

# Fretboard Brewing sets opening in Factory 52's Gatherall food hall.



Image: Cincinnati Business Courier

Fretboard Brewing's new space inside Factory 52 in Norwood.

By [Luke Bisesi](#) – Intern, Cincinnati Business Courier Jun 20, 2023

Blue Ash's Fretboard Brewing is putting the finishing touches on its new taproom inside Norwood's Factory 52 development. The newest Fretboard location is in the final stages of construction this week and will be the second craft brewery to join PLK Communities' \$100 million project. The space is about 6,300 square feet and includes a full-service bar, patio, performance stage and a small brewing setup in the back. The soft opening is June 22, featuring a proclamation from Norwood Mayor Victor Schneider. The official grand opening will be June 30, when Fretboard will debut with 20 beers on its taps and live music from Ernie Johnson From Detroit.

Fretboard CEO Joe Sierra and Chief Operating Officer Kevin Moreland are two of the driving forces behind the project, which is stationed at the end of the Gatherall food hall at Factory 52. It's connected to the same building as some budding and established food concepts coming to the food hall this summer, including Decibel Korean Fried Chicken, Shango's Urban Taqueria and Tweedy's Burgers. The food hall will house 14 vendors, many of which will be opening throughout the summer. "Norwood doesn't really have a space like this yet where you can get a brewery, music and food (at the same time)," Moreland said. "I've been in Norwood for 42 years, and (Factory 52) is the first of its kind that I've seen." Fretboard occupies the lower portion of the Gatherall, downstairs from the area housing the restaurant stalls. The owners are planning a QR code system that'll allow customers to place mobile orders at some of the upstairs food vendors directly from the brewery. D.E.R. Development Co. is handling construction for the space, which is in the final stages. The interior has its own "urban uniqueness," Sierra told me, which features Fretboard's black-and-gold color scheme and some custom woodwork from Harrison-based West Oak and Iron. The space also has a state-of-the-art sound system, which sits along the stage and underneath a series of guitars mounted on the walls.

Factory 52 will house the third Fretboard-branded location, with the original brewery in Blue Ash and the Fretboard Brewing & Public House restaurant in Hamilton. While the equipment inside the Factory 52 brewery can produce up to 20 gallons of beer, the Blue Ash location will be supplying the majority of the brews. This will include some Fretboard-made classics like Vlad, their pilsner; Improv, an India pale ale; and Grateful Spinner, a West Coast IPA. Fretboard will be selling some canned beers to-go as well, including their newly launched Fretboard Light, a craft light lager, taking square aim at some of the most popular beers in America such as Bud Light and Miller Lite. The brew clocks in at 4% alcohol by volume with 99 calories and 4.5 carbs.

The brewery also has come out with a Factory 52 collaboration called Arlo, an amber lager exclusive to Norwood and available in six packs, featuring a mix of design elements from both entities – including a guitar fretboard and a gold spade shape to represent Factory 52's history as an old playing card manufacturer. The beer takes its name from musician Arlo McKinley, Moreland said.

The brand also launched a "Mr. Rogers"-themed collaboration with Listermann Brewing Co. and Fretboard's Factory 52 companion, Hi-Wire Brewing – a pilsner called "Won't You Be My Neighbor." The collaboration riffs off the fact all three breweries are area neighbors. Fretboard was founded by friends and musicians, Bradley Plank, Jim Klosterman and Sierra in 2017. The trio brought on Moreland, a longtime Cincinnati craft brewer in 2018, at first as a consultant and then full time as a managing partner. Once fully opened, Fretboard's Factory 52 location will employ four full-time bartenders. The owners are still figuring out how many people can eventually fit in the space. "I love the concept of being in a food hall and the space we have," Sierra said. "(When I was getting into this business), I really liked the concept of music and beer together."

# The Rockin Taco Festival is Heading Back to Covington Plaza Next Weekend

The third-annual Rockin Taco Festival is sure to spice up your weekend with over a dozen Latin singers and dance groups, taco vendors, salsa dance lessons and other activities.

By [Emily Keller](#) CityBeat on Jun 16, 2023



*Photo: Hailey Bollinger* Mazunte is one of the vendors at the Rockin Taco Festival.

Take in the view of the Cincinnati skyline during this culture-packed weekend filled with Mexican food, family activities, music, vendors, and your choice of margaritas, ice-cold Moerlein beers, Ole Smoky Moonshine frozen drinks or nonalcoholic beverages.

The third-annual Rockin Taco Festival is sure to spice up your weekend with over a dozen Latin singers and dance groups, taco vendors, salsa dance lessons and other activities. Enjoy Latin music and dance from Daglio, Po Boys, and 3 To Tango and more while munching on tacos from Mis Sabores, Big Bamboo's Caribbean Grill, Mazunte, Little Taste of Soul and others. There's a little something for everyone at this festival. Vegetarian options are available at most taco vendors, as well as sweet treats and ice-cold drinks. Rockin Taco Festival will take place on the banks of the Ohio River in Covington Plaza. Admission is free (and so are the salsa lessons). The festival takes place **Friday, June 23** from 5-11 p.m., **Saturday, June 24** from noon-11 p.m. and **Sunday, June 25** from noon-9 p.m. Full menus and more information can be found at [thingstodocincinnati.com](http://thingstodocincinnati.com).

This is a great chance to try the NEW Moerlein Pilsner as well as the Re-Release of the Little Kings Retro Recipe.







## 3RD ANNUAL REPAIR FAIR

Oh, no, did it break?! Thinking about trashing it?  
How about mending it instead?

Bring your broken household items to the Repair Fair and one of our volunteer “fixers” will try to help you repair them. We can’t guarantee that everything will be repaired but you will get to learn more from an expert fixer and meet other people interested in keeping their things in their lives and out of the landfill.

The Repair Fair is more than just a way to fix your items. While you are here you can:

- **Grab a beer or food** from **HighGrain Brewing**
- **Attend a fixit workshop.**
- **Keep trash out of the landfill** with the Cincinnati Reuse and Recycling Hub.
- **Get to know organizations** in our region that are working hard to help us all be greener.

### **Things that can be fixed:**

- Bikes
- Wooden Items/Small Furniture
- Simple Electronics
- Sewing/Fabric
- House Plants
- Jewelry
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### **Things NOT TO BRING:**

- Microwaves
- Any appliance or electronic bigger than a toaster oven
- TV's
- Computers

**Register**

### **Why Register?**

*When you register you give our fixers a heads up on your repair. The fixers can look up necessary info as well as bring the right tools and materials.*



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Doors 7PM, Show: 8PM

Tickets \$15 in advance, \$20 day of show. All Ages.

New York based rock-fusion band TAUk is teaming up with vocalist Kanika Moore of Doom Flamingo for a string of dates this year. After a number of highly energetic and powerful live collaborations, they decided to jump in the studio and write a song, which turned into Kanika spending two weeks with the band resulting in *Moore* songs.

The tunes conjured up during this session are the basis of the TAUk Moore tour coming to a town near you.

The resulting songs push TAUk's sound to bold new heights, fusing elements of progressive rock, funk, soul, EDM, and hip-hop into a melodic, groove-driven blend, one that's complemented here by the equally adventurous production work of longtime collaborator Robert Carranza. Add it all up and you've got a cinematic collection that hints at everything from 70's film scores and 80's videogames to 90's R&B and modern dance music, an immersive record that blurs the lines between analog and electronic as it balances old school grit and futuristic sheen in equal measure.

For more info visit:

<https://www.taukband.com>

**\*\*Tickets can be purchased online or the day of the event.**



The image shows three aluminum cans of Cartridge Brewing beer. From left to right: 'PADDLE JACK GOLDEN INDIA PALE ALE' (5.5% ALC/VOL), 'FREAKBEAT INDIA PALE ALE' (6.9% ALC/VOL), and 'THE SQUEEZE FRUIT BEER' (5.6% ALC/VOL). Each can features the Cartridge Brewing logo, which is a stylized 'C' with a factory icon inside, set against a background of the state of Ohio. To the left of the cans is the Heidelberg Distributing Company logo, and to the right is a small icon of a factory. Below the cans, the text reads: 'HONORING THE PAST. BREWING THE FUTURE.' followed by 'DISTRIBUTED BY HEIDELBERG' in large, bold, yellow letters.

## Cartridge Keeps Evolving!

By: The Gnarly Gnome

It's not always easy to get down the hill to Cartridge Brewing Company – the bridge across the river is in the middle of construction (which, when it's done, will be great), and access to the brewery has been known to switch back and forth with which road you have to use to access the brewery. It's been a massive headache for the brewery and all of us who want to enjoy their beer. Things might be getting a little bit easier for us, though, as the brewery announced last month that they were signing on with Heidelberg Distributing to help get their beer out into more places than they've been able to.

### The New Distribution Deal

The brewery, which was purchased in December by Saucy Brew Works out of Cleveland, has been working hard to keep expanding its footprint and to find ways to ensure seamless distribution here in its local market. This deal with Heidelberg should help them accomplish that goal. It shouldn't come as a huge shock to anyone – as Saucy has had a longstanding relationship with the distributor over the last few years – but it should definitely start getting folks who enjoy Cartridge a little more excited about their continued growth. It continues to be harder and harder for brands to get in front of customers as the beer market continues to evolve and become more crowded with new brands. Heidelberg has been around for more than 85 years and knows their end of the game well enough to hopefully do just that.

### The New Can designs

These new label designs connect the core of our brand to our Ohio pride. The contour of the state forms a picturesque valley, mirroring the scenic landscapes that surrounds us. In nod to the soul of who we are, the iconic Cartridge Brewing circle logo remains at the forefront, proudly representing our commitment to quality and craftsmanship. Within the emblem, the historic Peters Cartridge Factory icon symbolizes our roots and the rich history that propels us forward. Adorning the top of the emblem are the crafted leaves that pays homage to the city's flag, as we're forever grateful for the support of our community and the city of Cincinnati.



# OHIO MINI-CONVENTION



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