



PERPETUAL EXPLORATION

VOLUME 5



READY FOR AN EXPERIENCE THAT SHOULD NOT BE MISSED? OUR GUIDED PRODUCTION TOUR IS LIKE NO OTHER

Voted the Best Brewery Tour in the country by readers of *USA Today* **four** years in a row, our passionate co-workers take you on an in-depth look at the brewing process from grain to glass.

Connect with your Tröegs sales representative and bring your team to Hershey to see for yourselves.



Photo by Matt Furman

NOW, NEW AND NEXT

For Tröegs, 2024 is about building more fans for life and meeting the next wave of beer drinkers.

Over the past few years, we've invested in our co-workers, infrastructure and commitment to brewing the best beers possible. The fruits of those endeavors are here as five new beers – two year-round and three seasonal or once-a-years – are coming to your shelves.

We're all about delicious flavors and remarkable experiences. We're guided by an independent spirit. The drive to create is behind everything we do here. And innovation has to be part of that. So much so, that Tröegs is working towards being more than beer.

We're taking what we know, seeking out what we don't, and always asking "Why?"

As we reflect on the past 27 years of brewing, we're still awestruck by the number of like-minded people who have supported us along the way. It's always a privilege to make new friends over great beers. To those sharing our sense of adventure, we say "thank you" for allowing us to continue living out our dream.

- Chris & JOHN

MORE THAN A BEER

It's Citra hops. And Bravo, Chinook and Mt. Hood, too.
It's a touch of Crystal malt balancing the bold citrus and pine notes.

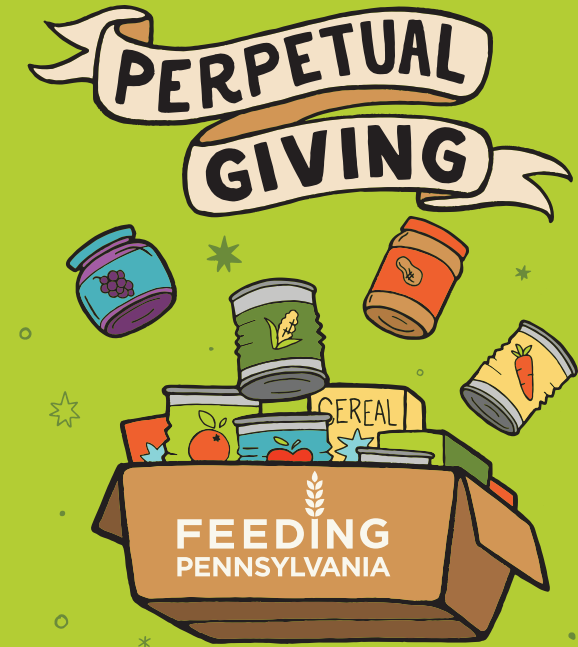
It's a West Coast style. It's the choice that doesn't need thinking.

"The processes and ingredients are key in every beer, but this one most importantly," says our brewmaster John Trogner. "Using a hopback vessel and whole leaf hops really sets it apart."

It's the best-selling craft beer in Pennsylvania.

It's Tröegs. But in the end, Perpetual IPA is yours.

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.



DRINK GREAT BEER, DO GREAT THINGS

When it comes to 'altruism,' asking why helps us focus our priorities and the ways in which we serve the people, places and resources of our community.

In late 2023, we launched Perpetual Giving, a partnership with Feeding Pennsylvania to raise funding and awareness for local food pantries. A portion of proceeds from all sales of Perpetual IPA for November and December underwrote our donation.

"The holiday season serves as a reminder of the real issue of food insecurity," says Tröegs co-founding brother Chris Trogner. "We're proud to have contributed over \$23,000 with the help of our amazing wholesalers and retailers in our home state."

The money is supporting the 67 food banks and 1.2 million people across the commonwealth served by Feeding PA.

"This campaign exemplified the 'neighbors helping neighbors' philosophy," says Julie Bancroft, CEO, Feeding Pennsylvania. "We applaud Tröegs for prioritizing food insecurity consciousness."

SHADES OF LAGER

**NEW
SEASONAL**



**A SHIMMERY
NEW
LOOK**

Field Study Summer IPA
releases in April in 1/2 kegs, 1/6 kegs, 12-oz. bottles and 12-oz. cans.

Dive into the marvel that is Little 'Nator. Simple but complex. Contemporary and classic. The rascally cousin of our revered Troegenator. We built this beer using the best malts and techniques for a crisp finish with a touch of hops. Layered with notes of crusty bread, stone fruit and delicate floral hops, it's a lager-lovers way to usher in the changing seasons.

Little 'Nator releases in January in 1/2 kegs, 1/6 kegs, 12-oz. bottles and 12-oz. cans.

Troegenator, our year-round double bock, is one of a kind. As is the inner workings of our mash tun, custom built to handle the immense amount of Vienna, Munich and Chocolate malts in this deliciously dark lager.

We were daydreaming. Feeling the warm sun, counting the wispy clouds and craving our bright seasonal IPA. And that vibrant sky spoke to us.

With a fresh accent of blue, Field Study Summer IPA's new design matches one of the best times of the year to enjoy beer!

Built on a backbone of local rustic pale malt, it's the same great beer featuring a hop combo of Citra, Mosaic and El Dorado that's bursting with notes of ripe grapefruit, pear and a hint of melon.

Field Study is an exhilarating step two of the flavors in our year-round rotating series.





BEER. FOOD. FUN!

What was once a sketch on a napkin has grown into a 105,000 sq. ft. brewery. At the center of it all is the lively Tasting Room, where you can enjoy a pint while taking in the brewing operations. From hoppy and dank ales to crisp and clean lagers, there is a Tröegs for everyone.

Pulling up a seat at any of the long community tables is the first step of an only-in-Hershey experience. Smell the sweet mash aromas. Listen to the bumps and mechanics of the 100 bbl brewhouse. Feel the carbonation wash over your tastebuds as you drink a Perpetual IPA straight from the source.

Beer and food are better together, which is why our Snack Bar is teeming with talented chefs. They draw inspiration from locally-sourced ingredients, and collaborate with area farmers to create perfect pairings. Curated charcuterie boards. Hearty sandwiches. House-baked breads and desserts, snacks for sharing and specialty plates. We have a made-from-scratch kitchen that is so much more than its humble name.

Seasonal offerings take this visit on a new path from the last time you relaxed with us. Can we pique your interest with one of our limited Scratch Series beers? Here today, gone tomorrow, it's a dip into our evolving brewing brains.

Tröegs is the place for relishing delicious flavors and making memories. Why not plan your road trip today? There's always something new to do, see, eat and drink here at Tröegs!



Our friends at Manada Conservancy are doing the dirty work. The local non-profit organization partners with landowners wishing to preserve their land and its natural resources for the future. Each Earth Day, a team of Tröegs employees joins the efforts, focusing energy on planting saplings. In 2023, we helped root over 250 new trees as part of a riparian buffer along the Swatara Creek, two miles from the brewery. It's a great way for our co-workers to connect to each other and nature while supporting our community.



ALETRUISM THE TRÖEGS WAY

Maintaining a lawn takes lots of work with very few benefits to our local environment. Starting in late 2022 with the help of Alliance for the Chesapeake Bay, we are now seeing the fruits of a grass-to-meadow reclamation project in front of the brewery. The colorful swath is designed to be pollinator friendly, support native species, stabilize soil and protect our waterways from sediment runoff.



In partnership with the Pennsylvania Dairymen's Association and the Dairy Excellence Foundation, Tröegs has granted ten \$3,000 annual scholarships for the third time to Pennsylvania-based students pursuing careers in dairy and farming. "Our cheese collaborations with Caputo Brothers Creamery use 100% Pennsylvania cow's milk, so our connection to Pennsylvania agriculture already runs deep," says Chris Troegner. "These scholarships are a great way to amplify that connection and support the future of the industry."

PRIMED FOR ADVENTURE

A NEW YEAR-ROUND IPA
FOR EXPLORATION
AND SHARING



MAKING THE JOURNEY & DESTINATION ONE

WE'VE SAID BEFORE THAT WE NEVER KNOW
WHERE THE NEXT BEER WILL COME FROM.



Ultimately, our new year-round beer came from our own backyard.

Just an hour's travel from the brewery was an abandoned stretch of road that was more than asphalt. It was a gathering place for like-minded artists of counterculture. Their expressions laid out in a colorful mosaic in an otherwise fading landscape.

The spray-painted pavement remained a surface level reminder of area history until 2020 when it was buried. While some called it a visual wonderland, the 3/4-mile stretch was a destination and always an adventure.

Enter Graffiti Highway IPA. A homage to the former Pennsylvania landmark, the beer is a way to get off the beaten path. It has twists and turns of citrus and tropical aromas merging with hoppy, fruit-forward flavors.

Like art, brewing can be colorful, expressive and wandering. Starting with an extensive knowledge of hops and processes, our brewers set out to find the right steps and ingredients in our Scratch Lab.

"The Scratch Lab is a 3-barrel system that allows us to test hop combinations, times and temperatures side-by-side," says Brewing Manager Tim Mayhew. "We're able to taste the chromatic of these trials and find new inspirations."

This exploration of flavors is a piece of our DNA. They're mini adventures that are part of the independent spirit and creativity that gets us going.

"Each time we taste a pilot batch, it's like finding a new color of the rainbow," adds co-founding brother and Brewmaster John Trogner.

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

THE ART

To break out of the crowd, we tagged an artist whose style fit the inspiration. Jewels Despines has been a muralist and designer for over 15 years, while running a print shop in his hometown of Pittsburgh, Pennsylvania.

"While I do make other things outside of painting, I feel that I am truly at my best with a brush or a spray can in my hand," says Despines.

His work matched the vibe of the original graffiti highway – fun, funky and traditional.

"The background of the can artwork uses layered, classic graffiti elements that would have been seen on the original road – drips, arrows and bubbles. The font in particular comes from my childhood art teacher and is a basic comic book font that stuck with me. I've redrawn it tons of times," says Despines.

"While never getting to visit it, I viewed the graffiti highway as an important piece of Pennsylvania folk art. Hopefully, we honored that spirit as I'm stoked on how this design turned out."

THE SCIENCE

We're proud to brew all our beer in Central PA using the right ingredients. Many of the hops, like this IPA's use of El Dorado and Mosaic, come from our annual pilgrimage to the Pacific Northwest. While midwestern malted barley and wheat build a perfect base.

"When those things come together, that's the point when it becomes unique to Tröegs," adds Trogner.

With notes of juicy citrus, tropical fruit and a hint of mixed berry, we think Graffiti Highway IPA speaks to the artistic spirit in everyone.

Whether you're working on your next masterpiece or hanging out with friends, we want this beer to be part of that journey.

GRAFFITI
HIGHWAY
Double
ipa

WE'VE GONE IN
TWO FOLD ON THE
CREATIVITY AND
ADVENTURE
FOR THE NEW
GRAFFITI HIGHWAY
DOUBLE IPA.

Also year-round, we zigzag through intense fruit-forward flavors, kicking your tastebuds into overdrive.

The juicy, hazy, citrusy and tropical Double IPA is ready to make its mark.

Graffiti Highway DIPA is available year-round exclusively in 19.2-oz. cans.

FOR EVERYONE AND EVERYWHERE

Yes, IPAs get all the ink these days, but our variety packs are built to have a Tröegs for everyone at the party.

We've changed the name of our Canthology to Perpetual Exploration as a way to showcase our year-round and seasonal beers to customers with a wide beer palate. As the temperatures change, so does each collection inside these 12-packs. But, our explorations don't end at hops.

Come mid-May, our Summer of Sunshine Variety 15-pack is ready to entertain in every backyard or waterside trek. Starting with Sunshine, a refreshingly crisp American craft Pilsner, we're loading in four additional beers exclusive to the pack.

Returning are Summer's Here Lager and Perpetual Haze Hazy IPA, alongside two new offerings – Sunshine Salt + Lime Lager and Leisure Cruise Raspberry Wheat Ale. Including three of each beer, our fans will have it made in the shade.

The Most Wonderful Beer of the Year holiday pack rounds out 2024. Perpetual IPA joins everyone's ruby-red favorite The Mad Elf and more for a collection of robust beers for celebrating the holiday season.



Summer of Sunshine releases in May in a 12-oz. can 15-pack



Perpetual Exploration: Summer releases in April in a 12-oz. can 12-pack

OUT OF THE ORDINARY

We let our curiosity run wild, because Tröegs is more than beer. It's adventure, creativity, and like-minded people.

Starting with great flavors, our brewers focused on the exceptional. The result is a bright, fruity and refreshing alcoholic beverage for all occasions.

Introducing Freaky Squeeze – a new line of alcoholic drinks from Tröegs made with real fruit.

Freaky Squeeze uses cane sugar fermentation blended with ripe fruit to load every sip with big flavors and a touch of tartness at 5.5% ABV.

Two varieties, Spiked Black Cherry Limeade and Spiked Peach Orangeade, will arrive to start the summer season and be available year-round.

Enjoy Freaky Squeeze over ice and share with friends who make all the good times *great* times.



Freaky Squeeze Spiked Peach Orangeade & Spiked Black Cherry Limeade release in May and are available year-round in 12-oz. cans.





CELEBRATE WITH US

In January, everyone wants to be first. In the fall everyone wants to be German. And, as the end of the year approaches, everyone wants to be with family. Tröegs has a beer for each celebration.

Nugget Nectar, our bright spot in the dead of winter, is its own holiday. Blended with super-fresh hops from the newest harvest, it's impossible to forget your first.



Toasty, crisp and festive, our Oktoberfest Lager fits the season to a T. If you're dreaming of a Bavarian escape, our take on the classic German style will transport you to the jubilee.

And, it's not the holidays until you've had your first Mad Elf! Brewed with five varieties of cherries, Pennsylvania wildflower honey and a spicy Belgian yeast, our ruby-red ale transcends beer for family traditions.



TRÖEGS INDEPENDENT BREWING 2024



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





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