

A Rogue Place Called Pendleton

Pendleton, OR. May 11, 2015 – Rogue Ales and Pendleton Woolen Mills announce a collision of Oregon artisans with the unveiling of Rogue Pendleton Pilsner. Brewed at Rogue’s headquarters on the Oregon Coast in Newport, Pendleton Pilsner uses floor malted barley grown on Rogue’s Farm in Tygh Valley and Liberty hops grown at Rogue Farms in Independence, OR. Pendleton Pilsner features a serigraphed bottle design which reflects Pendleton’s iconic jacquard textiles.

“It has been an honor and a privilege to work alongside Mort Bishop and his team at Pendleton,” said Rogue President, Brett Joyce. “In the process of creating Pendleton Pilsner, we discovered that we have a lot of common DNA - we are both generational Oregon companies that come from small towns, we both focus on innovation and product excellence, and we share a passion for creating long lasting, enduring brands and products that we love to share with fellow Oregonians and true fans everywhere.”

“Pendleton is really excited to be working with Rogue,” said Mort Bishop, Pendleton President. “With our craft at Pendleton, weaving fabric in Oregon for 152 years and Rogue’s deep roots in craft beer in Oregon using the finest ingredients from our region, this feels like a very natural relationship. The creativity around storytelling is also something we share and is a fun way to create wonderful new products. We enjoy working with the talented and committed team at Rogue.”

Pendleton Pilsner will make its worldwide debut during Pendleton Bike Week in Pendleton, OR, from July 22-26 and will also be available in Pendleton stores, Rogue pubs, and at select local retailers in Oregon. For more information on Pendleton Pilsner, please visit rogue.com and pendleton-usa.com.

About Rogue Ale & Spirits

Rogue Ales & Spirits is an agri-fermenter founded in Oregon in 1988, as one of America’s first microbreweries. Since 2008, Rogue has remained committed to saving the terroir of Oregon hops, barley, rye, wheat, honey, jalapeños and pumpkins one acre at a time by growing its own.

About Pendleton Woolen Mills

Setting the standard for classic American style, Pendleton is a lifestyle brand recognized as a symbol of American heritage, authenticity and craftsmanship. With six generations of family ownership since 1863, the company recently celebrated 152 years of weaving fabrics in the Pacific Northwest. Known for fabric innovation, Pendleton owns and operates two of America’s remaining woolen mills, constantly updating them with state-of-the-art looms and eco-friendly technology. Inspired by its heritage, the company designs and produces apparel for men and women, blankets, home décor, and gifts.

