

GOING ROGUE



Rogue Farms Hopyard stands on the same Willamette Valley ground where workers once picked bright green hops in the 1800s. More than a century later, Rogue Ales & Spirits is turning out some of the most inventive and delicious brews in the world.

What else would you expect from an Oregon brewery that decided to “grow their own” when the cost of hops quadrupled? And the name of the town where the farm was founded in 2008? Independence, of course. Perfect spot for an operation led by Willamette alum Brett Joyce '95, son of the late Jack Joyce, who co-founded Rogue in 1988.

FROM GROUND TO GLASS

STEP 1: →

DIRTOIR



Wines have their *terroir*. Rogue brews have *dirtoir*, defined as “the combination of factors — including soil, climate and environment — that gives Rogue its distinctive character.” That perfect balance exists in Independence, known to some as the hop-growing capital of the world.

STEP 2: →

THE FARM, THE HOPS, THE HARVEST



Seven varieties of hops, all Rogue-original strains, planted in spring, harvested in late summer. Harvest drill: trim bines off trellises, separate flowering cones, heat in giant kilns, cool and then pound into linebacker-sized bales.



ADVICE FROM BRETT JOYCE ON BEING A ROGUE:

Don't be afraid to try new things. "We like to brainstorm and let our brewers be creative."

Find good partners, "... like Tres and Cat Daddy of Voodoo Doughnut and Iron Chef Masaharu Morimoto."

Honor the past. "People come visit the farm and tell us their parents or grandparents used to pick the hops here by hand."

Make peace with Mother Nature. "She's the biggest challenge we face. In 2011, we planted 15 acres of our first crop of Dream Rye. In less than a day, slugs wiped out the crop. We had to start over."

JUST SOME OF WHAT ROGUE IS GROWING IN INDEPENDENCE: HOPS, HAZELNUTS, HONEY, JALAPEÑOS, PUMPKINS, CORN AND WHEAT.

IN TYGH VALLEY: BARLEY, CHERRIES, APPLES, PLUMS, PEARS AND APRICOTS.

Final Ingredient: The Culture
Check out the Rogue Nation's creed, fundamental agreement and mission at rogue.com.

STEP 3: → THE BREW



Independence farm hops meet up with Rogue's Tygh Valley farm barley at the brewery in Newport. Award-winning brewmaster John Maier shepherds everything through the brewing process. What else goes into the tanks? Depends on which of Rogue's 40-plus beers Maier is cooking that day.

STEP 4: → THE GLASS



Next, it's out of the tanks and into the unmistakable and often whimsically labeled Rogue bottles.

Want more? Watch professor Sarah Kirk and her husband, John, explain the chemistry of producing and consuming beer: vimeo.com/106226795

STEP 5: → ENJOY



Try something seasonal, say Pumpkin Patch Ale, brewed up from Rogue Farms Dream Pumpkins, caraway, Weyermann Carafe & Rogue Dare malts, Rogue Farms Independent hops, ginger, cloves, vanilla bean, cinnamon, cardamom, nutmeg, free-range coastal water and Pacman Yeast.