season is at its peak,” says executive chef Ben Horning. “To get produce that is still warm from the sun is quite a privilege. It’s something our kitchen tries not to take for granted.”



Our approach includes advance crop planning with Little Peace Farm in Schuylkill Haven, as well as sourcing fresh artisanal cheeses from Valley Milkhouse in Oley, or beef from Bow Creek Farm – just three miles from the brewery.

“The proximity is phenomenal,” adds Horning. “When we’re in a pinch, they won’t hesitate to help us quickly, because we do the same for them.”



While our Snack Bar offers staples like a brisket sandwich and grilled cheese on house-baked sourdough, chef’s specials like dry-aged steaks, brotzeit plates and falafel sandwiches have allowed our chefs to stretch their wings. Savory or spicy, each plate is about pairing with beer.

“We’re known for putting a lot of creativity into our beers, and we put just as much into our food,” says brewmaster John Troegner.

Make sure to save room for unique desserts from our baking team. There’s always something new to do, see, eat and drink here at Tröegs!



GO BEHIND THE SCENES AT TRÖEGS

Follow in the footsteps of our brewers. Hear the clink of the bottles on the packaging line. And hold the raw ingredients in your hand. These are just a few elements that make our Guided Production Tour so great.

After starting with a visit to our fan-driven Art of Tröegs gallery, our knowledgeable tour guides share our history from the early days of brewing in Harrisburg to leading you through our current state-of-the-art facility in Hershey.

Savor the vibrant smells inside the hop cooler. Feel the radiating heat from the mash tun and boil kettle on the brew deck. And try “green” beer right from the tanks.

But don’t just take our word for it. Tröegs has been voted “Best Brewery Tour” in the country by readers of *USA Today* two years in a row. Come see us for a one-of-a-kind experience!





SOURCING THE BEST

One of the most important ingredients in Nugget Nectar is the hops. Each year, we send two teams to the Pacific Northwest to make sure we're getting the exact flavors and aromas for this cult classic.

"Nugget Nectar is what it is because of careful attention to hop selection," says brewmaster John Trogner. "We just can't leave that to chance."

We first use the super-fresh, straight-from-harvest Nugget hops in the boil, and then again during dry-hopping to reap dank notes of grapefruit and pine.



It goes without saying that all of our hop-forward beers benefit from our team's detailed notes and trained noses. Perpetual IPA is what it is thanks to the perfect Bravo, Mt. Hood and Citra hops. Blizzard of Hops needs piney Chinook as much as bright, citrusy Centennial.

And we couldn't leave the Yakima Valley without looking for Simcoe's notes of dank citrus and mango or Mosaic's tropical fruit.

"All hops are good, it's just which hops are right for Tröegs," adds John. "That's why we go."



Mad Elf Grand Cru releases once-a-year in November in 12.7-oz. cork & cage bottles.

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

LOCAL HONEY

We've been brewing **Mad Elf**, our big, Belgian-style holiday ale, for two decades. And right from the beginning, we've sourced local wildflower honey from a central Pennsylvania neighbor.

The Happy Beekeeper, as he calls himself, brings 25,000 pounds of the sweet, golden honey to the brewery annually. "When you taste honey, you're getting a slice of nature," says the beekeeper's daughter. "And it's best to get that pure, local source."



Lager

LOVE

Lagers are here to stay, and we've got a lineup that's hard to beat. The bright and crisp Sunshine Pilsner has Saaz hops for a citrusy and herbal profile. Then we employ krausening – the process of adding strongly fermenting young beer near the end of fermentation – to supply natural carbonation to our refreshingly clean American craft pilsner.

A rebel with a sweet side, Troegenator Double Bock embodies the Tröegs way. Our take on this timeless style is brewed with a portion of Pennsylvania-grown grain, helping 'Nator rise to the top of malty beer fans' lists.

And our experience with German styles is highlighted by the techniques used to brew Oktoberfest Lager. Last year's smash-hit seasonal will return with its toasty and festive notes thanks to decoction – a process of boiling a portion of the mash to yield a dry, complex malt character.

Long Live Lagers, indeed!



Sunshine Pilsner is available year-round in 1/2 kegs, 1/6 kegs, 12-oz. bottles, 12-oz. cans, 16-oz. cans and 19.2-oz. cans.

Troegenator is available year-round in 1/2 kegs, 1/6 kegs, 12-oz. bottles, 12-oz. cans and 19.2-oz. cans.

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



INTRODUCING HOPORA

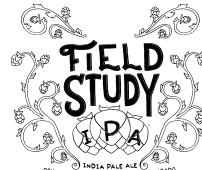
IPA
INDIA PALE ALE

Hopora is a tribute to the hop spirit for a bountiful crop. Built on pale malt, oats and wheat, this IPA showcases Solero hops. Radiant notes of tropical citrus are supported by grapefruit rind and subtle pine from Citra and Chinook. Immerse yourself in the juicy aura of our crisp seasonal ale.

Hopora IPA releases in July
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. Featuring four hoppy ales, Hop Cycle beers are available in bottles, cans and draft for about three months each.



TRÖEGS INDEPENDENT BREWING 2023



YEAR ROUND



JAN. FEB. MAR. APR. MAY JUN. JUL. AUG. SEPT. OCT. NOV. DEC.

HOP CYCLE



ONCE A YEAR



VARIETY PACKS





TRÖEGS INDEPENDENT BREWING
200 E. HERSHEY PARK DRIVE
HERSHEY, PA 17033



FILL YOUR SHELVES WITH TRÖEGS

Our lineup of best-selling and award-winning beers is just what your coolers need. The bottles, cans and evolving packages are eye-catching and sure to meet the wants of your customers. Contact your Tröegs sales rep to get the right beers in the right place – your store.

At our Marketing Resources website, you'll find product photography, logos, price cards, case tuckers, tap stickers, shelf talkers and more. And if there's anything else you need – including customs signs – just let us know.

Find marketing materials at troegs.com/retailer

ORDER TRÖEGS NOW

Contact your Tröegs sales rep: troegs.com/sales
Contact your wholesaler: troegs.com/wholesalers