



November 18, 2010

To Our Valued Customers,

As you may already be aware, this year's global barley crop has presented significant challenges in terms of quantity and to a lesser degree, quality.

Specifically, North America planted acres are down by 20% as brewer's grade barley continues to evolve as a "specialty" crop in relation to corn, soybeans and wheat.

In Canada, where the weather turned cold and rainy at the least optimal time (during planting and harvesting), the crop has come off short in terms of supply and may present some brewing challenges.

And in Europe, demand will greatly outstrip the available amount of barley from this year's crop.

With these factors in play, we have been dealt significant price increases (10-20%) from our suppliers which will be reflected in our selling prices effective December 6, 2010.

We are in the process of completing the printed version of our 2011 sales book which we anticipate will mail shortly after the first of the year. In the meantime, our new sales book will be available on our web site ([www.countrymaltgroup.com](http://www.countrymaltgroup.com)) for download on December 6th.

Should you have any immediate questions or concerns, please do not hesitate to contact us. As always, your business is greatly appreciated.

Bryan Bechard  
General Manager - The Country Malt Group

# Falconer's Flight®

It is with great pleasure that Hopunion LLC announces the release of Falconer's Flight®, an exclusive proprietary hop blend created to honor and support the legacy of Northwest brewing legend, Glen Hay Falconer.

Glen Hay Falconer began his brewing career as an avid home brewer and dedicated member of the Cascade Brewers Society. In 1990, Glen followed his dream and pursued a professional brewing career at Steelhead Brewery in Eugene, Oregon. He completed the Siebel Concise Course in Brewing Technology in 1994 and shortly thereafter, moved to Newport Oregon where he refined his skills at Rogue Ales. In 1996, Glen began working at the Wild Duck Brewery in Eugene where he served as head brewer until his untimely passing in 2002.

As a Northwest brewing legend and great personality, Glen was known for his hearty laugh, adventurous lifestyle and spirit of generosity. He was dedicated to the craft beer industry and assisted many professional brewers by making himself available as a human database for innovative brewing techniques. For Glen, brewing was a way of life. He pushed the envelope of creativity and challenged traditional recipes. Over the course of his career, Glen accumulated many awards and accolades; however his finest accomplishment was earning back-to-back gold medals at the Great American Beer Festival® for his Auld Gnarly Head Barley Wine in 2002 and 2003.

Glen's zeal for life touched many and inspired an entire brewing community. Today, his legacy continues through the Glen Hay Falconer Foundation, a non-profit organization created to commemorate and celebrate the life of a leading Northwest Brewer. The mission of the foundation is to contribute to the Northwest craft brewing community by providing opportunities for professional and aspiring brewers to further their knowledge and expertise.

Like Glen, Hopunion LLC is dedicated to enlarging the artistic nature of the craft beer industry. We offer one of the largest selections of premier hops from the finest growing regions in the world and encourage brewers to be pioneers of innovative, creative beers.

In celebration of Glen's cutting edge style and the ever-evolving nature of the craft beer industry, Hopunion has developed Falconer's Flight®. This novel proprietary pellet blend is comprised of many of the Northwest's most unique hop varieties and is perfect for any Northwest-style IPA. Each hop has been hand selected for its superior aromatic qualities, imparting distinct tropical, citrus, floral, lemon and grapefruit tones.

To honor Glen and support his legacy, Hopunion LLC will be contributing proceeds from each Falconer's Flight® purchase to the Glen Hay Falconer Foundation.

Please join Hopunion LLC in celebrating the craft beer industry and honoring the life of a dedicated, adventurous and beloved Northwest craft brewer.

Live to the Fullest, Brew to the Fullest®



Don Bryant  
President & CEO  
Hopunion LLC



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**RELEASE** - Falconer's Flight® will be available through the Country Malt Group in 11 lb. and 44 lb. boxes.

**COST** - \$7.80 per pound - 11 lb. boxes, \$7.50 per pound - 44 lb. boxes