

# Cincinnati's MadTree Brewing searching with plans to open third location



Brady Duncan is co-founder of MadTree Brewing Co. MADTREE BREWING CO.

By [Andy Brownfield](#) – Senior staff reporter, Cincinnati Business Courier Feb 28, 2023

On the heels of opening its Over-the-Rhine location last year, MadTree Brewing is already planning for what its third location will look like. MadTree co-founder Brady Duncan, on the *Business Courier's* podcast "Above the Fold," said the brewery is scouting locations for its next space, and it will incorporate more of what it has done with MadTree Alcove, which opened in OTR last March.

"Given that we want to be closer to nature, we're absolutely looking at spots where we can spread out and, I think we do a really nice job with all of our spaces – with Oakley I'm not sure how intentional it was but with Alcove it was very intentional – with creating indoor-outdoor space," Duncan said. "Some of the most beautiful places on a nice day you can be indoors in Cincinnati and outdoors is at both of our locations just because we have big garage doors that open and a greenhouse and glass roofs. The way that we can bring the outside into our spaces is really cool, and with this next space we absolutely want to explode that."

Duncan said he is inspired by what Little Miami Brewing has done with its taproom along the Little Miami River, where people can kayak down the river to the brewery and then hop out for a pint. "How can (we) think about, you might go for a hike or you might walk a trail or you might go to a dog park or you might take your kid out to do something in nature and our space is very close to that," he said.

He said the brewery has looked a lot on the East Side of Cincinnati, but also more broadly across the city. He isn't worried that a third location in Cincinnati will necessarily cannibalize its existing customers. Duncan said the brewery has found that most of its patrons come from within 5 miles of its locations. Its Oakley brewery isn't necessarily drawing from suburbs like Loveland and West Chester Township, or even from Over-the-Rhine.

Duncan said the plan is to remain local with its third location. When the brewery – Cincinnati's second-largest locally owned craft brewery – was founded in 2013, the plan was to open an urban location and a suburban one (MadTree's brewery and taproom is in Oakley, and the Alcove in the heart of OTR). The Oakley location is more traditional craft brewery, housed in a former paper mill with an industrial feel and a sprawling outdoor courtyard that pays homage to the plant's history. The Alcove is different, less brewery or beer-centric and with a full-service restaurant and bar that includes a cocktail program in addition to its beer.

The original plan was to open these two very different concepts, Duncan said, and if one of them proved to have legs MadTree would look at recreating it in a city like Louisville or Columbus. "I don't know that we want to expand outside of local though," he said. "As this thing's blowing up, we have so much momentum here that I'm not really sure if I want to reinvent the wheel outside of here. I think we'll figure that out after the next space." Duncan's episode of "Above the Fold" will be published on Wednesday March 1. "Above the Fold" can be found on our website, Apple Podcasts, Spotify, Google Podcasts or wherever podcasts can be found.

# Little Kings beer brand revived by new owners of Cincinnati Beverage Co.



Once the Little Kings bottles are labeled, they move along the line for boxing and quality checks.  
By [Andy Brownfield](#) – Senior staff reporter, Cincinnati Business Courier Mar 1, 2023

Cincinnati Beverage Co., owner of multiple historic beer brands that trace their Queen City roots to the 1800s, has revived one of those brands just shy of a year after being acquired. Cincinnati Beverage, which was acquired by John Richardson, chairman of SugarCreek, in May of last year, has begun producing and bottling Little Kings again and plans to expand its distribution throughout the region. Elliott Culter, chief operating officer of Cincinnati Beverage (CinBev) told me that in reviving Little Kings, the company reverted it back to the original recipe from the 1950s and brought back the iconic 7-ounce green glass bottles and branding more reminiscent of the beer's historic look. "It was huge in the '70s, '80s and even in the '90s," Culter said. "We're lucky enough to have a couple of (Little King founder) Schoenling Brewery alums on staff, so we brought it to them to restore it to what it was."

CinBev started distributing Little Kings across Ohio through distributor Heidelberg, and Culter said the plan is to begin shipping to Kentucky soon and then even farther afield. "We're getting contacted from across the United States from people saying, 'hey, can you bring Little Kings to us?'" he said. "We think the reach of Little Kings is bigger than the city of Cincinnati, but we have no grand plans on how far this thing goes." Cincinnati Beverage Co. was created at the beginning of 2020 when the Christian Moerlein Brewing Co. was acquired by local marketing industry veterans Jay and Jodi Woffington and Michael Graham. They purchased the brewery and its brands from Greg Hardman, who purchased the historic Cincinnati Hudepohl-Schoenling Brewing Co. assets in 2004 and kicked off the city's craft brewing renaissance. The Woffington's and Graham – founders and executives of the Possible marketing agency, now part of the Grey Group – leaned on their background in the branding industry, making a push behind Little Kings brand to produce new varieties and refresh the branding to appeal to a wider audience. Sales of Little Kings increased 75% in the first year that the Cincinnati Beverage Co. owned the brand.

However, the Covid-19 pandemic hit shortly after CinBev took over the brewery, and toward the end of the year the owners decided to shutter the brewery's production facilities and contract with another local brewer to produce the beer. Culter said Little Kings is still being brewed under contract with another local brewery, though CinBev has crafted the recipe. The Christian Moerlein brand is also still in production – as well as Hudy Delight – and CinBev plans to release new Moerlein beers this spring.

Richardson acquired not only the Cincinnati Beverage Co., but also three historic Over-the-Rhine brewery buildings: Clyffside Brewery, Felsenhaus and the Jackson Brewery. He plans a more than \$30 million overhaul of them, including beverage production and a public-facing element welcoming guests into the historic breweries. Little Kings is currently being bottled inside the Clyffside building, and Culter said the intention is to bring brewing back inside that building as well, but he didn't have a timeline for that. Culter said the Felsenhaus building next door to Clyffside will likely be the future home of the more public-facing side of the business, with a brewery and restaurant. However, the priority currently is on overhauling the Clyffside building. The Jackson Brewery building was partially destroyed in a fire in late 2019. CinBev worked with Structural Systems Repair Group (SSRG) on the stabilization of the breweries and the Drawing Dept. on architecture. HGC Construction is serving as general contractor.



HOFBRÄUHAUS  
NEWPORT

BREWERY & RESTAURANT

# CELEBRATING 20 YEARS

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## IT'S TIME TO VOTE FOR CINCINNATI'S FAVORITE BEER IN 2023!

We can't think of a better way to celebrate our 20th birthday than to be named Cincinnati's favorite beer...  
but, we need YOUR help!

The Nomination round continues.  
through FRI, MARCH 3, so vote for your favorite.  
Hofbräuhaus bier today!







The **31st Sonder Brewing Bockfest** returns on **March 3-5, 2023!** The annual celebration of bock beer, Cincinnati's brewing heritage, and the Coming of Spring will be back with more of your favorites throughout Over-the-Rhine and our Bockfest Hall in the heart of the Brewery District. [www.Bockfest.com](http://www.Bockfest.com)

## The Funkiest Parade in Town

### Parade kicks off the weekend

The funkiest parade in Cincinnati steps off at 6PM Friday March 3 from the oldest bar in the city, Arnold's. Watch the parade from one of the participating venues or at Bockfest Hall, then celebrate at the beer is blessed to kick off the weekend.



## Over 24 Bock Beers on Draft

Over **24 bock beers** from local breweries will be available at Bockfest. Bocks from **Sonder & Northern Row** will be available and flowing all weekend.

We'll be pouring limited amounts of our guest beers on Friday night, but you can try them all as part of the Bock Beer Experience on Saturday March 4.

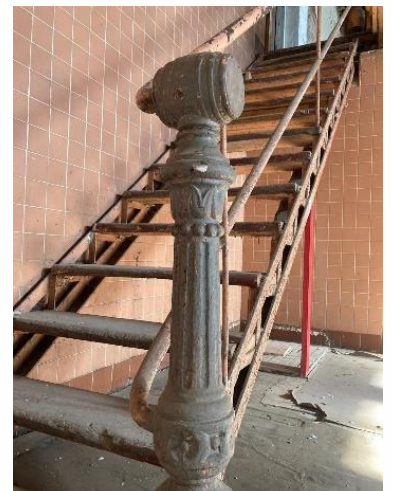
Purchase a Saturday tasting ticket that includes 4oz pours of **ALL** the bocks on draft plus a pint glass and tasting guide, all for \$45. **Tickets can be purchased @ [www.Bockfest.com](http://www.Bockfest.com)**

## Only Chance to See this Historic Brewery



### Bockfest Brewhouse Tour

Take a unique tour of the 19th century Sohn/Clyffside Brewhouse! Inside visits to this site has been unavailable to the public for many years and this weekend is the only time guests will be allowed inside before a major restoration and construction project kicks off! Adult tickets include a beer at Bockfest Hall. [www.Bockfest.com](http://www.Bockfest.com)



# URBAN ARTIFACT'S PICKLE BEER IS BACK

By [Killian Baarlaer](#) February 27, 2023, Cincinnati Magazine

The out-there beer you didn't know you needed is making a return after a few years off shelves.

Pickle: a simple and self-explanatory name for a beer that's flavor is...well, not so much. Pickle is the latest beer from local brewery [Urban Artifact](#) to find a spot in their year-round line up. The beer can now be found in all retailers where Urban Artifact's products are sold, exclusively in 12-packs stamped by a circus themed pickle peddling bear.

Claimed to be the original pickle-inspired beer, Pickle is being resurrected after its initial launch in December 2015. The unconventional beer brewed with fresh cucumber, dill, coriander seed, and sea salt was exalted by pickle lovers for its fresh, brisk profile and for the revolutionary accomplishment of turning pickle into beer. It was a head-turner at the time—no wonder—and it's only right that the trend-setters reassert their presence in the pickle-inspired beer landscape.

When Pickle was first brewed, it was a nod to the German tradition of discreetly placing a pickle in the crannies of a Christmas tree. Now, the mid-winter release arrives in time for the warming weather to give way to sunny cookouts. Those may present the perfect food pairings and social outings enthused by dare and summertime madness to compel the ordinary beer-drinking pickle eater to combine the two.







GENERAL ADMISSION TICKETS include ADMISSION @ 3PM, Souvenir Taster Cup, Access to over 250 beers from local breweries like Against the Grain and more in the Kentucky Tent such as Country Boy Brewing, Scout & Scholar, plus regional and national craft breweries like Bell's, Rhinegeist, New Belgium, HiWire, and Terrapin Brewing.

- NEW for the 10th Anniversary - Green River Bourbon Barrel Program. We are sending out 10 Green River Bourbon Barrels to have breweries fill to feature on the Bourbon Barrel Beer Bar.
- Featured Cider & Sour Bar, LIVE Music, Drake's Silent Disco, Cox's Cigar Lounge, Plus a unique one of a kind Photo opportunity from Rhinegeist & Free bottled water onsite

GENERAL ADMISSION TICKET PRICE: \$55 + tax & fees



# ESOTERIC BREWING

SEASONAL  
RELEASE

## ESOTERIC BREWING



Available March 10th  
**VALKYRIE**  
Norwegian IPA

# ESOTERIC BREWING

NOMINEES

**Odyssey**  
NEW ENGLAND IPA

**Kallima**  
COFFEE CREAM ALE

**Luminati**  
LIGHT LAGER

**Lotus**  
WEST COAST IPA

**Dahlia**  
BROWN ALE







# THE SAUCE

A WEEKLY LOOK AT ALL THINGS LMBC

## Misty Mountain Hop ABV 7% | IBU 78

EXTRA! EXTRA! READ ALL ABOUT IT! Misty Mountain Hop is BACK! This Hazy IPA is brewed with a truckload of American hops for a piney, citrusy, and tropical fruit beat-down.



## **KASHMIR! THE TRIBUTE TO LED ZEPPELIN!**

Friday, [March 31st, 2023](#),

@ Little Miami Brewing Company Event Center

Tickets from \$25-\$35

Pizza by the slice available for \$3. Also Available is LMBC Beer, Wine, and mixed drinks.

All Food & Drink is a la carte.

Doors at 6:30PM | Show at 8:00PM | Ages 21+