



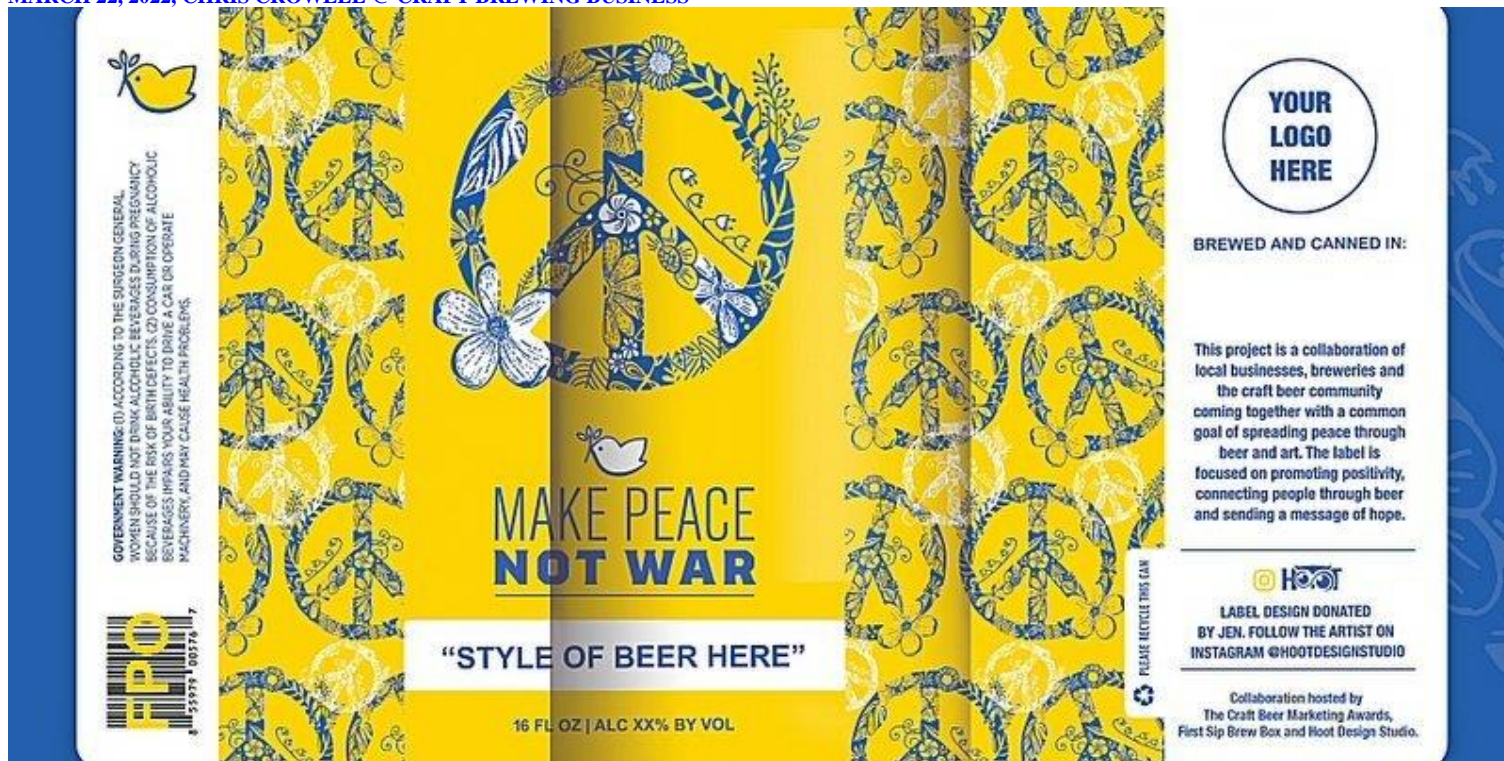
Get to know the two final beers

Wiedemann's describes its entry as "the beer that made Wiedemann's famous! A sessionable thirst-quenching **Bohemian Pilsner**." It has an ABV of 4.6% and 11.1 IBU.

Brink describes **Moozie** as "like a chocolate milkshake without the straw, it features chocolate and coffee notes, and almost chewy thanks to the addition of lactose and flaked oats." It has an ABV of 5.7% and 20 IBU.

This Make Peace Not War beer label available for any beer, just donate to Ukraine relief efforts

MARCH 22, 2022, CHRIS CROWELL @ CRAFT BREWING BUSINESS



Three creative teams from across the craft brew industry have come together to launch a special world peace campaign via a unified beer label. “Make Peace Not War” is a customizable beer label design that any craft brewery can adopt for use with their own beverages while raising funds for Ukraine relief efforts.

Craft breweries across the country can customize the Make Peace Not War label template, a design conceived and produced by Borrer. Brewers are invited to add the name of the beer, logo, and beer style to the label and then distribute their product as a special limited-edition selection. [Head here to do so](#)

www.HootDesignStudio.com.

“I felt so helpless sitting on my couch the day after Russia invaded Ukraine,” explains Jen Borrer, an award-winning illustration artist and graphic designer who solely owns Hoot Design Studio in York, PA., who came up with the idea for the campaign. “I knew I had to do something, so I posted a design to my Instagram account and the response was tremendous and encouraging. From there it just took off.”

The unique campaign is a collaborative effort between EGC Group’s Craft Beverage Division, First Sip Brew Box, and Hoot Design Studio.

Temporary use of the copyrighted label is entirely free. Since this is a no-recipe collaboration, breweries can use the label art on any of their existing brews and are able to add their logo and beer name. All the campaign organizers ask is that the craft brewery that uses the design donates at least 10% of their sales proceeds from the Make Peace Not War beer to a charity that’s providing relief to those affected by the crisis in Ukraine. Dennis and Sammie Guy, co-founders of First Sip Brew Box, a monthly subscription box for craft beer enthusiasts, saw Jen Borrer’s label art and wanted to get involved. “Inspired by Jen’s label, we designed an exclusive Make Peace Not War First Sip Brew Box,” said Dennis Guy. “It’s [a limited edition run](#) for those beer lovers who want to support the cause even further.”

Jackie DiBella-Curry, account manager of EGC Group’s Craft Beverage Division and Co-founder of the Craft Beer Marketing Awards, also saw the power and impact the beer label could have and got to work promoting the campaign to the organization’s network of craft breweries.

“Beer has the power to bring people together,” said Jackie DiBella-Curry, “And while beer and art might not be able to save the world, we’re hoping breweries small and large will join forces and use this label to raise awareness about the importance of peace in our lives.”

Pour-your-own bar with 60 taps opening adjacent to popular Cincinnati bike trail



Hops & Berry is opening adjacent to the Montgomery Cyclery along the Loveland Bike Trail. PROVIDED BY THE CITY OF LOVELAND
By [Andy Brownfield](#) – Senior staff reporter, Cincinnati Business Courier Mar 18, 2022

A large bar opening adjacent to one of the city's most popular bike trails will offer patrons the chance to pour their own beverages from 60 taps of beer, wine, and seltzer. Hops & Berry is opening at 118 Karl Brown Way, abutting the Loveland Bike Trail, with a goal of welcoming guests by the end of April.

Hops & Berry is based out of Williston, N.D., and the owners of the Loveland location – Jill and [Mark Barnett](#) – were originally approached not to open a location, but to help sell the technology.

[Jill Barnett](#) works in sales for an electric vehicle infrastructure firm, and longtime friend [T.J. Corcoran](#) had developed a new technology that would allow bars and restaurants to give patrons the ability to pour their own beverages. He had asked [Jill Barnett](#) if she would help him sell it. "I said, 'Well actually no, but I wanted to check it out, it sounds really cool,'" Barnett told me. "We saw a competitor's technology in Columbus, and I thought it was brilliant and my husband and I needed to do it as a side hustle."

When patrons visit Hops & Berry in Loveland, they'll hand their driver's license and a payment card to a host and receive either a wristband or a key fob in return. That wristband or fob will allow them to approach any of the 60 tap handles throughout the establishment, wave it in front of the tap and then pour their own beverage. Hops & Berry will have 60 taps, and 40 of those will be reserved for craft beer, primarily from local brewers, Barnett said. The other 20 taps will serve wine and hard seltzer.

Hops & Berry will not serve its own food, but it will invite food trucks into the facility to feed its patrons. The establishment will also have food runners who will visit local restaurants in nearby downtown Loveland to pick up online orders placed by bar patrons. [Jill Barnett](#) said she is open to leasing the building's kitchen space to a food entrepreneur in the future. The Barnetts came across the building – formerly the Rozzi Fireworks office, and before that an IGA grocery store – by happenstance. It had just been listed for lease the previous day, and they worked with TC Bartoszek of Lee & Associates to secure their own lease on it.

The building's rear beer garden abuts the Loveland Bike Trail and will have benches and seating for about 80, along with room for people to park their bicycles. The space was designed by [Mark Barnett](#), a scenic artist who has worked on movies like "Shirley" and "Bones and All," and his brother Jon Barnett, along with [Susan Barrett](#) of Interior Project Management. [Mark Barnett](#) told me he and Jon wanted the taproom to be themed for Loveland and its proximity to the bike trail and the Little Miami River. As such, the decoration makes use of bicycles and canoes, with canoes serving as chandeliers and bicycles from movies that [Mark Barnett](#) has worked on, like Timothee Chalamet's bike from the movie "Bones and All," which filmed in Cincinnati.

The 1,900-square-foot beer hall is themed after a boathouse with shiplap walls. Two large garage doors on either side will open to give it an indoor-outdoor feel. The concrete floor has been stained to make it appear as if the river is running through the beer hall.

Hops & Berry will tentatively be open Monday through Thursday, 4 p.m. until midnight, and Friday through Sunday noon until midnight.



CINCY BEERFEST WILL BE HERE NEXT WEEK!

Early and Regular Admission tickets to Cincinnati's premier craft beer festival are now on sale for all 3 sessions, but don't sleep on it too long, because prices will increase again on Friday, **March 25th!** Thousands of craft beer fans, a whole lotta beer and a whole lotta fun!

DUKE ENERGY CONVENTION CENTER

Friday, **April 1st** & Saturday, **April 2nd**

Choose Your Session:

3 Huge Sessions: **Friday** Evening, **Saturday** Afternoon & **Saturday** Evening

Early Admission Tickets:

Enjoy an extra hour of sampling beginning at 6:30pm!

DON'T WAIT FOR ACCESS TO THE BIGGEST CRAFT BEER FEST IN THE CITY!

Connoisseur Reception Tickets:

Enjoy early admission, access to the Connoisseur Reception with premium drafts and large format beers, hors d'oeuvres, souvenir snifter & more.

PRICES INCREASE ON FRIDAY, MARCH 25TH!

14th Annual Cincy Winter Beerfest

Friday Apr. 1st & Saturday Apr. 2nd, 2022 @ Duke Energy Convention Center

Rescheduled from Feb. 11th & 12th. Previously purchased tickets are valid on the new dates.

3 SESSIONS TO CHOOSE FROM!

SESSION 1: Friday 6:30PM - 11:00PM

SESSION 2: Saturday 12:00PM - 4:30PM

SESSION 3: Saturday 6:30PM - 11:00PM

Early Admission Ticket - \$60 3/25 through 3/31, \$70 day of event

Includes: 6:30PM early entry doors open (12PM for Session 2), 25 samples in an 8oz. Souvenir Acrylic Mug

Regular Admission Ticket - \$50 3/25 through 3/31, \$60 day of event

Includes: 7:30PM entry (1pm for Session 2), 25 samples in a 5oz. Souvenir Acrylic Mug

Connoisseur Level Admission - \$90 12/26 through 3/31, \$95 day of event

Includes: Ballroom Reception with appetizer bites, Special Connoisseur admission gate, 25 sample Tickets for Main Festival, Special Souvenir Snifter Glass, Access into the Connoisseur Reception Area with premium drafts and large format bottled beers, Complimentary Coat Check and private restrooms. Food service will run from 6:30 to 8:30pm (12:00-2:00 for Session 2) and beer service will run until 10pm (3:30 for Session 2), You can come and go as you please through the night!

Designated Driver Ticket - \$25 Only Available Online In Advance & Before The Event Is Sold Out (NOT SOLD AT DOOR) Gets your Designated Driver in the event, a \$5.00 voucher for food in the main exhibition hall, and water/soft drinks at the event. You can enter at the Early Admission or Regular Admission time.

Connoisseur Session Designated Driver Ticket - \$40 Available Online or In Advance & Before

The Connoisseur Level Is Sold Out Because our space/food quantity is limited, the Connoisseur Level Designated Driver tickets are \$40 each and include the same access and benefit as full Connoisseur tickets (no alcohol) and free water & soft drinks in the Ballroom and on the Exhibition floor at the Designated Driver Booth.

Sessions 1 & 3 10:30pm Last Call, 10:40pm Last Pour, 11:00pm Event Ends

Session 2 4:00pm Last Call, 4:10pm Last Pour, 4:30pm Event Ends

www.CincyBeerfest.com

French-Fry-Focused Kitchen Just Frites Opens Inside of Listermann Brewing Co.

The menu sticks to the restaurant's namesake, serving up everything fry-related from plain fries to rotating specials of super-loaded bites.

By [Maggy McDonel](#) on Thu, Mar 24, 2022, at 10:36 am *Photo: facebook.com/Listermann Brewing*

We all know that sometimes side dishes can be the stars of the show and Just Frites knows exactly what's up.

The new fry-focused kitchen opened inside of Listermann Brewing Co. on Monday March 21.

The menu sticks to the restaurant's namesake, serving up everything fry-related from plain fries to rotating specials of super-loaded bites like the You've Mett Your Match, French fries topped with liquid cheese, jalapeños and Queen City Hot Metts.



Just Frites
on Monday



5 Alarm FIREhouse



You're Bacon Me Crazy



**You Goetta Be Kiddin'
Me**



ALSO BEING RELEASED Saturday March 26th: EYE ON THE ROAD HAZY DIPA BREWED WITH PHANTASM

Brewed with Nelson Sauvin, Galaxy, and Citra hops, this Hazy Double IPA is our latest showcase featuring the intense juicy composition that this style demands. In order to deliver maximum hop aroma, we activated the avant-garde pairing of Phantasm powder and Cosmic Punch yeast. Coupling these two cutting-edge ingredients propel the potent concentration of free thiols (tropical aroma compounds) present in IPA to new heights. Expect naturally occurring flavors of mango fruit leather, pineapple Dole Whip, and tropical Lifesavers against a soft backbone of flaked malts.

10&2 BOURBON BARREL AGED BARLEYWINE

This ale is an exploration in all directions. Aged in a blend of Buffalo Trace barrels and an Old Elk barrel provided by the Illuminati bourbon group, the flavors steer towards toffee, red licorice, American oak, powdered cocoa, and cherry cola. **AWARDS: 2015 US Open Beer Champion, 2016 World Beer Cup Gold, 2017 Great American Beer Festival Gold, 2018 World Beer Cup Silver.**

After a decade of barrel aging experience we select for premium barrels that we know will do justice to our 10&2. Typically, we are looking for bigger bodied wheated bourbons held in American oak that complements the dark fruit, chocolate, and caramel aspects of the base beer.

OLD ELK - This barrel was generously gifted to 50W from the Illuminati Bourbon Group. This was the first Old Elk single barrel pick in the state. This barrel lends cocktail-like flavors to the beer specifically in its younger days in the barrel we got; candied orange, Luxardo cherry, cinnamon, and cherry cola. Aged for 24 months in this barrel.

BUFFALO TRACE 1 - Buffalo Trace produces our favorite barrels for Barleywine with every release having at least one of these in the final blend. Barrel 1 lends more barrel character including vanilla, charred oak, baker's chocolate, sherry wine, brown sugar, and cake batter. Aged for 24 months in this barrel.

BUFFALO TRACE 2 - Barrel 2 lends strawberry licorice, orchard fruits, bourbon heat, and chocolate covered raspberry. Aged for 18 months in this barrel.

