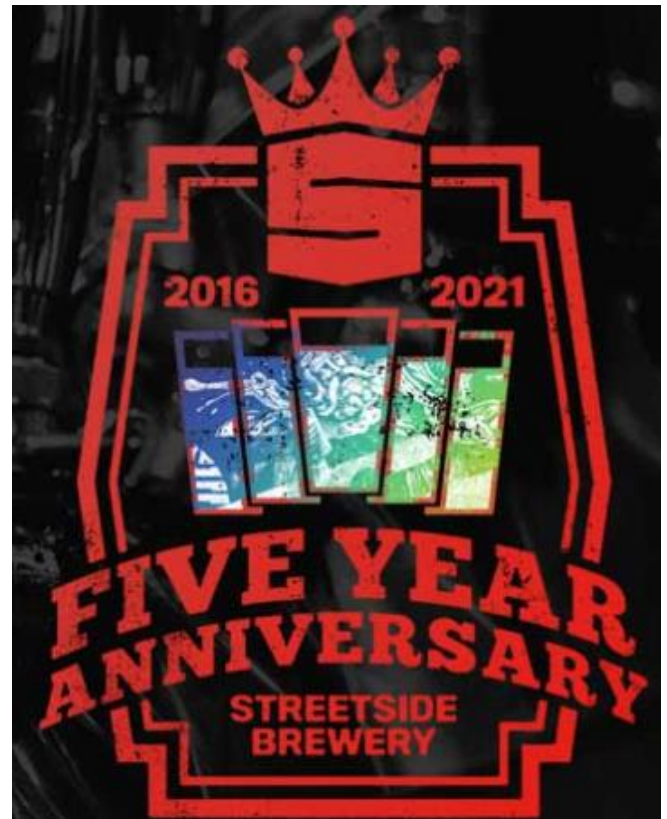




STREETSIDE BREWERY



Can you believe we are turning FIVE this September?!!
Come party with us all weekend long from September 24-26. We will have specialty beers, limited releases, cool swag, bands, good food, and great company! Mark your calendars now
LOCATION: Streetside Brewery
4003 Eastern Ave, Cincinnati, OH 45226
Beginning at Noon on Friday



IT'S OUR
2ND

BIRTHDAY!

AND

Oktoberfest

SEPT. 24-26

All Weekend
\$5 SMALL PIZZAS
AND 20% OFF MERCH

Friday

\$5 Mulligans
\$5 Margs

Saturday

\$5 Oktoberfest
\$5 Pretzels

Sunday

\$5 Bloody Mary's
\$5 Mimosas



BIG ASH

EST. **BREWING** 2011



MadTree Brewing in Oakley Is Developing Non-Alcoholic Beer for Your Non-Hangover Cravings

It's one of the first major Cincinnati-based breweries to delve into the non-alcoholic beer scene.



KARA DRISCOLL SEP 15, 2021, CITYBEAT MadTree Brewing's Oakley taproom *PHOTO: PHIL HEIDENREICH*

Want the taste of craft beer without the hangover? MadTree Brewing has started the process of crafting non-alcoholic options — becoming one of the first major Cincinnati-based breweries to delve into the non-alcoholic beer scene. The brewing team at MadTree is researching and developing non-alcoholic beers that “actually taste good and fall below the threshold,” says Trevor Self, associate brand manager for MadTree Brewery.

“Non-alcoholic” beer can contain up to 0.5% alcohol by volume (ABV), whereas truly alcohol-free beer must contain no detectable levels of alcohol and should be labeled 0.0% ABV, according to the U.S. Food and Drug Administration. “We’re keeping track of what people want, and we’re definitely seeing an increased interest in seltzers and non-alcoholic beers,” Self says. “It has to be appealing and taste good. If we are going to do this, we want to do this right. It has to be enjoyable for the consumer.”

The team has been working for several months on developing a non-alcoholic pale ale “with some hoppy notes that aren’t overpowering,” Self says. Consumers could see it on tap at MadTree’s bustling taproom in Oakley before the end of the year. While no branding or name has been finalized, Self says the brewing team is thinking about calling the non-alcoholic option “Leave No Trace.” It’s a play on MadTree’s commitment to sustainability and “leaving no trace behind” when campers leave a campground or park, while connecting it to the idea of having “no trace” of alcohol in the beer. MadTree donates 1% of sales to nonprofits focused on environmental sustainability, and the brewery was responsible for planting more than 2,000 trees in 2020.

According to market research firm IRI, U.S. sales of non-alcoholic beer were up 38% in 2020 to roughly \$188 million in total sales, even as regular beer sales have declined in the past four years. MadTree’s team said the brewery and bar industries are affected significantly during Dry January, a month when many people take a break from alcohol after indulging during the holiday season.

“People are more health-conscious but still want to be social. We want to give them an option to drink something different and go out with their friends without feeling like they’re missing out,” Self says.

“What we’re seeing is a moderation trend. That’s bringing with it increased demand for reduced alcohol, or alcohol-free drinks,” says Mark Meek, chief of global beverage market analysis company IWSR, in a news release.

MadTree will be one of the first Cincinnati-based breweries to try a non-alcoholic option. Scotland-based BrewDog, which has a taproom in Pendleton, does offer a couple of low ABV brews. Representatives from breweries like Listermann Brewing Company and Rhinegeist Brewery said there were no plans in the near future to add any non-alcoholic options to their brewing schedules, but smaller breweries in the region say they’re interested in the concept.

“We definitely get people asking for NA (non-alcoholic) beer, but we haven’t pulled the trigger just yet. It may be something we do early 2022,” a representative from Esoteric Brewing says in an email. “We’re really intrigued by the NA beer option. The beer industry is simply adapting to the trend of healthy lifestyles.”

MadTree, 3301 Madison Road, Oakley, madtreebrewing.com.

NOW AVAILABLE AT ALL TAFT'S LOCATIONS & IN STORES!



We're not superstitious, but we are a little stitious...

Identity theft is not a joke, and neither is this beer.

Inspired by the show that makes us all think about paper more often, this IPA boasts of citrusy aromas and dank hops that are bold enough to compliment Jim's office pranks.

Grab your 6-pack in stores and at any of our locations!

4TH ANNUAL



SATURDAY, SEPTEMBER 25TH

10:00 AM - 9:00 PM

CRAFT BEER 🍺 FOOD TRUCKS

RAFFLES 🍺 UNIQUE VENDORS

🍺 PET ADOPTIONS!

Municipal Brew Works

20 High Street

Hamilton, OH 45011

Presented By:





4614 Industry Drive Fairfield, Ohio 45014

SWINEFEEST

SEPTEMBER 25TH, 2021

Come out and celebrate our Third Anniversary! We will have everything. Live music, vendors, food and more! We've been cranking out all of these things just for you guys and we're ready to show it off. 3 years going strong, and we couldn't do it without you!



For those of us in the northern hemisphere, the autumnal equinox came and went this week. From now until next March, the night will outlast the day and we turn to stronger, maltier beers to combat the chill that will dominate the forthcoming months. [Fibonacci Brewing](https://www.facebook.com/fibonaccibrewing) is celebrating the change of season with the release of two beers at their autumnal equinox celebration on Saturday, Sept. 25. Locally grown pumpkins from Lobenstein Farm take center stage in Pepo pumpkin porter, a seasonal favorite at Fibonacci's taproom in Mt. Healthy. The annual Herbstfest Märzen lager makes its return to the taps this weekend as well. Get all the details about Saturday's seasonal festivities at [facebook.com/fibonaccibrewing](https://www.facebook.com/fibonaccibrewing)

CIDER SOCIAL

SEPT. 24-26



Calling all cider lovers! Join us in the taproom, all day from September 24th - 26th and try some of our ciders on draft!
We're keeping it crispy. 11:00am Each Day

Join us Friday 9/24 to Sunday 9/26 as we welcome fall with a celebration of all things cider! The taproom will be decked out in autumnal style, and we'll have a bushel of tasty ciders on tap. Cider flights, cocktails, fall-themed music, games, and prizes—what more could you need?



BOTANICAL
Hard Cider
6.2% ABV



ELDERFLOWER
Pear Cider
5.5% ABV



FRIENDS NO. 1
Hard Cider
7.9% ABV



ZAPPY
Hard Cider
5% ABV



BEEZY
Cider with Honey
5% ABV



BLOOM
Hard Cider
5% ABV



SNUG
Hard Cider
5% ABV



SWIZZLE
Hard Cider
5% ABV

SONDER

BREWING

Sonder & Friends
Oktoberfest is *this*
Saturday, September 25!



Beer tickets can be purchased on the Sonder Brewing patio.
1 for \$5 or 5 for \$20

STEIN + TICKET - \$25

Extra 4 oz per pour!

**Steins available while supplies last*

*Please note that Duke Boulevard will be closed 9:30am-11:30am.
If you plan to arrive within this window, please park at Anthem:
4361 Irwin Simpson Road, Mason, OH 45040*



WHAT'S POURING

SONDER
Oktoberfest • Voss Kölsch • Nocturnal Dark Lager • Adela Gose • Bruder Dunkelweizen

NORTHERN ROW
Barrister Kölsch • Butcher German Pilsner

THE COMMON
Noch Ein Bier, Bitte! Märzen

MASTHEAD
Augenblick Helles Lager • Oktoberfeset

COUNTRY BOY
Oktoberfest • Survive Pilsner

WARPED WING
Lagerstadt Oktoberfest • Hefeweizen

NARROW PATH
Lovtoberfest Märzen • Restless Seas Gose

MADTREE
Ziegler Oktoberfest • Legendary Lager

RHINEGEIST
Franz Oktoberfest • Dirk Dunkelweizen

ESOTERIC
Karneval Kölsch

WEST SIDE
Oktoberfest • Munich Helles

THIRD EYE
Drittes Auge Festbier • Untapped Potential Kölsch

WOODBURN & FIGLEAF
Vespa Pilsner • Oktoberfest

NINE GIANT
Light Years Festbier • Boxer German Pils



SCHEDULE OF EVENTS

- 10AM** GREATER PROJECT 5K
- 11AM** RACE AWARDS
- 11:30AM** KIDS ROOT BEER RUN
- 12PM** MUSIC BY NO GUARANTEES
- 12PM** SONDER STORIES LIVE PODCAST
- 2PM** MUSIC BY THE PERFECT CHILDREN
- 3:30PM** STEIN HOLDING COMPETITION
- 4:00PM** MUSIC BY ACCORDIONIST JOHN KEENE
- 5:30PM** TAPPING OF OKTOBERFEST WOODEN KEG CEREMONY
- 6PM** MUSIC BY THE GROVE
- 8:30PM** MUSIC BY JESS LAMB & THE FACTORY



WHERE TO PARK

Duke Blvd Closed 9:30am-11:30am
Park at Anthem
4361 Irwin Simpson Rd, Mason, OH 45040

