



FOR IMMEDIATE RELEASE

## The Deadliest Ale

NEWPORT, OR, October 10, 2008 – Rogue Ales and Captain Sig Hansen of the Discovery Channel's *The Deadliest Catch* have collaborated on the creation of Captain Sig's Deadliest Ale. The partnership between Rogue and Captain Sig was spawned when Sig decided that his world class Alaskan King and Opelia crab needed a beer to complement and balance the strength and flavor of his catch.

The Deadliest Ale will be available in serigraphed 22oz. bottles that feature Captain Sig's boat, the Northwestern. The crest on the boat symbolizes family, heritage, history and has 3 points that represent the three Hansen brothers. Captain Sig's Deadliest Ale is India Pale Ale meets Red Ale that combines the traditional maltiness of a red ale with the hoppy profile of an IPA.

Dedicated to the Hansen brothers—Sig, Edgar, and Norman—the Rogues of the Bering Sea.



14.5° PLATO 80 IBU  
75 AA 20° L

Captain Sig's Deadliest Ale will be available in Alaska, Oregon, Washington, Northern California, Maine, Massachusetts, the Gulfs of Florida and Texas, Canada, and Norway.

A portion of the proceeds of Captain Sig's Deadliest Ale will be given to the Fisherman's Fund, a non-profit foundation established by the Hansen families that benefits various Northwest charities.

In celebration of Deadliest Ale, Rogue has added a Captain Sig hopoe to the currency of the Rogue Nation. Rogue Nation embassies in San Francisco, Portland, Eugene, Astoria, Newport, and Issaquah, Washington will be serving Captain Sig's Northwestern Roast coffee.

Captain Sig's Deadliest Ale is created using 9 ingredients: 2-Row Pale, Munich, Carastan, and Chocolate Malts; Amarillo and Cascade Hops; Pacman Yeast and Free Range Coastal Water.

To learn more about Captain Sig, visit [WWW.FVNORTHWESTERN.COM](http://WWW.FVNORTHWESTERN.COM)

Celebrating its second century, Rogue Ales is an Artisan Varietal Brewery founded in Oregon in 1988, as one of America's first 50 microbreweries. Rogue has 550+ awards for taste and quality and is available nationally and in 20 countries.

**TWELVE HOOPES**  
NATIONAL BANK OF ROGUE  
J 312904 S  
Sig Hansen  
NORWEGIAN AMBASSADOR  
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T W E L V E 12  
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