

Frisch's to Debut Beer Cheese Pretzel Sliders in Celebration of Oktoberfest Zinzinnati

The new dish will be the official burger of the annual festival.

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Beer Cheese Slider PHOTO: PROVIDED BY FRISCH'S

Cincinnati-based restaurant chain [Frisch's Big Boy](#) will once again be home to the official burger of [Oktoberfest Zinzinnati](#) this fall.

The annual fest is back Sept. 16-19, and in celebration of its return, Frisch's is debuting its new Fat Tire Beer Cheese Pretzel Sliders — [a tiny rendition](#) of its fall creation last year, which also was the official burger of the 2020 fest. The sliders (which come in a set of two) are made with beef patties and are topped with Fat Tire beer cheese and onion rings, pickles, red onions spicy brown mustard between two pretzel slider buns.

“Frisch’s is excited to again be recognized as the official burger of Oktoberfest Zinzinnati,” Alison O’Keefe, vice president of marketing of Frisch’s Big Boy, said in a press release. “Additionally, we’re eager to share our new pumpkin treats along with our perennial favorite Frisch’s Pumpkin Pie.”

Other limited time fall bites folk can look forward to trying include the Fat Tire Beer Cheese Pretzel Sticks, pumpkin frappe, pumpkin cold brew, pumpkin cream puff with bourbon caramel, pumpkin spice cake, pumpkin pie pancakes and, of course, the chain's fan-favorite pumpkin pie.

[After last year's giant public party was canceled due to the pandemic](#), Oktoberfest organizers are making up for it in 2021 by adding an extra day (with festivities starting on Thursday) and extra hours.

Oktoberfest Zinzinnati will run 5 p.m.-midnight Sept. 16; 11 a.m.-midnight Sept. 17 and 18; and 11 a.m.-9 p.m. Sept. 19.

The Frisch's fall items will be available for dine-in, pick-up, drive-thru and delivery at participating restaurants for a limited time.

Rhinegeist names new CEO of Cincinnati's largest craft brewery



Rhinegeist announced its first new CEO since the brewery's founding in 2013. Photo by CORRIE SCHAFFELD

By [Andy Brownfield](#) – Staff Reporter, Cincinnati Business Courier Aug 13, 2021

Cincinnati's largest locally owned craft brewery, Rhinegeist, has named its first new CEO since the brewery's founding in 2013.

Rhinegeist Brewery, headquartered at 1910 Elm St. in Over-the-Rhine, announced Friday that [Mike Parks](#) would step in as CEO of one of the country's fastest-growing craft breweries. He starts Aug. 16. Parks is relocating to Cincinnati from Baltimore, where he most recently served as CEO of pizza crust company TNT Crust, a firm that is twice the size of the OTR brewery.

While he comes from a different side of the food and beverage industry, Parks got his start in the field with Brown Forman Distillery, the owners of Jack Daniels, Woodford Reserve and Old Forester, among other brands. Co-founders [Bryant Goulding](#) and [Bob Bonder](#) will chair a newly created board overseeing the company.

"Since the beginning of Rhinegeist, we've always tried to recognize openly what we're not good at (as both individuals and a business), and we've tried to surround ourselves with others who know better, and who share in our entrepreneurial spirit," the co-founders wrote in a letter announcing the new CEO.

Bonder and Goulding wrote that they realized the brewery needed new leadership shortly after beginning the process of [handing over the reins of the brewery to its 300 employees through an employee stock ownership plan](#) (ESOP), which began in the middle of 2020.

Bonder and Goulding's shares in the brewery will be retired through the ESOP over the next 10 to 20 years. Parks will become a co-owner of the brewery when he joins on as CEO. "And when stepping back and reflecting about what we need to achieve that, it became clear that it's time for some new leadership," the co-founders wrote in their letter. "As co-founders, we want to step away a bit and take time for ourselves, but frankly, we just aren't as good at running a 300-person business as we are at being entrepreneurs."

The search for a new CEO took about four months, turning up two finalists. The other was not named. They both participated in a creative interview process, interviewing with around 30 employees across departments and levels. Bonder and Goulding wrote that Parks brings the balance of experience and compassion to lead the brewery through its next phase of growth.

Parks has spent more than two decades in the food and beverage industry. From his beginning as the manager of spirits processing at Brown-Forman, he went on to another major distillery, Diageo, as director of operations for its Baltimore facilities.

From there, he worked for packaged food-maker Heinz, as a plant manager and then senior plant manager overseeing frozen soup and frozen meals. He went on to work as vice president of manufacturing for snack maker Shearer's Foods Inc. and then vice president of North American operations for American Sugar Refining before moving on to TNT Crust.

Parks earned his bachelor's degree in communications from the University of Kentucky and an MBA from Bellarmine University.

Rhinegeist is the second-largest brewery in Ohio, behind Cleveland's Great Lakes Brewing. It's also one of the fastest-growing, climbing the Colorado-based Brewers Association charts from No. 29 in the nation in 2019 to No. 26 in 2020. Rhinegeist brewed nearly 100,000 barrels of beer in 2020. The brewery does not share revenue figures.



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SONDER & FRIENDS OKTOBERFEST

Join us [September 25th](#) on the Sonder Brewing campus for a day full of festivities. Enjoy German beers from us and other regional breweries, German food, live music, local vendors, and games!

Bring the whole family, there's something for everyone.

We're excited to bring back Oktoberfest at Sonder!

Join us on **September 25th** for a craft beer Oktoberfest. The taproom, beer garden, and yard will all be taken over by Oktoberfest from 10am to Midnight. This is a **free event**, and we'll be selling beer tickets on the day of the event to get pours from Sonder and the other participating breweries

Sonder & Friends Oktoberfest will have:

- Regional craft breweries bringing German style beers
- Live music all day
- German food
- Games
- Vendors

RSVP and stay up to date on announcements on our [facebook page](#). We will have a limited amount of **steins** available for purchase at the event. It's **\$15 for the 16oz stein and one beer ticket**, and you'll receive an extra 4oz every pour. **Sponsorship for the event is available**. We're offering booth space, social media coverage, signage, website coverage, and steins for various levels of sponsorship, email contactus@sonderbrewing.com for more info

To kick off the event, the Greater Project is hosting a **5k run/walk** where all proceeds benefit Greater Project who help children in our community. For more info, check out the Facebook event.

Here's a heads up on the **DOUBLE RELEASE** planned for [this Friday @ Third Eye Brewing](#).

MAGIC DREAM BAHAMA MAMA MILKSHAKE IPA WITH PINEAPPLE, BANANA, ORANGE, CHERRY, COCONUT, VANILLA, AND LACTOSE

7.2% ABV 20 IBU

Inspired by a Bahama Mama, our delectable newest milkshake IPA comes in hot with nearly 1000lbs of real pineapple, orange, banana, coconut, and a touch of cherry. The soft beer base, lactose, and vanilla bring some needed richness and center the beer. A pint takes you straight to vacation mode. Available in 16oz 4-Packs!





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FUNKY DIABLO
MARGARITA SOUR ALE
4.3% ABV 15 IBU

FUNKY DIABLO MARGARITA INSPIRED SOUR ALE WITH LIME JUICE, LIME ZEST, AND SALT

4.3% ABV 15 IBU

Our first cocktail inspired beer features the classic margarita. Pairs well with tacos, evenings on the porch with friends, and any occasion in between. The sour beer base matches perfectly with real lime juice, a touch of lime zest, and Himalayan pink salt.

We are also offering **BEER SLUSHY COCKTAIL** versions of both in our new slushy machine!