

\$20 million Cincinnati food hall lands first tenant, reveals name: Taft's Brewing Co.



By [Tom Demeropolis](#) – Senior staff reporter, Cincinnati Business Courier

The \$20 million food hall that is under construction at Madison Square in Madisonville has its first tenant and a new name.

Element Eatery is the name of the 34,500-square-foot food hall and live entertainment venue coming to Madison Square at the corner of Red Bank Expressway and Madison Road. And the venue will be anchored by **Taft's Brewing Co.**, which will oversee the **48-tap beer garden**.

[Tyler Troendle](#), associate director of AT Hospitality LLC, which is developing Element Eatery, said the venue will provide another reason for people to visit Madison Square, making this part of the city its own culinary destination.

“Our intent is to bring more people to the neighborhood,” Troendle told me. “This is an entryway for Madisonville from the west, and we are getting people accustomed to stopping here and hopefully that spreads down the road.”

Element Eatery is scheduled to open in August 2022. The venue will have a 20,000-square-foot indoor section with 400 seats designed with areas of echo-free quiet for private conversations, as well as larger spaces for mingling and entertainment. Plus, the venue will have 9,500 square feet of space across three outdoor terraces with another 200 seats.

[Seth Barnhard](#), principal with Sitement LLC and owner's representative for developer RBM Development on Madison Square, said Element Eatery will connect with plans for an outdoor stage, green space and a pocket park next to the Summit Hotel. Customers will be able to grab food and take it to these other locations on the campus or stay in the food hall.

“With several outdoor venues, this will be a great experience on summer nights,” Barnhard told me.

With Taft's, the plan is for the local brewer to brew a special beer for Element Eatery. Troendle and Barnhard said the team selected Taft's because it is a strong Cincinnati brand that has created “fantastic” spaces at its other locations, and it has experience with smaller facilities. Plus, the Madisonville market provides Taft's an opportunity where it does not have operations.

[Dave Kassling](#), managing partner at Taft's Brewing, said he looks forward “to bringing out hospitality and more than a dozen rotating brews to a new, exciting and fun space.”

In addition to Taft's, Troendle said the beer garden will serve a mix of other Ohio and national brands. “Any beer drinker will be happy to find something there,” he said.

Including the beer garden, an ice cream creamery station, coffee counter and display salad bar, there will be 11 food “experiences” offering a mix of chef-driven dishes. There will be 60 dedicated adjacent parking spaces and access to the 2,000 free parking spaces in Madison Square.

The team visited more than 35 food halls in three years to see best practices to use at Element Eatery. With those tours, the team determined the importance of a strong point of sale system for the venue. Customers will be able to order from an app on their phone and pick it up when it is ready.

“We wanted to make sure the tech and the ease of ordering was top of the line and seamless,” Troendle said. The development team selected the name Element Eatery because the venue is made up of different elements, but it also plays on the periodic table of elements and the work Medpace Holdings Inc., which is headquartered at Madison Square.

“We want people to feel like they can get a different element from each of the food vendors,” Troendle said. The eatery is designed by [Gresham Smith](#) and is being built by Skanska USA. Both firms worked on the 5th & Broadway project in Nashville that houses the Assembly, Nashville’s newest food hall. Element Eatery is managed by AT Hospitality. Wasserstrom is serving as the kitchen consultant and equipment provider on the project. Human Nature is the landscape architect for Element Eatery.

The team is starting the process of selecting chef partners, looking to curate a mix of locally known chefs and restaurateurs whose offerings create a varied lineup for guests to choose from. Troendle said they are looking for people who have established themselves but are looking for an opportunity to showcase different things.

Those interested in a space at Element Eatery can visit element-eatery.com to submit an application.

The Element Eatery team held a topping out ceremony today, as a beam signed by the craftspeople who are building the eatery, with a tree and American flag, were lifted to celebrate completion of the structural part of the building.

[Steve Ewald](#), general counsel for Medpace, said the addition of Element Eatery is a catalyst for small business development. The project will add job opportunities and be “accessible for all types of foods at vary price points at what is clearly a food desert.”

Element Eatery will be open for breakfast, lunch, and dinner.



Braxton Hosts Seventh-Annual Celebration of Bourbon-Barrel-Aged Stouts — Dark Charge Day

The winter block party is ‘hopping’ on Dec. 4. By [CityBeat Staff](#)



Photo: Provided by Braxton Brewing Braxton Brewing Co.'s seventh-annual celebration of bourbon-barrel-aged stouts is back.

Braxton Brewing Co.'s seventh-annual celebration of bourbon-barrel-aged stout is back.

[Dark Charge Day](#) is ‘hopping’ on Dec. 4. According to a release from the brewery, there will be four variants introduced this year: a barrel-aged Chocolate Hazelnut Coffee brew from Braxton Builder, Coconut Cream Puff and Barrel House Orange Curacao developed by Braxton Labs, and the Barrel-Aged Dark Charge. Organizers say they have planned extra surprises to make up for last year’s [virtual Dark Charge Day](#).

The Barrel-Aged Dark Charge features a blend of 2019, 2020 and 2021 vintages, creating “deep aromas of stone fruits such as plums that pair nicely with the notes of coffee and roast.”

Braxton Builder’s brew, the bourbon-barrel-aged Chocolate Hazelnut Coffee, was aged in Buffalo Trace barrels. Brewers say each sip will feature a “smooth, silky mouth-feel with cacao nibs, hazelnut coffee, and hazelnut extract to bring a chocolatey beer twist to your favorite flavored morning coffee.”

Coconut Cream Puff, developed by Braxton Labs, has a base of 12-month-aged Dark Charge with milk and sugar added for a nice creamy taste. “Time conditioning on fresh raw coconut, vanilla beans and cinnamon lends bursting flavors of fresh-baked pastries and a sweet, tropical finish,” says Braxton.

Double Barrel Aged Orange Curacao from the Barrel House was aged in bourbon barrels for 12 months and to give it its signature flavor. The brew was transferred to Orange Tiger Liqueur barrels from Toledo Spirits Company for its last 60 days before bottling.

The celebration will take place at Braxton’s Covington taproom Saturday, Dec. 4. Dark Charge variants went up for pre-sale at noon on Nov. 16.

[VIP tickets](#) are available for \$80, and include two specialty drink tickets, five non-specialty drink tickets, a limited-edition Dark Charge print, food from Parlor on Seventh, VIP bottle sales and a private VIP area with restrooms.

You can also [rent out](#) one of [Braxton’s outdoor igloos](#) for \$400. Guests will receive all the VIP perks as well as: a private igloo for up to eight people, pre-ordered Dark Charge bottles waiting for them upon arrival, a charcuterie board and one Vintage Dark Charge Bottle per party of four.

Braxton is located at 27 W. Seventh St., Covington. Find more information at [darkchargeday.com](#).

DAD DAY

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SATURDAY, DECEMBER 4TH 12PM-12AM
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Dad Day is back! Join us as we celebrate weird plaid, weirder dads, and the return of our Dad, a delicious Hoppy Holiday Ale!



Streusel you can sip.

Say hello to **Crumb Cake!** This streusel-inspired brew debuted as part of our Brewers Series—collection of one-off beers showcasing recipes created by individual members of our brew team—and quickly became a draft favorite. Additions of coffee, vanilla and lactose give Crumb Cake a rich and creamy profile layered with flavor—a no-bake no-brainer addition to your holiday spread. Keep an eye out for Crumb Cake in the taproom, on shelves and on taps starting this Friday! — at Rhinegeist.



2022

Little Miami Brewing Company Event Center presents

New Year's Eve Concert with Vinyl Countdown

December 31st, 2021

Doors: 7:00pm Show: 8:00pm

\$100 reserved table seating



Tickets purchased online only in advance
www.cincyticket.com/NYELMB

Cincinnati BBQ Buffet by Vonderhaar's Catering
3 drink tickets for LMBC Beer, Wine, & Mixed Drinks
Enjoy our Photo Booth and a Champagne Toast!

A portion of the proceeds benefits the Dragonfly Foundation