

INTRODUCING BEER FOR HUMANS

DRINK BEER
DO GOOD



BY RHINEGEIST BREWERY

EASY
HOP ALE



Cincinnati, OH—Calling all humans! On February 26th, Rhinegeist will launch something new, something a little bit different, something for you...and you...and all of us: Beer, for Humans! Billed as an “Easy Hop Ale,” Beer for Humans features a satisfyingly crisp, crackery malt bill high-fived by just-the-right-amount of bright & citrusy hops for a deliciously drinkable brew that’s easy to fall in love with. “We love an uber-complex, nouveau-craft beer as much as the next brewery, but there are also plenty of occasions when we just want something easy, something beautiful in its simplicity, something any beer drinker will enjoy. With that goal in mind, we didn't overthink things and set out to create something for everyone—Beer for Humans, our self-described Easy Hop Ale. Simply put, it's craft beer made easy!” said Adam Bankovich, CCO. The beer will be available on draft, in 6-packs and in all-new 15-packs (a first-time format for Rhinegeist). In addition to the eponymous brew, starting in March, “Beer for Humans” will replace “Charitable Suds” as an umbrella term for Rhinegeist's charitable community engagement and fundraising efforts. Community work has been one of Rhinegeist's core brand values for ten years, with efforts ranging from cause-based beers, charitable Pint Nights, in-kind donations, volunteer hours, emergency relief, DEI initiatives, and event partnerships to local membership engagement across Rhinegeist's distribution footprint. Integrating this value with a widely distributed packaged beer will allow Rhinegeist to expand the impact of great humans doing great work in their communities by featuring and telling their stories. “Beer for Humans is the next step in our ladder of community support,” explains Beth Boswell, Community Engagement Manager at Rhinegeist. “We’re doing what we do best (brewing beer) to spotlight the incredible work happening in the communities that we serve. In February of 2023 Beer for Humans will be the new face of our charitable giving program. This Easy Hop Ale provides a platform for some great humans and allows us to best use our resources to give back and continue to create partnerships with purpose.”

Rhinegeist fans will be able to try Beer for Humans and learn more about the program behind the beer at the Taproom launch event taking place on February 26th from 12-6pm. Representatives from local BFH nonprofit partners will be on site to provide background on the partnerships. Food will be provided by neighborhood partner Findlay Kitchen, Local Cantina (who just became a permanent fixture in the Taproom), and more. The launch event will feature a pop-up roller rink, so guests can mingle and skate when they aren't busy chatting with local BFH partners or trying a pint of the fantastic new Easy Hop Ale! Beer for Humans will hit shelves in Ohio, Kentucky, Indiana, Illinois, Massachusetts, Michigan, Pennsylvania, Tennessee, West Virginia, Wisconsin and Houston, Texas starting February 27th. To learn more about Beer for Humans, including community efforts, Pint Nights, featured partners, and more, visit <https://rhinegeist.com/beerforhumans/>

NORTHERN ROW x HIGHGRAIN



Our Northern Row x HighGrain collab release **ALTBIER, “Tänzer”** - You'll do cartwheels for this smooth collab with Northern Row. Inspired by the traditional style from Düsseldorf, where every good celebration deserves a flip in the air! We'll be releasing this Altbier in three release parties. First at HighGrain on [Thursday, Feb 16](#) starting at 3pm. Second at Northern Row [Friday, February 17](#) starting at 4pm. And lastly HighGrain and Northern Row are partnering with Queen City Radio for a day party beer release with live music, brewery giveaways and raffle, and food specials! The release at QCR is [Saturday February 18](#) from 2-7pm! See you there!

UPCOMING HIGHGRAIN BEER RELEASE



HAZY DOUBLE IPA, “Rants & Rabbit Holes” - RELEASING TODAY - Our friend Anthony “Tank” Mansfield and host of the podcast titled *What Ya Into?*, has been interviewing people from HighGrain the past month and asking “What ya into?”. We thought it would be cool to let Tank make a beer too, and he really knocked it out of the park! Stop in [today](#) to try this Juicy Hazy Double IPA and listen to a live podcast at 6pm.



Since 2017, Brink has focused on building community through quality beer. We don't plan on stopping. Our annual Anniversary Weekend is not to be missed. Live music, community celebration, special beer variants, and a barrel aged bottle release are all on the books. More details coming soon, but suffice it to say, you can clear your calendar now.

Live Music

Bottle Release

Barrel Aged

Variants

Beer Releases

And Ample College Hill Parking

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WHEN: FRIDAY February 17 01:00 PM – Sunday February 19 10:00 PM

WHERE: [Brink Taproom](#) 5905 Hamilton Ave. Cincinnati, OH 45240

FRETBOARD BEER RELEASE

•|• PEACH PICKIN' TIME •|•

•|• 2/11/2023 •|•

"PEACH PICKIN' TIME" PEACHES AND CREAM ALE!

BREWED IN COLLABORATION WITH OUR FRIENDS AT [NEW REALM BREWING](#) COMPANY FROM ATLANTA, GEORGIA, WE BRING YOU PEACH PICKIN' TIME. THIS LIGHT, CREAMY ALE IS BREWED WITH FRESH PEACH PUREE, OATS AND LACTOSE. PEACH PICKIN' TIME RELEASES IN OUR BLUE ASH TAPROOM ON SATURDAY, FEB 11TH, ON DRAFT AND IN SIX-PACKS TO GO.

"PEACH PICKIN' TIME" PEACHES AND CREAM ALE
ALC/VOL: 4.7%





FOR IMMEDIATE RELEASE

February 13, 2023

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Fretboard Announces Craft Beer Sponsorship

Fretboard is now an Official Craft Beer Sponsor of FC Cincinnati

Blue Ash, Ohio – Fretboard Brewing Company is proud to announce they are an official craft beer sponsor of FC Cincinnati. The Blue Ash brewery will bring their most popular and award-winning styles to TQL Stadium. As an official partner, designated retail outlets within the stadium will feature Fretboard-only mobile markets with distribution of cans and draft throughout the stadium. The brewery will also sponsor several post-match music events held in the First Financial Club.

"FC Cincinnati is proud to partner with Fretboard Brewing and bring their award-winning craft beers to TQL Stadium," said Vince Cicero, Senior Vice President, Partnerships and Broadcasting with FC Cincinnati. "With four great beers coming this year, it adds another incredible local flair to the FC Cincinnati gameday."

"We're excited to take a big leap into a sponsorship of a major sports organization and know FC Cincy is the best fit for our brand," explains Jim Klosterman, Vice President of Marketing at Fretboard Brewing Company. "The growth of MLS in Cincinnati is nothing but electric and we're thrilled to bring fans additional craft options that are high in quality and easy drinking. As we get ready in the spring to expand into our additional taproom at Factory 52 in Norwood, we knew it was time to take on this opportunity as a way to increase brand awareness. It's going to be fun!"

Fretboard will package 4 different varieties of brews to be sold at connoisseur stations throughout the stadium. Those beers include:

- Vlad, Pilsner – Fretboard's gold standard International Style Pilsner and winner of 2018 World Beer Cup award along with several US Beer Open Championship medals.
- Reba, Strawberry Blonde Ale – a Fretboard fan favorite that is light, fruity, and effervescent.
- Bootsy Brewski, IPA – an India Pale Ale brewed in collaboration with hall of fame funk icon Bootsy Collins and winner of 4 medals in the U.S. Beer Open Championship. A portion of all proceeds from each can sold benefits the Bootsy Collins foundation.
- Sammy's Red Ale – brewed in partnership with Sammy's Burger in Blue Ash and their kitchen located in TQL stadium. Nothing beats a Sammy's craft burger and beer on game day.

Stay tuned for additional information and exciting news from both FC Cincinnati and Fretboard Brewing Company.

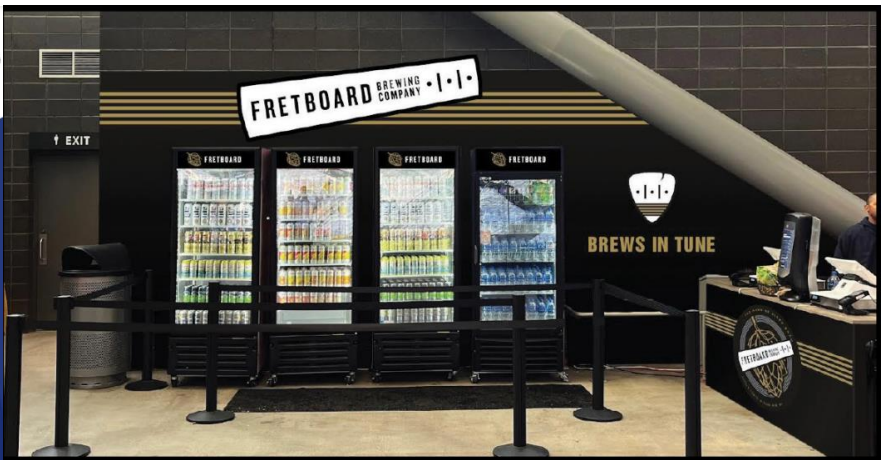
CERTIFIED
BREWERS ASSOCIATION
INDEPENDENT CRAFT

OHIO
CRAFT BEER

OFFICIAL CRAFT BEER SPONSOR OF FC CINCINNATI

FRETBOARD BREWING COMPANY • 1 • 1 •

MOBILE MARKET MOCKUP
FC CINCINNATI • TQL STADIUM



CERTIFIED
BREWERS ASSOCIATION
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OHIO
CRAFT BEER

OFFICIAL CRAFT BEER SPONSOR OF FC CINCINNATI

FRETBOARD BREWING COMPANY • 1 • 1 •

2023 FRETBOARD BREWING LINEUP
FC CINCINNATI • TQL STADIUM

VLAD
PILSNER

BOOTSY
FRETBOARD

REBA
STRAWBERRY BLONDE

SAMMY'S
RED ALE

FRETBOARD

Fifty West Brewing to anchor District at Deerfield development



Image: Fifty West Brewing Co.

Fifty West is opening a location at the District at Deerfield. By [Andy Brownfield](#) – Senior staff reporter, Cincinnati Business Courier Feb 16, 2023

A Cincinnati craft brewery is bringing beer, burgers and pickleball to a massive, \$120 million suburban development. Fifty West Brewing Co. is opening its third location at the District at Deerfield, a multi-phase, mixed-use development in Deerfield Township. The brewery hopes to open by spring 2024. Fifty West is opening a second location of its Burger Bar restaurant, as well as a small production brewery that will put out limited runs of beer. The facility will have four outdoor sand volleyball courts, two pickleball courts and cornhole, all in view of two expansive outdoor patios, one covered by a large awning in front of the restaurant and the other studded with picnic tables, pergolas, and a sand pit.

Owner [Bobby Slattery](#) told me the inspiration for expanding came from seeing people visit the Mariemont brewery from all over Cincinnati. "People started saying, 'I would love to have one of these up where I live,'" Slattery said. "There's a whole demographic of people who only come here once a year because they have to drive 30 minutes." Slattery said Fifty West tends to draw visitors from within five miles of the brewery, so he began by looking 10 miles out from the original location at 7605 Wooster Pike. He knew he wanted to be north of Blue Ash and was impressed with the activity at the District at Deerfield.

[The District at Deerfield broke ground in late 2018](#) and is being developed by Blue Ash-based Silverman and Co. The first phase is open and consists of a Mercy Health medical office building and One Deerfield, which is a 242-unit upscale apartment community. The second phase, which will break ground in March, will consist of about 85,000 square feet of retail and experiential restaurant/entertainment space, 120 high-end apartments and a public square that will be owned by Deerfield Township and programmed with community events. The District at Deerfield is a Designated Outdoor Refreshment Area, which allows patrons to carry alcoholic beverages from establishments throughout premises.

Fifty West joins [duckpin bowling- and pinball-centric Pins Mechanical Co.](#) as the second anchor of the \$120 million development. Slattery said the Burger Bar and brewery combination is the root beer stand of the future. "It attracts a lot of families," he said. "With a brewery, you have maybe 16 flavors of beer and the customer comes in and says, 'do I want hoppy or chocolatey or malty?' We look at it the same way if you go to a root beer stand or ice cream stand. We're combining the two things."

The menu at Fifty West Burger Bar draws its inspiration from the same roadway that lends its name to the brewery: U.S. Route 50, which stretches from Ocean City, Md., to Sacramento, Calif. Diners will be able to choose their protein – a single or double beef burger, black bean burger, chicken, or a flat-top hot dog – and then one of 12 toppings inspired by the culinary traditions of states through which Route 50 passes:

- Kansas style is served with bacon, pickle, coleslaw, American cheese, and smoky barbecue sauce.
- Maryland style is served with Old Bay tartar sauce, American cheese, lettuce, tomato, and onion.
- Ohio style is topped with Cincinnati chili, shredded cheese, mustard, and onion.
- Nevada style is topped with buffalo bleu cheese sauce, crispy onion straws and a pickle.
- Virginia style is served with pimento cheese, grilled ham, and a pickle.
- West Virginia style is topped with apple butter, American cheese, bacon, and caramelized onion.

It also offers craft sodas and root beer, as well as milkshakes in vanilla, chocolate, and cookies and cream.

The Deerfield Township Zoning Commission approved zoning changes to allow for the brewery's construction at its Feb. 13 meeting. Reztark Design Studio served as architect on the project, with Bayer Becker providing engineering services. Linked Solutions is serving as construction manager. A total project cost was not disclosed. Joshua Rothstein and Jeff Smith with OnSite Retail Group represented Silverman and Co. in negotiations with the brewery.