

# MADTREE turns TEN!



Photo courtesy MadTree Brewing Cheers to 10 Years of Beers from MadTree!

Celebrate a decade of craft beer with MadTree Brewing on **Saturday, Feb. 25** at their brewery and taproom complex in Cincinnati. The annual MadTree Bonanza event goes to a whole new level for the brewery's 10th anniversary, with live music, games, food, MadTree beer releases and guest taps from Little Fish, Yellow Springs, Esoteric, Fat Head's, Warped Wing, Rhinegeist, Jackie O's, Urban Artifact, Seventh Son, Sonder, Columbus Brewing Company and more.

The day kicks off at 10 a.m. with a ticketed brunch bingo event catered by MadTree's own Alcove restaurant. Doors open to the public at 11 a.m. with family-oriented activities and games until 1 p.m. when the day's slate of live music kicks off. Get all the details at [madtreebrewing.com/bonanza](https://madtreebrewing.com/bonanza)





### Maple Cookie ABV 6.0% IBU 22

Maple Cookie: A Collaboration with Cincinnati Nature Center This beer starts with Earth Cookie, a Nut Brown Ale with deep mahogany color with just a hint of chocolate and coffee. Then we added fresh, from the source, Maple syrup from the maple trees at Cincinnati Nature Center.



### Maple Fest is here!

We collaborated with Cincinnati Nature Center to bring you MAPLE COOKIE! The base is our nut brown ale, Earth Cookie with Maple Syrup from the Maple trees at Cincinnati Nature Center.

We will have Maple Cookie and Magpie Amber available at Maple Fest **Saturday, February 25**, 1-5 pm at Cincinnati Nature Center. Maple Cookie will also be on tap in the LMBC taproom those days, ONLY! Stop by and try it before it's gone!

More information is available at CNC: <https://www.cincynature.org/things-to-do/sweet-maple-days/maple-fes>

# 31st Sonder Brewing Bockfest

March 3-5, 2023

Bockfest is Cincinnati's annual celebration of Spring, Over-the-Rhine's brewing heritage, and Bock Beer. It stumbles into its 31st year on March 3-5, 2023, in Over-the-Rhine's historic Brewery District and is presented by Sonder Brewing.

Admission to enjoy the Parade, bock beer, music, and entertainment at Bockfest Hall and official venues is **FREE** all weekend long.

Bockfest Hall is located at Findlay Playground, 1811 Vine Street, Cincinnati Ohio while official venues are located throughout Over-the-Rhine and Cincinnati.

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## Bockfest Precipitation Retaliation Happy Hour

**Friday February 24, 2023 5P-8:30P at Northern Row Brewery & Distillery 111 West McMicken Ave. Snowman Burning starts at 8 PM.**

In 2008, Bockfest was almost entirely shut down by the largest snowfall in 20 years. A motley band of hardcore Bockfest fans took to the streets to parade through the snow and hunkered down at Bockfest Hall to enjoy their delicious Bock beer. Unfortunately, everyone else was not so lucky and couldn't make it to Over-the-Rhine.

In 2009, we felt a little retaliation was in order. A snowman effigy was acquired and set alight at Grammer's amid much celebration. The gods were thus put on notice and provided us with a beautiful Bockfest weekend. With similar results in 2010 after burning another snowman at Milton's, a tradition was born. We cannot conclusively guarantee that we have acquired the power to control the weather in Cincinnati, but it has worked for the past three years. In 2012, in fact, we attribute this ritual to why a tornado that was supposed to hit downtown Cincinnati was substituted with clearing skies in time for the parade. As importantly, burning a snowman is a lot more fun than watching a groundhog stick its head out of a hole.

Join us as we make our ritual sacrifice for 2023. Watch as we burn this year's victim at the stake at 8PM and toast to a beautiful Bockfest weekend. \$5 pints of Cooper Hellerbock plus you can poke your beer with a hot iron!



## Hi-Wire Getting Close to Cincy Launch

There are a couple of telltale signs that a brewery is getting close to opening their doors to the public. First is when they start hiring for front-of-house positions, like Hi-Wire Brewing is right now for their hotly anticipated taproom in Norwood. Second, and sometimes this one is a little more beguiling than it would seem, is when the brewery throws a projected opening date out there, like Hi-Wire did recently on social media.

We'll keep our fingers crossed that Hi-Wire makes their targeted late March opening. The taproom facility looks impressive already while still under construction, with multiple floors and ample outdoor space in the former United States Playing Card factory complex. For those of you using the Ohio On Tap app, make sure you enable notifications on your device to find out when Hi-Wire is added to the passport.



Photo courtesy Hi-Wire Brewing

## It's a Beer-tiful Day in the Neighborhood!

Join us in the Taproom on Sunday February 26th from **12-6pm** as we introduce the new kid on the block: Beer for Humans! We're inviting some neighborhood besties over to showcase the wonderful humans in our communities that make the teamwork dream work every day. Meet our local nonprofit partners, grab some snacks, have a pint of our new bright, crisp and refreshing Easy Hop Ale, and get your skate on in a pop-up Taproom roller rink! Drink beer, do good, and get down! For more info, head over to the Rhinegeist [Event Page](#).



## BEER FOR HUMANS LAUNCH PARTY

**02.26.23  
12PM-6PM**



Refreshingly simple.

Beer for Humans is brewed to feature the hop aromas and flavors that craft beer drinkers love without any of the intense bitterness, higher alcohol, and full body that can be overwhelming in traditional American IPAs and Pale Ales. With a light malt bill that keeps the body crisp and bright, the citrus-forward hop blend drives the profile, leading to a refreshingly smooth finish. To learn more about our all new Easy Hop Ale, head over to the Rhinegeist [Beer Review](#) on the blog!

## Platform Beer reportedly closing, but AB InBev still holds OTR lease.



Cleveland-based Platform Brewing Co. opened LOCOBA at 1201 Main St. in Over-the-Rhine.  
By Andy Brownfield – Senior staff reporter, Cincinnati Business Courier Feb 23, 2023

Cleveland-based brewery Platform Beer Co. is reportedly closing its doors, which leaves the future uncertain for the brand's shuttered storefront in Over-the-Rhine. Cleveland media are reporting that [Platform has shuttered its operations](#). The brewer is owned by beer giant Anheuser-Busch, a subsidiary of AB InBev, one of the largest brewing companies on the planet. Platform Beer Co. [opened Locoba by Platform at 1201 Main St. in Over-the-Rhine on Feb. 1, 2019](#). The bar and coffee shop – the name Locoba stands for "Local Coffee Barrels" – opened months before Anheuser-Busch acquired Platform in August 2019. Locoba by Platform has been closed since April of last year, when the brewery put a sign in the window reading that the concept was being evaluated.

Danny Lipson, chief development officer with Urban Sites, the bar's landlord, said that the company still has an active 10-year lease with Anheuser-Busch, which continues to pay rent despite not operating in the space. The brewery first signed its lease in 2018. "We care deeply about Main Street, and to get that space activated is important to us," he said. Anheuser-Busch did not respond to a request for comment on its plans for that Main Street space as of this posting.

Platform Beer Co. began in 2014 as an incubator brewery where fledgling craft brewers would learn about the craft and business of brewing beer. However, it became a brewery in its own right, going on to win a gold medal at the prestigious Great American Beer Festival in its first year in operation, a rare feat for a new brewery.

Locoba by Platform took barrels from whiskey distilleries and aged the brewery's beers in them, and then once those beers were decanted and put on draft in its taproom, the barrels were filled with coffee beans to age and ultimately be roasted and brewed at Locoba.

While brewing operations at Platform's Cleveland brewery have ceased, Anheuser-Busch told Cleveland news outlets that three of its beers would live on: Haze Jude IPA, Odd Future Imperial IPA and Canalway IPA. It was not immediately clear where those beers would be brewed, or by whom.