



Urban Artifact Hires Khisha Asubuhi as New Marketing Manager

CityBeat January 29, 2022

This is exciting news for the folks over at Urban Artifact. The sour/wild/fruit beer-focused brewery is kicking things into a new gear by bringing on a new team member that should help them step up their game quite a bit.

Khisha Asubuhi has been a headliner and team player throughout her career. Urban Artifact's press release explains that after developing her skill set at Indiana University and the University of Cincinnati, she moved to the United States Post Office where she spent the last 16 years of her career focused on business development and customer service.



Image Provided

That's not even the good stuff. In 2009 Khisha started a small business – Originalitees. This was one of Cincinnati's hugely successful small businesses. She was a finalist in Artworks' Big Pitch competition and over the last few years has built a great career as a community and relationship partner. She brings folks together by teaching, coaching, and forging new connections.

I think you get the point here... she's going to do a killer job taking Urban Artifact to the next level as their new Marketing Manager.

It may not be big news that directly affects what's in your fridge, but if you're like me and you like seeing our beer scene keep growing and improving, it should help you get fired up for what's coming in the future seeing places like Urban make investments that aren't just about the latest and greatest trendy beer releases that the Beer Nerds are clamoring for.

Hudepohl Resurrects Hu-Dey Commemorative Bengals Beer with a VERY Limited Run

The beers will be available 1-5 p.m. Feb. 7 at the brewery at 1621 Moore St., Over-the-Rhine.

By [Maija Zummo](#) CityBeat Mon, Feb 7, 2022,



Photo: Provided by CinBev A rendering of the new Hu-Dey beer cans.

There has always been a symbiotic relationship between Cincinnati's Hudepohl Brewing Company, founded in 1885, and the Cincinnati Bengals, established in 1967. And, yes, part of that is built on the rumor that the team's "Who Dey" slogan is a derivative of fans shouting for "Hudy" beer at games. The popular origin story even prompted the brewer to can a special commemorative Hu-Dey beer during the Bengals runs to the Super Bowl both in 1982 and 1989. You may have seen the orange-and-black cans popping up across social media as fans have broken out the decades-old brew to showcase and sometimes, unadvisedly, drink.

Now Hudepohl, acquired by Cincinnati Beverage Company (CinBev) in 2020, wants fans to keep those beers on the shelf and out of their stomachs as they release a special, limited-run new Hu-Dey brew. "We've been with the Bengals through thick and thin," Jodi Woffington, chief marketing officer for CinBev and a born-and-raised Bengals' fan, tells *CityBeat*. "Lifelong, die-hard Bengals fans have really waited for this moment to be on the national stage again and we just felt like it was the right time to bring the commemorative can back to celebrate the city." The can, designed by local creative agency Borne Content, blends the old and the new and features orange and black stripes with a classic Hudepohl font.

"These brands are really iconic in Cincinnati, and we wanted to make sure we gave a nod to that legacy, but at the same time, they need to be modernized," Woffington says of the CinBev portfolio, which also includes Burger, Little Kings and Christian Moerlein. "You'll see that the vintage comes through, but we really tried to bring them to life in a modern way as well. And that's actually why we incorporated the phrase the city has adopted, 'It.Is.Us.' on the can itself because I think we are moving into a new era with the city, with the Bengals, and we wanted to bridge the gap between old and new with the can."

The beer itself is unique, too. "We created a special recipe for the commemorative edition," Woffington says. "It's going to be only a one-time run, and it's going to be a light, easy-drinking ale." Hudepohl is only making 3,000 six-packs and "once it's gone, it's gone," Woffington says.

The cans will literally be rolling off the distribution line on Monday morning, Feb. 7, before they go on sale at 1 p.m. Woffington says they didn't want to jinx anything by starting production before the Bengals won the AFC Championship — "Plans started via text the moment Money McPherson's field goal went through the uprights," she says — and pulling off the entire project, especially with Winter Storm Landon, was a small miracle.

Some Hudy fans were able to preorder their six-packs before they went on sale to the public. If you aren't one of those, the cans can be purchased at the brewery dock at 1621 Moore St. in Over-the-Rhine.

The beer will be on sale 1-5 p.m. Feb. 7, but Woffington says fans can start lining up earlier. They'll be at the brewery around 8 a.m. If there are any cans left after the sale, Woffington says they'll be distributed to local retailers.

"It's been so fun. These are the kind of projects, they're passion projects," she says. "We're not going to make a bunch of money off this. We're pricing it at 10 bucks a six-pack. This is for the city. We really wanted to give back and give people something to celebrate because Cincinnati has waited a long time for this." Hudepohl is anticipating that some fans will grab the cans and hang onto them as a commemorative piece, just like the cans from the 1980s. "We definitely created this can with that lens in mind," she says. And she hopes Cincinnati won't have to endure another 30 years to drink them. "Beer is an agricultural product," Woffington says with a laugh. "It's really not recommended to be consumed past its due date. There's not anything specific we can do to the recipe to change that, to make it last a long time. Let's just hope we don't have to wait that long for the next Super Bowl."

Hudepohl's limited-edition Hu-Dey beer goes on sale 1-5 p.m. Feb. 7 at the brewery at 1621 Moore St., Over-the-Rhine. Learn more about Hudepohl at hudepohlbeer.com or follow them on social media instagram.com/hudepohlbeers.

Moerlein Lager House Raffling Off Sold-Out Hu-Dey Commemorative Beer Cans

"We're never going to be able to please everyone, as demand is much greater than supply, but we wanted to give as many people as possible an opportunity to share in the experience."

By [Maija Zummo](#) on CityBeat, Feb 10, 2022



Photo: Provided by CinBev A rendering of the new Hu-Dey beer cans.

When Hudepohl released a [2022 commemorative Hu-Dey beer six-pack](#) this week to celebrate the Bengals run to the Super Bowl, people lost their collective minds.

The cans hark back to the 1982 and 1989 Hu-Dey beer cans, which themselves celebrated the Bengals' Super Bowl berth in those years. And Cincinnati Beverage Company, which has owned Hudepohl, Burger, Little Kings and Christian Moerlein since 2020, only produced a few thousand of this year's iteration. The beer went on sale at 1 p.m. Feb. 7, with a line from the brewery dock at 1621 Moore St. spreading across Over-the-Rhine. Hudepohl sold out of its six-packs, with just a very small amount being allocated to bar and brewery partners. Moerlein Lager House is one of those partners.

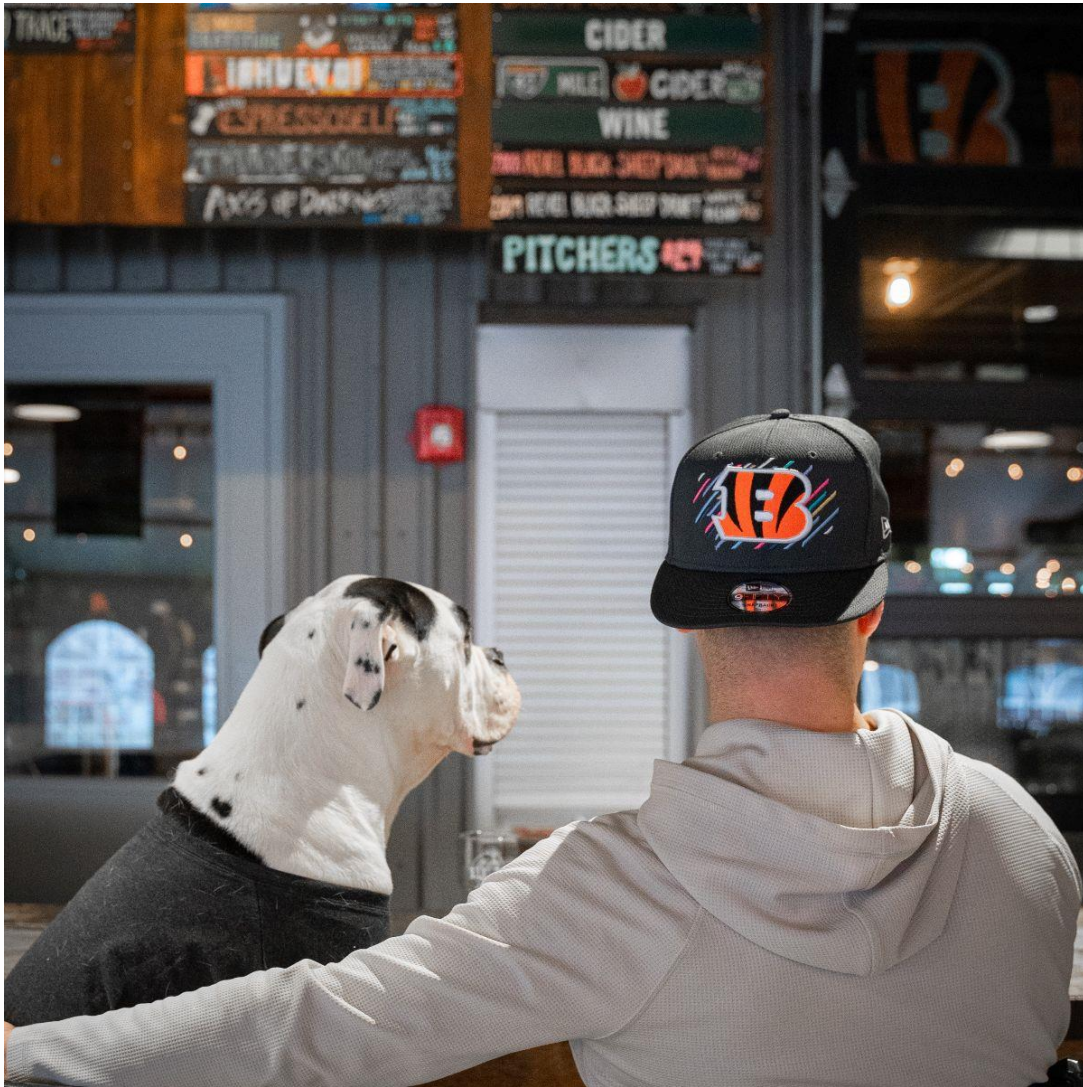
The interest came as a surprise to everyone, including Hudepohl. And Greg Hardman, managing member of the Moerlein Lager House, says in a release, "It was a frenzy like I've never seen before and a tribute to our great football team."

1. Head to the Moerlein Lager House for hourly raffles, drawn by the Ken Anderson Alliance and the Brewery District CURC. Drawings will take place on the hour 3-10 p.m. Feb. 10; 11 a.m.-11 p.m. Feb. 11; 10 a.m.-11 p.m. Feb. 12; and 10 a.m.-7 p.m. Feb. 13. Tickets are \$5 for one and \$20 for five. Proceeds will benefit the aforementioned nonprofits. You must be present to claim your prize.
2. Fans can follow, like, share and tag the Moerlein Lager House at @MoerleinLagerHouse on [Facebook](#) and @MoerleinLH on [Instagram](#) and [Twitter](#). Winners will be selected at random.
3. An advance purchase link went live at [moerleinlagerhouse.com](#), but those are now sold out.



4.

WHO DEY WATCH PARTY



Rule the taproom with us one more time Sunday, February 13th and cheer on the Bengals in the Super Bowl.

We're bringing back the Rose Colored Glasses cocktail and ordered more sunglasses to give out a pair for every cocktail purchase, while supplies last.

We'll have more decorations, pitchers of beer, pizza + wings from [Catch-A-Fire Pizza](#), plenty of space and TV's, and raffle off some amazing swag.

Let's Roar. See you then.

BrewDog in Pendleton to Sell 'Joey Juice' Beer Ahead of the Bengals Super Bowl Game

BrewDog will donate \$1 from each pint of Joey Juice to The Joe Burrow Hunger Relief Fund.

By [Maija Zummo CityBeat](#) on Mon, Feb 7, 2022, at 4:41 pm



Photo: Adam Doty Elvis Juice IPA will be known as "Joey Juice" through Feb. 13.

Everybody wants a little piece of that Joe Burrow magic in the lead up to the [Bengals vs. Los Angeles Rams Super Bowl on Sunday](#). And BrewDog is literally trying to tap it with their Joey Juice beer.

[The Scotland-based brewery](#) has decided to rename its flagship Elvis Juice IPA "Joey Juice" at all Ohio taproom locations through Feb. 13 – that includes outposts in Columbus, Cleveland, New Albany and in Cincinnati (316 Reading Road, Pendleton). BrewDog describes Elvis Juice as an IPA with a "caramel malt base, supporting a full-frontal citrus overload – grapefruit piled on top of intense aroma hops."

And fans can enjoy multiple beers knowing that each pint gives back. Ohio's BrewDogs will be donating \$1 from each pint of Joey Juice to [The Joe Burrow Hunger Relief Fund](#).

The hunger relief fund provides support to the Athens County Food Pantry, as well as food aid to those in need in Athens County. Burrow went to high school and played football in Athens, and his father was formerly a football coach at Ohio University there.

The Foundation for Appalachian Ohio, which shares the story of the Joe Burrow Hunger Relief Fund on its website and helps support it, says, "The Joe Burrow Hunger Relief Fund was made possible with \$350,000 from the many thousands of gifts inspired by Joe Burrow's 2019 Heisman Trophy acceptance speech. Each gift invested in the Fund was matched dollar-for-dollar by the Foundation for Appalachian Ohio, bringing the initial investment in the Fund to \$700,000."

The Foundation for Appalachian Ohio says those donations have continued to pour in since then, especially influenced by the Bengals' current winning streak. They say that as of Jan. 29, the fund is at \$1.3 million. They also recently got a \$33,000 gift from the Kroger Co. Zero Hunger | Zero Waste Foundation.

Valentine's Day

CHOCOLATE & DRINKS PAIRING!



STILL LOOKING FOR
VALENTINE'S DAY
IDEAS?

LOOK NO FURTHER.

Valentine's Day is around the corner! Maybe you're planning a romantic dinner and hitting the town. Maybe you're planning to grab a quick drink before getting home to the kids. Either way, we have the perfect addition to your night.

We're partnering with [Ilan's Raw Chocolate](#) & [Revel](#) to bring you a unique tasting experience! Join us for a casual night of conversation and libation as you kill time before your dinner reservations or sneak in a little date night after work.

What's included:

- 1. A welcome cocktail or beer**
 - 2. Three chocolates from Ilan's Raw Chocolate**
 - 3. Three tasters to pair with chocolate**
- A pour of Revel red wine
 - A pour of Northern Row Beer
 - A pour of a Five Stories spirit

NORTHERN ROW

Brewery & Distillery
Born in Cincinnati



Woodburn Brewing to Open Korean-Inspired Kitchen in its East Walnut Hills Taproom

The East Walnut Hills taproom and brewery will be home to a new kitchen, helmed by chef Andrew Han.

By [Maija Zummo](#) on CityBeat, Feb 10, 2022



Photo: Provided by Woodburn Brewing Woodburn Brewing is adding some bites to go with its beer.



Photo: Provided by Woodburn Brewing Woodburn Brewing's new Executive Chef Andrew Han (left) and March First Brands Culinary Director Bhumin Desai

The East Walnut Hills taproom and brewery will now be home to a new kitchen, helmed by chef Andrew Han. Han — who has done stints in notable local eateries including Senate, Pepp & Dolores, and O Pie O — will be drawing on his Korean heritage for the menu. The kitchen will debut at 3 p.m. Feb. 16.

"I'm extremely grateful for the opportunity to open up the Woodburn kitchen," Han says in a release. "I had a lot of fun developing the menu with my team and incorporating my favorite childhood flavors into easily recognizable dishes.

"The menu features fusion-style dishes like a steak bowl with jasmine rice, golden curry, marinated egg, pickled carrots and red onion, and a "Toadstool Sandwich," with soy-and-ginger-marinated mushrooms, topped with mayo and gochujang slaw. There are also wings, nachos, pork rinds (with Grippio's seasoning), salads, burgers and more.

Woodburn has been serving food on weekends and during its monthly pop-up drag brunch. This new full-service kitchen will be open for lunch and dinner after Feb. 16, starting at 11:30 a.m. daily. A release says they'll eventually be adding a weekly brunch menu, as well as a "late-night menu to satisfy those midnight munchies."

[Woodburn was acquired by the Sycamore Township-based March First](#) — the company that oversees March First Brewing, Cincinnati Distilling and FigLeaf Brewing — in December of 2020, keeping the Woodburn name and original beer recipes. The taproom [reopened under their direction in April 2021](#) with the goal of "enhancing" the taproom by adding more seating, a lounge area and a kitchen. The company's Culinary Director Bhumin Desai will be assisting with Woodburn's food program.