



Fresh on the heels of their gold medal win at this year's Great American Beer Festival and the national attention that it garnered, Third Eye Brewing Company has brewed a beer to honor and connect with their Ohio roots. Oh-Eye-O pale ale uses freshly harvested; whole cone Nugget hops grown in Clermont County at Boondocks Hops. That hop variety is a popular choice for bittering, but when used in its fresh state also contributes notes of pine, resin, and citrus in the aroma of the beer. The beer's malt bill is built with Ohio-grown barley sourced from Haus Malts in Cleveland, making this brew a true product of Ohio's beer agriculture. If you like to drink beer grown here, be sure to stop into Third Eye's brewery taproom in Sharonville while Oh-Eye-O pale ale is on tap (the pictured Ohio Pint Day glass may be sold out at Third Eye, but is still available at dozens of breweries statewide.) Read more at facebook.com/thirdeyebrewingco

ESOTERIC BREWING

Cincinnati's First Black & Asian Owned Brewery Hits Milestone



ESOTERIC PRESENTS:
**1 YEAR ANNIVERSARY
BLOCK PARTY**

LIVE MUSIC / FOOD TRUCKS / FUN ZONE
ART / BEER GAMES / LOCAL VENDORS / PRIZES

OCT **2** / **BLOCK PARTY** / **RAVE**
2-7 PM / DJ JELLY
10-1 AM

918 E. McMillan St

We are excited to announce that Esoteric Brewing Company, the city's first Black & Asian owned brewery has reached a key milestone with its first anniversary. The long-awaited brewery in Walnut Hills opened in 2020 unsure of how they'd even survive amidst a global pandemic which has disrupted the bar & restaurant industry across the U.S.

[Esoteric Brewing](#) opened during a time where heightened social justice has become part of the national conversation since George Floyd's death in 2020 and amidst rising hate crimes towards the Asian Americans. The brewery credits its neighborhood in Walnut Hills & Uptown, along with a diverse community of beer lovers in Cincinnati's beer community for keeping them going. Now, the brewery enters the next year poised for growth.

Now sponsors of the University of Cincinnati and the Cincinnati Ballet, Esoteric is making a name for itself as a social impact brewery that speaks to a diverse demographic of Cincinnati. "We've always loved the craft beer culture of Cincinnati, but never felt there was a level of diversity that made me feel like I belonged," says Marvin Abrinica, CMO and co-founder. "When you come to our brew lounge, you'll see people of color, women, and all walks of life."

At Esoteric Brewing, we're inspired by a mission to bring social impact through craft beer that can touch the lives of the people around us. The brewery is celebrating this milestone with an Anniversary Block Party on [October 2](#), featuring black-owned vendors, games, music, and live entertainment. "We want to give black & brown faces a platform to shine and celebrate the spirit of their culture through two things we love: entrepreneurship and craft beer," says Brian Jackson, CEO, and co-founder.



FOR IMMEDIATE RELEASE
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CONTACT: Stephanie Meinberg
Phone: 513.418.1993
Email: stephanie@cartridgebrewing.com

A Trio of Fare, Fun and Festivities for Oktoberfest

Maineville, OH—While many area-wide events are winding down or already complete, Oktoberfest at Cartridge is just getting started. This is the brewpub's inaugural year celebrating all things Bavarian, and it kicks off officially today – an array of food, fun and libations that runs for two weeks through Sunday, October 10 ... but it all starts with the beer, of course.

Cartridge has already established itself as a brewery dedicated to honoring the deep German roots of the Cincinnati area, brewing traditional German lagers and Munich-style beers since opening in the fall of 2020. For their first foray into the Oktoberfest domain, the brew team created a unique pair of fest varieties to celebrate in true Rhineland style: *Panzer* (Festbier), a "super Helles" and modern malt showcase, and *Sherman* (Oktoberfest), Panzer's brother-in-arms and a bigger, bolder version of the classic style.

"Sherman is an aggressive version of the traditional Oktoberfest, rolling over into the Bock range," says Adam Mills, head brewer. "While Panzer is more in line with what you'd see in a modern interpretation of that style – malty and easy-drinking."

"We wanted to do something notable for our first Oktoberfest," says Kyle Hackbarth, COO and co-founder. "And naming these beers after two historic tanks that went head-to-head was a given ... it's a big part of who we are, 'honoring the past, brewing the future.'"

The brewpub also currently has an impressive six additional German-centric beers on tap, including *Covert* (Schwarzbier), *Checkpoint* (Hefeweizen), *Prost* (Munich-style Dunkel), *Decoy* (Dunkelweizen), *Sip Trip* (Kölsch), and *Up the Hill* (Munich-style Helles and recent USOBC silver medal winner).

But what's an Oktoberfest without a proper stein of bier? Cartridge has that covered, too. The brewpub is selling limited-edition collectible Rastal steins – these 1-liter ceramic masterpieces are authentic to the core, made in Germany and branded with a

special Oktoberfest event logo. Best of all, each purchase of a stein automatically reserves the buyer a spot in Cartridge's stein-holding contests. Two are set to take place – Sunday, October 3, and Sunday, October 10, at 3 p.m., with winners to claim brewpub prizes and inaugural bragging rights. Limited quantities of these commemorative steins are available now for \$25, with \$10 refills through October 10.

Rounding out the two-week extravaganza is a feature menu full of Bavarian flavors – chef-inspired dishes that are separate and unique from the full-service, scratch-kitchen's everyday upscale pub fare. These include a beer-braised bratwurst with house-made beer cheese, a pan-fried traditional pork schnitzel served with garlic-dill red potatoes and curry aioli, and a unique burger topped with crispy goetta and Swiss cheese. Notable, too, is that all three of these offerings are topped with beer-braised sauerkraut – because what would an Oktoberfest be without it?

MORE ABOUT CARTRIDGE BREWING: Veteran-owned, born within the restored historic Peters Cartridge Factory, located alongside the Little Miami River and bike trail, this isn't your typical brewpub. Opening in the fall of 2020, the Cartridge team takes hospitality seriously – far above the standard restaurant-bar model, more focused and deliberate than most big production breweries. Brewing a balanced, crushable family of beers within its 15 bbl brewhouse (from lagers and IPAs to the light, eclectic and fruity), offering signature craft cocktails and curated wines, plus a full kitchen and fresh, upscale pub menus – all within 10,000 sq.ft. of restored industrial space ... a community hub once again just north of Cincinnati, Ohio. Learn more on [Facebook](#), [Twitter](#) and [Instagram](#), or go to CartridgeBrewing.com.





Rocketoberfest

Craft Beer Festival

Enjoy a variety of craft beers at our 3rd annual craft beer festival in the McNicholas High School courtyard featuring beers from ten of Cincinnati's favorite breweries along with food trucks, booths, and more!

Big Ash ▪ Braxton ▪ Dead Low ▪ Fifty West ▪ Fretboard
Listermann ▪ Mt. Carmel ▪ Paradise ▪ Streetside ▪ Sons of Toil

\$20 admission includes one 14 oz. pour and four 4 oz. tastings
Additional drink tickets available for sale along with wine and non-alcoholic drinks.

Scan the QR code below to be connected to our registration site
or visit mcnhs.org/rocketoberfest.



Rocketoberfest is rain or shine. Must be 21 to attend. Proceeds benefit the McNicholas Military Memorial Committee.

**SATURDAY
OCTOBER 2**

BEER • FOOD • BOOTHS

4:00 PM UNTIL 10:00 PM

McNicholas High School



THE
MIAMI VALLEY
BCCA  Brewery Collectibles Club of America®



and the...

QUEEN CITY CHAPTER

are Proud to Host the ...

VINTAGE BEER CAN & BREWERY COLLECTIBLES OCTOBERFEST SHOW

Sunday Morning, October 10th, 2021

9:00 am to 1:00 pm

at the Geo. Wiedemann Brewing Company

4811 Vine Street • Cincinnati, OH 45217

Come and enjoy some great beers, food and hospitality.

\$15 SET-UP DONATION FOR DEALERS

Bring your own tables, pop-up canopy, etc... or set up on the ground or by your vehicle. All set ups are outside in Lower Level Beer Garden on the back side of the Brewery.

(Tables will not be provided or available for rental.)

WALK-INS ARE FREE / OPEN TO THE PUBLIC

WIEDEMANN'S FINE BEERS



Contact for more information:

David Reed
513-304-2390
dj4reed@gmail.com

Doug Groth
937-554-9262
truckwashdoug@aol.com



LITTLE MIAMI BREWING COMPANY

**HALLOWEEN
COSTUME PARTY
WITH BILLY ROCK CONCERT!**

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WWW.CINCYTICKET.COM/BILLYROCK
LIMITED SEATING-RESERVE TODAY!

OCTOBER 30TH, 2021 AT THE NEW LMBC EVENT CENTER

\$60 PER TICKET. \$100 PER COUPLE

A PORTION OF THE PROCEEDS BENEFIT THE DRAGON FLY FOUNDATION!

DOORS OPEN @ 6PM. SHOW STARTS @ 8PM

TICKETS INCLUDE VONDERHAAR'S DAY OF THE DEAD MEXICAN BUFFET,
LMBC BEER, WINE AND COCKTAILS
& RESERVED SEAT AT A TABLE

Prizes for Best Individual,
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First Place- \$100 LMBC Gift Card

YOU WON'T WANT TO MISS THIS ROCKIN' TIME!

Our first annual Halloween Costume Party Rock Concert!

Saturday, **October 30th** with Billy Rock!

Tickets are selling fast...they include a table seat and all your food and drink! Wow! Would love to see you there! Special "Couples" pricing.

Prizes for best costumes! FUN!

Here is link for tickets.

<https://www.cincyticket.com/eventperformances.asp?evt=5388>