

## Sip, Sip Hooray! MadTree Turns 10



**CINCINNATI, Ohio** – Cheers to 10 years. MadTree, Ohio's first craft brewery to can their beer is formally a decade outdated and has change into a lot greater than craft beer. Over its historical past, MadTree has moved into a brand-new facility in Oakley, branched out and launched a vodka soda line, Sway by MadTree, and opened Alcove kitchen + bar in historic Over-The-Rhine. They've additionally joined 1% for the Planet, giving again 1% of all gross sales to native environmentally sustainable nonprofits, achieved LEED Gold certification at their Alcove location, and utilized for B-Corp certification.

"Fifty % of small companies fail inside 5 years," says Co-owner Kenny McNutt, "To be at some extent the place we're double that mark together with all the brand-new innovation and totally different areas of enterprise we've tapped into is a testimony to our neighborhood's assist and our staff' dedication to the model."

It began as mates brewing collectively in a storage who took the leap to begin an enterprise doing one thing they really take pleasure in. Now, it's an organization that's pushed to provide the perfect merchandise round whereas giving again to the neighborhood and connecting individuals to nature and one another.

"We're so happy with how far we've come as each an organization and as individuals," says Co-owner Brady Duncan. "It's been a whirlwind of ups and downs, however we've by no means been extra centered and aligned than the place we are actually. The subsequent ten years and past are going to be actually thrilling as we proceed to construct a model that we would like our youngsters and future generations to be happy with."

MadTree can also be bringing again their anniversary social gathering, Bonanza, for the primary time since 2020 on February twenty fifth, 2023. That includes a brunch bingo, cake baking contest with Cincinnati Journal, uncommon beers from visitor breweries, a DANCEFIX efficiency, dwell music, karaoke, meals vehicles, and extra, that is going to be their finest birthday bash but.

"That is certainly one of our favorite traditions right here at MadTree," says McNutt, "And it's so good to say that it's lastly again. Bonanza epitomizes all the pieces we like to rejoice together with our neighborhood, mates, native companions & companies in addition to different breweries."

Like each buy you make, 1% of all gross sales throughout Bonanza will likely be donated again to native nonprofits like Cincinnati Parks Basis, Cincinnati Zoo & Botanical Backyard, Journey Crew, and Groundwork ORV.



CINCINNATI'S LARGEST CRAFT BEER CELEBRATION

# Cincy Beerfest at Duke Energy Center • February 3-4, 2023

Sample more than 150 local and craft brews, as well as new craft wineries and distilleries!



## Presenting Sponsors of Cincy Winter Beerfest 2023

### Early Admission

**3 Sessions to choose from: Friday Evening, Saturday Day, & Saturday Evening**

**\$60** Increases to \$70 Feb 3<sup>rd</sup>.

- 1 Additional Hour of Event Time (4 Hours Total) 25 Sample Tickets 8oz souvenir beer mug

### Connoisseur Reception

**3 Sessions to choose from: Friday Evening, Saturday Day, & Saturday Evening**

**\$90** Increases to \$95 Feb 3<sup>rd</sup>

- 1 Additional Hour of Event Time (4 Hours Total) 25 Sample Tickets Souvenir Glass
  - Ballroom Reception with catered appetizer "bites"

### Regular Admission

**3 Sessions to choose from: Friday Evening, Saturday Day, & Saturday Evening**

**\$50** Increases to \$60 Feb 3<sup>rd</sup>.

- 3 hours of event time 25 Sample Tickets 5oz souvenir beer mug

### Designated Driver

**3 Sessions to choose from: Friday Evening, Saturday Day, & Saturday Evening**

**\$25** Non-Drinking Ticket for Advanced Purchase Only

- Gets your D.D. into the event No alcohol Includes \$5 food truck coupon
- Free bottled water and soft drinks at the D.D. booth May enter with either Early or Regular Admission friends

### Connoisseur Designated Driver

**3 Sessions to choose from: Friday Evening, Saturday Day, & Saturday Evening**

**\$40** Non-Drinking Ticket for Advanced Purchase Only

- Gets your D.D. into the event No alcohol Includes food options in the Connoisseur Reception Area
- Free bottled water and soft drinks at the D.D. booth May enter via Connoisseur Entrance with Connoisseur Reception friends

## Third Eye Brewing's Valentine's Day Dinner & Beer Pairing Experience!



Join us for a Valentine's Day dinner pairing experience, Tuesday, February 14th, as Chef Steven prepares a decadent four-course meal paired with our award winning beers and specialty cocktails.

*Four-course menu includes:*

### **FIRST**

Crabcake

Bacon / caramelized onion / grilled baby Bok Choy / Mango Beurre Blanc

*Grilled pineapple rum cocktail*

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### **SECOND**

Shrimp & Grits

Drunken shrimp / Anson Mills cheese grits / Tasso / portobello mushroom/ blistered tomatoes

*Nirvana or Bust, Double Dry Hopped NEIPA*

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### **THIRD**

Slangin Judy Chops

porcini dusted lamp chops / mascarpone whipped potatoes / Luxardo cherry demi

*Bourbon old fashioned*

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### **FOURTH**

Chocolate expresso hazelnut cheesecake

*Beyond Sight, Hazelnut Brown Ale*

*Doors open at 6:30, dinner begins at 7 PM sharp. All guests must be 21+. Limited number of tickets available for this private event.*



# Cincinnati's HighGrain Brewing plans second brewery in Brentwood Bowl



A rendering of what HighGrain Brewing's new location will look like. ALT ARCHITECTURE By [Andy Brownfield](#) — Senior staff reporter, Cincinnati Business Courier Jan 26, 2023

A shuttered Cincinnati bowling alley is getting new life as a local craft brewery takes over the space. HighGrain Brewing Co., [which first opened its doors in Silverton in 2019](#), is building out a second brewery location inside the shuttered Brentwood Bowl at 9176 Winton Road in Springfield Township. The brewery hopes to debut the new location this fall.

Brewery co-founder [Josh Jansen](#) told me HighGrain was riding high on a lot of new growth when the opportunity to open inside Brentwood Bowl came up in 2021. HighGrain had scaled up its off-premise sales at Kroger, growing from six stores to 24. Jansen and his partners – HighGrain Brewery was founded by Jansen, Matt Utter and Brian Liscano – felt it was time to bite off a second taproom. That's when serendipity struck. [Kathleen Kennedy](#), Springfield Township director of administrative services, was at the Silverton brewery for a beer and struck up a conversation with HighGrain's owners. The township had plans to purchase the former bowling alley from a developer, because it wanted to maintain it as a community gathering space. She asked if the brewery would be interested in its 50,000 square feet. "We had all that growth and were looking for another taproom because it means a lot more revenue for us, but we hadn't been thinking about another production facility even though ironically we're out of space and were looking at ways to add on to Silverton," Jansen said. "Maybe this kills two birds with one stone. We can move into this building and not have to continually add onto our original building."

Brentwood Bowl will be transformed into a production brewery and taproom, along with event spaces inside that can be rented out for private functions. The facility will house a large kitchen for a restaurant concept HighGrain is planning. It will be the similar to what is currently served in Silverton, but with a twist by Chef Christian Ireland.

The brewery currently serves a menu of upscale pub food, with dishes like confit chicken wings and pulled pork nachos, as well as plant-based items such as hop cakes made with garbanzo beans and hearts of palm and a veggie burger made with smoked cauliflower, carrots, onions, celery, shiitake mushrooms and black beans. Outside HighGrain will have a covered patio that links to green space, and a small outdoor space adjacent to the beer garden that can also be rented out.

Construction on the project is slated to begin in March and wrap up in about five months. The total project cost will be between \$3.2 million and \$3.4 million. State and local agencies have provided \$1.1 million in grants to fund the resurfacing of the parking lot, demolition and construction, and the remainder of the financing is coming from Northside Bank and Ohio PACE financing, which offers loans for energy efficient building improvements. The brewery is working with Alt Architecture out of Dayton, and Furlong Building is handling construction.

When HighGrain was first founded, a big part of its mission was to become a sustainable, eco-friendly establishment. It plants trees to offset the carbon created from cultivating and shipping the grain used in the beer and the gas used to fire its boiler. It also buys electricity from a wind farm, has solar panels on its Silverton brewery and uses a high-efficiency geo-thermal HVAC system. Co-founder Liscano told me the brewery is looking at what it can do to further that at Brentwood Bowl. "We're doing our best to continue our sustainability story," he said.

## Covington brewery Braxton spinning off popular lager into Garage Beer Co.



Braxton Brewing Co. is spinning off its popular Garage Beer into its own company. BRAXTON BREWING

By [Andy Brownfield](#) — Senior staff reporter, Cincinnati Business Courier Feb 1, 2023

A local craft brewery is spinning off its most popular beer into its own company in hopes of taking the brand nationwide. Covington-based Braxton Brewing Co. on Wednesday announced it is partnering with Columbus entrepreneur [Andrew Sauer](#) to launch Garage Beer Co., a new firm that aims to grow the light lager brand into 20 states in the next two years.

Braxton CEO and co-founder [Jake Rouse](#) told me Garage Beer is already responsible for most of the brewery's production, and is the best-selling craft lager in the Ohio, Kentucky and Indiana region, according to data from retail analytics firm IRI. He likened Garage Beer to the early trajectory of Braxton's hard seltzer Vive, a brand that took off with the seltzer explosion at the end of the 2010s and [was set to become a national player](#). Garage Beer, he said, could be even larger than Vive. "Vive was on a rocket ship, and we were going to push this thing to be much larger than Braxton, but then the market changed with regard to hard seltzer," Rouse said. "What we learned is we're fantastic with innovation and brewing really great beers and connecting with customers in our region, but when you begin to expand beyond these three states you need a bigger skill set."

Sauer, who serves as president of Garage Beer Co., is a consumer-packaged goods marketing professional with tenure at companies including Jim Beam and J.M. Smucker Co. He [launched Hilo Nutrition in 2018](#) with Eric Torgerson, and the brand was acquired by private equity firm Highland Partners in 2020. Sauer first approached Braxton to brew a beer for him with the goal of creating a national brand, wanting a "beer's beer," something that sat between craft and domestic beer. Rouse said as discussions progressed, he came to believe the beer Sauer was looking for was Garage Beer. Sauer told me a mutual acquaintance who sat on the boards of both Hilo and Braxton first connected him with Rouse. He visited the Northern Kentucky brewery and sampled 10 beers before discovering Garage Beer was indeed the thing he was looking for. "Light beer has been at the front of my mind for what it doesn't have, and that is a true light beer made by an independently owned brewer making a high-quality light beer," he said. "The absence always confused me, I've been in the consumer goods industry for a long time, long enough to see the craft boom in almost every category. To never see it in light beer surprised me." Rouse didn't break down the ownership structure of Garage Beer Co. but said the brewery will maintain an ownership stake in the new company.

Braxton will continue to brew Garage Beer for the new company, but Rouse said the brewery only has capacity to meet the expansion demand through 2024, at which point Braxton will manage a network of other regional brewers or contract brewers to meet the need. Rouse said Sauer has already doubled Garage Beer's placements at local retailers within the brewery's footprint this spring. He said Garage Beer has the potential to represent more than 50% of Braxton's total revenue as the brand grows. Sauer said his first priority is to make Garage Beer Ohio, Kentucky, and Indiana's favorite light beer, and then "the other 17 states will come."

He said he believes Garage Beer can be a national brand, but it isn't his goal to be as big as, say, Bud Light.

Braxton will continue to sell Garage Beer at its local taprooms and represent the brand locally. Sauer is working with a consortium of celebrities and athletes to help grow the brand and is narrowing a list of who will be the new face of the beer. His strategy also involves reinvigorating the brand's presence on the shelf to attract new consumers.

In advance of the announcement of Garage Beer Co. spinning off, the brewery launched new branding and a tweaked formula for Garage Beer. The branding emphasizes the idea of the garage and hanging out in the garage, enjoying a beer with family, friends, and neighbors. Rouse said the new formula was developed after testing during major events such as Oktoberfest Zinzinnati and Covington Oktoberfest and hearing from consumers that they wanted a bit of a lighter beer. In addition to a lighter lager flavor, Garage Beer now clocks in at 95 calories per 12-ounce can. The new Garage Beer will be available at Cincy Beerfest at Duke Energy Convention Center Feb. 3-4. Braxton is celebrating the launch of Garage Beer Co. at its Covington taproom on Feb. 18.



**Listermann sells and a new Husband and wife will take the helm.**

**Thank You Dan for being the spark to many of our Brewers!**

**Your Legacy is apparent in most of the Pints in Cincy.**

Listermann Brewing Co., Announces New Ownership Thursday, February 2, 2023 – Cincinnati, Ohio

Dan and Sue Listermann announce their retirement from Listermann Brewing Company, one of Cincinnati, Ohio's first craft breweries and the region's largest home brewing supply store. Terrie and Steve Ipson will continue the Listermann's legacy through the creation and delivery of exceptional craft beer, community service and support for those who have a passion for home brewing. Since the brewery's opening in 2008, Listermann has risen to become a nationally recognized, heavily decorated craft beer icon. Listermann Brewing Company has won Gold medals from GABF (Great American Beer Festival), FOBAB (Festival of Wood and Barrel Aged Beers), and the US Open Beer Cup. From equipment to manufacturing, sales, and eventually, a taproom, Listermann Brewing Company has been a major contributor in growing the craft beer industry. Under the continued leadership of Jon Vollman (General Manager), Matthew Daniel (Head Brewer), and the rest of Listermann's superb staff, Listermann Brewing Company will continue to brew and distribute a wide array of quality craft beers. Listermann will continue to round out their 18 rotating taps with the award-winning Chickow! Double Brown Ale and Nutcase Peanut Butter Porter, along with premium lagers, IPAs, stouts, sours, meads, ciders, and various barrel-aged offerings to please any palette. Embodying the soul of craft beer, Listermann Brewing Company started by manufacturing homebrewing equipment in 1991 and evolved into a full-scale homebrew shop in 1994. Allen Moellmann, Home Brew Store Manager, and pilot brewer, along with the rest of the experienced and knowledgeable staff, will continue to assist the home brew community by providing a wide range of equipment and supplies to brew the best craft beer possible. Listermann's founders, Dan and Sue Listermann shared, "We're exceptionally proud of the opportunity to have been pioneers in supporting local home brewers and helping to build the Cincinnati craft brewery scene. When looking toward the future, we knew finding someone that could maintain our reputation, continue our legacy and take Listermann Brewing Company to the next level was critical. The Ipson's ability to focus on quality craft beer, guest experience, community involvement and employee culture will enable them to carry on the Listermann Brewing family tradition and values." Terrie Ipson, co-owner said, "We couldn't be more excited to join the Listermann family. We have been working for more than 10 years to be a part of the craft brewery industry and when Steve and I were contacted by the Listermann's, we were thrilled to have the opportunity to lead one of our favorite breweries in Ohio." About Listermann Brewing Company Listermann Brewing Company is located at 1621 Dana Ave. in Cincinnati, Ohio. Founded in 2008, our passion is all about innovative, high quality, award-winning craft beer and supporting the local Cincinnati community. Listermann's Home Brew Supply Store is the only full-service home brew supply store in Cincinnati. Its dedicated staff has over 100 years of combined brewing and wine-making experience and is available to assist customers from beginners to advanced levels. To learn more about Listermann Brewing Company please visit [listermannbrewing.com](http://listermannbrewing.com)



# Support the **Brewing Heritage Trail** in City Beat's 2023 Reader's Pole!!



Voting is now open for City Beat's 27th Annual Best of Cincinnati Reader's Pole! There are lots of great local businesses and organizations to show your support for, here's how it works:

- Use this link to go to the voting site: [Vote Here! https://vote.citybeat.com/](https://vote.citybeat.com/)
- Scroll Down to "Arts & Culture"
- Select "Local Tour"
- Choose your favorite tour organization!

You don't need to vote for every category on the ballot, but you must vote for at least 20 for your vote to count. Polls are open until **February 12<sup>th</sup>**, and you can vote once a day! Thanks for your support of the Brewing Heritage Trail and we hope to see you again soon!

