



Press Release

Midnight Sun Brewing Company Celebrates Fall Hop Harvest

ANCHORAGE, ALASKA – September 22, 2006 - Midnight Sun Brewing Company welcomes fall and the annual harvest of hops in the Yakima Valley of Washington by brewing several versions of India Pale Ale (IPA), a beer style that predominantly features hops in aroma, flavor and bitterness. To celebrate this season, Midnight Sun features year-round favorite, Sockeye Red IPA; winter seasonal CoHoHo Imperial IPA, and its 11th Anniversary Double IPA. All three IPAs are distinctive yet characteristic of the bold, incredible beers that perpetuate Midnight Sun's reputation as an "art marries science" brewery.

India Pale Ale originated as a beer brewed in Great Britain for British colonists in India. To make the long, hot, rolling-seas trek to India aboard ships, IPAs were brewed with more hops (a natural preservative) and alcohol (also a preservative) than found in standard pale ales to sustain the beer's quality and flavor. As part of the craft brewing renaissance in this country, American brewers continually create even bigger versions (in flavor, body and alcohol content) called "double" or Imperial IPAs. Additionally, with the annual harvest of hops in major hop-growing regions in Washington and Oregon, American brewers also produce "harvest" ales brewed with fresh, or "wet", hops only hours off the vine.

Joining one of Midnight Sun's top-selling year-round beers, Sockeye Red IPA, is CoHoHo Imperial IPA, a larger-than-life winter seasonal beer that brings maple syrup, honey, brown sugar and juniper berries to its huge malt and hop playing field. CoHoHo Imperial IPA is 8% alcohol by volume (ABV), which is twice the strength of most beer produced in the world today. Ever popular, CoHoHo is available from September to March in Alaska and Oregon on draft and in 22-ounce bottles.

First debuting in our anniversary month of May, Midnight Sun's 11th Anniversary Double IPA returns after a long summer of "brewing for the tourists". This "double" IPA is unique in that it is brewed with only one variety of hops: Simcoe—a higher alpha-acid hop that infuses grapefruit-citrus notes into the brew's aroma and flavor profile. This single-hop double IPA is available on draft and in 22-ounce bottles for a limited time.

Founder and president, Mark Staples, observes how 10 years ago he could not give away a hoppy beer. "Now hoppy beers are all the rage. This is an excellent opportunity to compare and contrast these hop-centric beers and study the effects of hops on a beer's aroma, flavor and finish," he said.