

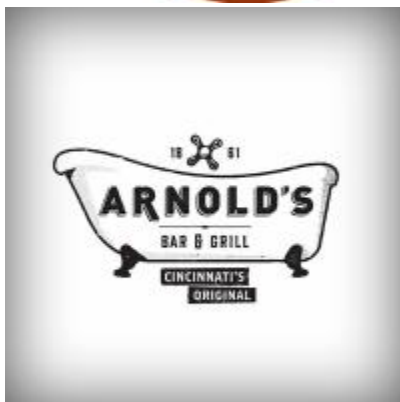


**\$6 BURGERS FROM CINCINNATI'S MOST DELICIOUS RESTAURANTS  
JULY 12-18, 2021**

From gourmet blends to off-menu specialties and even beer pairings – we will pay tribute to America’s sweetheart – the Hamburger! Each restaurateur and Chef will prepare their unique take on the burger.

The idea is to get people to embrace the food, culture and Cincinnati-love while getting them out to eat, drink, and try new places! We will even be printing Burger Passports for participants to get stamped at participating locations throughout the week! Collect at least 5 stamps and be eligible for a very special grand prize drawing featuring the Ultimate Grill Out, Jack Daniels swag and \$250 in gift cards!

Burger Week will draw hardcore burger fanatics and people that can appreciate a good hearty meal.



# West Side Brewing's Braille Ale Raises Funds for the Cincinnati Association for the Blind & Visually Impaired

*Cans of Braille Ale are printed with raised Braille writing reading "CABVI," "West Side Brewing" and "Braille Ale Raspberry Gose." West Side Brewing will donate \$1 to CABVI for every six-pack sold.*

OLIVE COLLINS NIESZ CITY BEAT JUL 5, 2021 1 PM



Reaching into the refrigerator to grab a drink is something that many of us take for granted, since we can simply read the label to know whether we're choosing a beer versus a soda. The same goes for seeing the difference between our shampoo and conditioner bottles or between our toothpaste and acne cream tubes. But without the mainstream presence of Braille on everyday items, these simple tasks increase in difficulty for those who are blind and visually impaired.

Luckily, there will be no mix-ups when West Side Brewing brings accessibility to beer with another year of its Braille Ale Raspberry Gose. The special brew is a collaboration with the Cincinnati Association for the Blind & Visually Impaired (CABVI).

Cans of Braille Ale are printed with raised Braille writing saying "CABVI," "West Side Brewing" and "Braille Ale Raspberry Gose." West Side Brewing will donate \$1 to CABVI for every six-pack sold. The team chose the style of Gose (a German beer brewed with wheat, barley and coriander) because of its light, sweet and drinkable qualities. The ABV (alcohol by volume) comes in at 4%, and the touch of raspberry leaves it flavorful and approachable.

This is the second year for the Braille Ale collaboration but the first year for a full-fledged celebration. The coronavirus pandemic thwarted plans for a kick-off party in 2020, though a drive-by release still took place that August. Cans of Braille Ale are printed with raised Braille writing saying "CABVI," "West Side Brewing" and "Braille Ale Raspberry Gose." West Side Brewing will donate \$1 to CABVI for every six-pack sold.

The partnership between West Side Brewing and CABVI began in late 2019, when West Side Brewing sales representative Ben Metz met Aaron Bley, CABVI's vice president of community relations, at the organization's annual 'Dining in the Dark' fundraising gala. Metz and Bley presented the idea of a Braille Ale collaboration to West Side Brewing CEO Joe Mumper, and the brewery's team was "all in, right away," says Bley.

CABVI's stated mission is "empowering people who are blind or visually impaired with opportunities to seek independence." Located on Gilbert Avenue near Eden Park, CABVI offers services like assistive

technology (like screen readers and magnifiers), information services such as its Radio Reading Service, and employment opportunities in its 'Industries Program.'

The organization provides programs, services, support groups and more to about 4,500 clients a year, Bley says. As a private nonprofit organization, CABVI receives limited government funding aside from an occasional grant opportunity, so it greatly relies on donations and fundraising events to continue the work that it does for Cincinnati's blind and visually impaired community.

West Side Brewing is in the process of trademarking "Braille Ale" with the intention of using the brand to help train other breweries on including Braille on products. The brewery worked with a company in the Netherlands to learn the Braille printing process – something that is both technically difficult and expensive.

In the future, Metz says the brewery would love to include Braille on all cans and implement a full Braille menu in the taproom. "(Braille) should be on Budweiser labels, it should be on Miller labels, it should be an industry standard," says Metz. He hopes that if the presence of Braille becomes more common in the beer industry, the cost of production of Braille on cans will go down, making it easier for smaller breweries to provide.

Beer drinkers can purchase six-packs of Braille Ale in the West Side Brewing taproom and at retailers around Cincinnati, including Jungle Jim's in Fairfield, with more locations to be announced.

West Side Brewing, 3044 Harrison Ave., Westwood, [westsidebrewing.com](http://westsidebrewing.com).



### SPRUCE TIP PALE ALE RELEASE



Our Spruce Tip Pale Ale, "Tipper", made in collaboration with Cincinnati Nature Center, is on tap NOW! 6-packs will be available for purchase later this week, but it's pouring fresh [today](#) in the taproom. Brewed with 30 pounds of fresh spruce tips gathered at CNC's Long Branch Farm. 5.5%abv.



## Rhinegeist Heads to Karl Strauss for A Collaboration

Karl Strauss started brewing (and have been independent) since 1989, cranking out really great beer ever since. In today's world of craft beer, and the struggles that some of those mid-big sized spots have faced – it's impressive to see how they've stayed true to who they have always been, while navigating an ever-changing world of brewing.

They've expanded since they opened their doors in the late 80s, bringing their brewpub concept to 9 different locations in California, now – each one with their own personality. If you get the chance to try some of their beer... grab it. They've been cranking out some great brews and bringing in more than 115 different medals including a best mid-size brewery of the year at the 2016 GABF.



COLLABORATIONS

# ALL THE PEELS FRUITED IPA

OVERVIEW

"OHIO!" Home to Rhinegeist, producers of the finest Cincy-made beer. Their fruited concoctions are especially legendary, but they aren't usually available on the West Coast. Frankly, that made us feel sad, so we decided to collaborate and change that. *All the Peels Fruited IPA* is brewed with blood orange (both peels and purée) for a fragrant hit of citrus, followed by floral, resinous notes from Cascade, Crystal, Columbus, and Chinook hops. True to its name, this beer invites you to peel back the layers and get all up in your feelings, one juicy sip at a time.

STATS

ABV: 6.5%  
Color: 5 SRM  
Bitterness: 50 IBU

The beer is called 'All the Peels' – and it launches this week on draft and four packs in all the Karl Strauss brewpub locations as well as retailers in California and Arizona. It uses a big blast of Blood Orange to give it a fragrant citrus note, and then follows it up with Cascade, Crystal, Columbus, and Chinook hops for a big resinous, floral backbone. Currently there are no plans to have this beer for sale in Cincinnati.

Another unique local tie to Karl Strauss is that he was the original advisor of the Oldenberg Brewery in Ft Mitchell in 1986. Karl retired as director of Brewing from the Pabst Brewery in the early 1980's. He went on to form a consulting company that help many early craft breweries get their start up advice. He eventually worked with his nephew to establish the brewpub chain that would bear his name.



**SUMMER 2021**



**BEERFEST**



**JULY 17th**

**TICKETS ON SALE NOW!**



**CINCY BEERFEST IS BACK  
@ Smale Riverfront Park!**



[cincybeerfest.com](http://cincybeerfest.com)



# FREE ADMISSION

THURSDAY, JULY 8, 5-11 PM

FRIDAY, JULY 9, 5-11 PM

SATURDAY, JULY 10, 12-11 PM

SUNDAY, JULY 11, 12-9 PM

<https://www.cincinnati-festivals-and-events.com/bacon-bourbon-and-brew-festival>