

# Rhinegeist to Throw Toga Party for 11th Anniversary

So epic, Dionysus would be jealous.

By Katherine Barrier Jun 18, 2024, CityBeat



**RHINEGEIST ANNIVERSARY  
TOGA PARTY  
6.29.24**

Stairway to Eleven will be held Saturday-Sunday, June 29-30. Photo: Provided by Rhinegeist

All the gods and goddesses of Cincinnati are invited to celebrate Over-the-Rhine brewery Rhinegeist's 11th anniversary with a special toga party next weekend.

On Saturday-Sunday, June 29-30, Rhinegeist will be hosting "Stairway to Eleven," an epic party that would make even Dionysus jealous. The party's theme will be a blend of rock-and-roll and ancient mythology — Greek, Roman, Norse — "think partying with the gods in Omnipotent City in Thor: Love and Thunder," says Rhinegeist. Guests are encouraged to wear togas, and there will even be a make-your-own-toga station for \$10, which you'll want for the best-dressed contest on Saturday from 3-5 p.m.

"We're super stoked! Basically, we're throwing a giant rock-and-roll toga party to celebrate our 11th birthday!" Tracey Ireland, Rhinegeist's vice president of marketing, said in a press release. "We'll be rocking out to guitar-heavy anthems all day, wearing togas and mythical costumes, playing games, dancing and having some great beers. It's going to be EPIC!" The taproom will be decked out with Greek columns, living statues, Elysian decor, tapestries and a Fountain of Youth. The party Saturday will also feature a "Strength of the Gods" contest, with games to show off your strength and skills from 1-3 p.m., as well as a sultry, Hades-themed dance party (21+) on the rooftop with DJ Castle from 8 p.m. to midnight. The decor and activations will remain up through Sunday, and there will also be a special Toga Yoga event on the roof Sunday at 10 a.m. And, of course, it would not be a toga party without beer: Rhinegeist will have the "nectar of the gods" in the form of a slate of rare and exciting brews on tap throughout the weekend.

Rhinegeist's doors will open at noon both days. The party is free and open to the public. Rhinegeist Brewery, 1910 Elm St., Over-the-Rhine. More info: [rhinegeist.com](https://rhinegeist.com).

Barleycorn's  
Brewhouse.

DAV  
EDUCATING OUR FUTURE TO  
EMPOWER OUR VETERANS

# VALIANT

★★★ AMERICAN AMBER ALE

**RELEASE PARTY**  
June 28th | 6 - 11 PM

The beer will be tapped  
at all four Barleycorn's locations  
at 6:30 PM:

**Cold Spring**

1073 Industrial Rd.  
Cold Spring, KY 41076

**Florence**

8544 US-42,  
Florence, KY 41042

**Lakeside Park**

2642 Dixie Hwy.  
Lakeside Park, KY 41017

**Wilder**

402 Licking Pike,  
Wilder, KY 41071



*A portion of all sales generated from the event will be donated to DAV, further supporting their invaluable work.*

Join us on [June 28th](#) from 6 PM to 11 PM for the release of our newest brew, Valiant, an American Amber Ale, crafted by Barleycorn's Brewmaster, Shane Trego, in collaboration with DAV (Disabled American Veterans). The inaugural tapping will take place at 6:30 PM across all four Barleycorn's locations.

Celebrate and support DAV's mission of empowering veterans with every sip of Valiant. A portion of all sales from the event will be donated to DAV, furthering their invaluable work.

For every DAV beer sold, 10% of the purchase price will be donated to DAV. This promotion begins on [June 28](#), 2024, and lasts until inventory is sold out. There is no minimum or maximum guaranteed donation. The amount donated is contingent on sales during the campaign period.



### **Pils In The Haus!**

Translation: Pilsner | 5.4% ABV | 36 IBU

**Our Bohemian-style pilsner is golden in color with a kicked-up presence of both malt and hops. The malt profile is slightly sweet and toasted...with a biscuit-like, bready character. It's balanced with crisp and clean noble hops.**

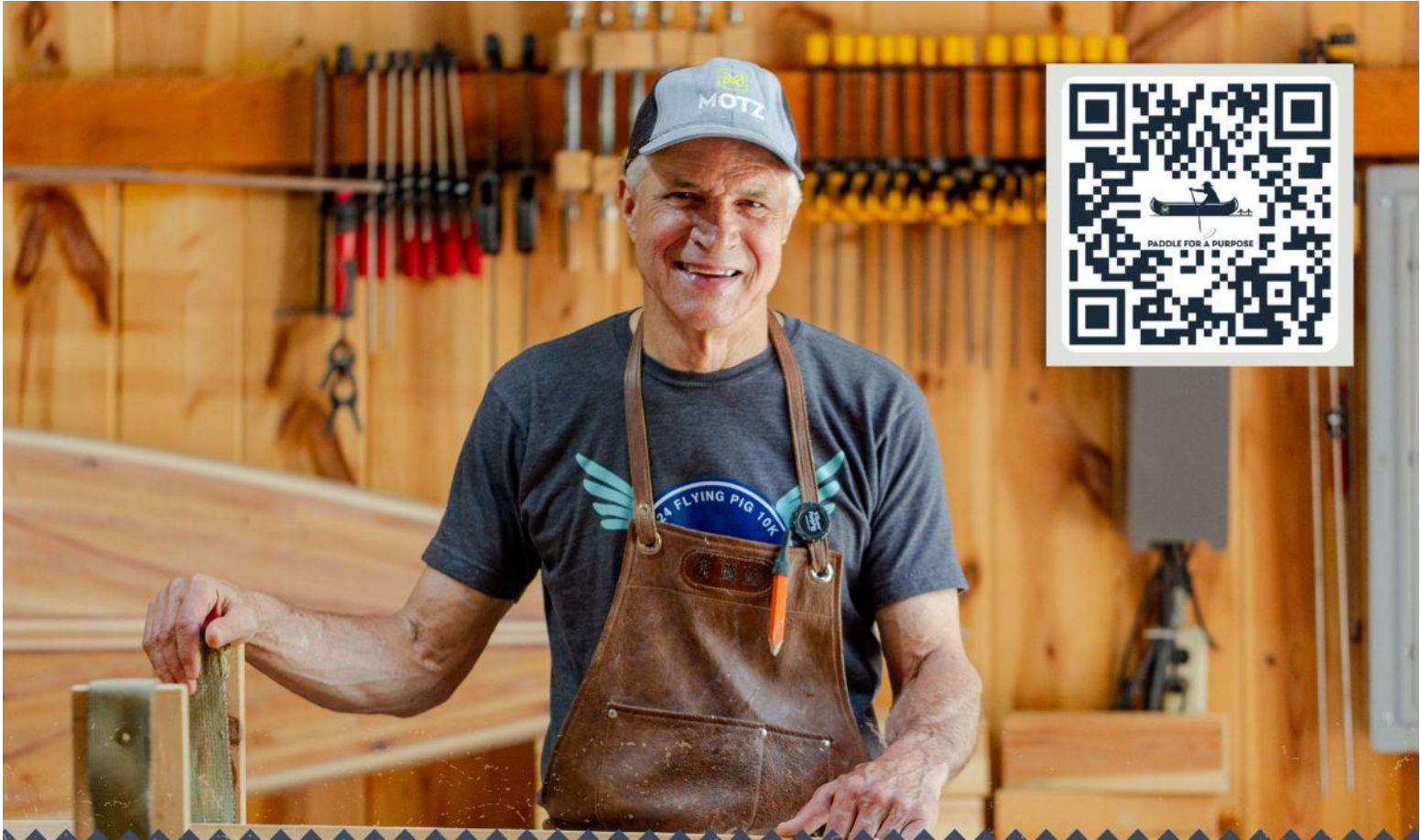
**Refreshing and satisfying...perfect for the dog days of Summer!**

### **Did We Mention Dogs?**

**These amazing dogs & staff from Cincinnati Children's Canine Comfort Facility Dog Program will be in the Haus to help us tap the keg and get ready to kick off our Pretzels for Pups campaign!**

**For the second year in a row, proceeds from every pretzel we sell in July will benefit the Cincinnati Children's Canine Comfort Facility Dog Program. This program is designed to provide emotional and physical support to patients and families. Alongside their handlers, the facility dogs work with patients to meet specific and individualized treatment goals.**





*Joe Motz Launch Party!*

# PADDLE FOR A PURPOSE

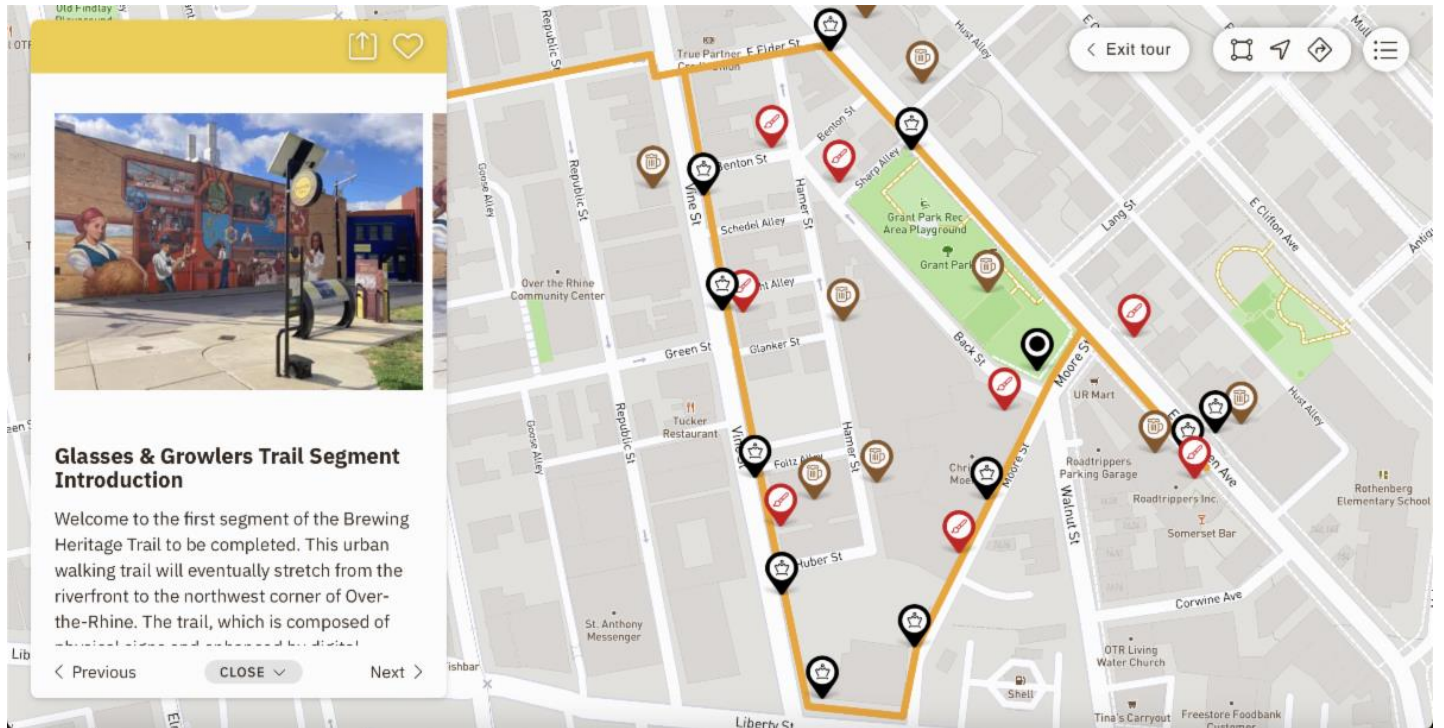
BENEFITING THE BRIDGE - ADAPTIVE SPORTS & RECREATION



JUN 28 • FRI • 5:00PM



# Brewing Heritage Trail



## The New Brewing Heritage Trail App is Live!

As many of you may know, the Brewery District CURC launched the first phase of the physical portion of the Brewing Heritage Trail in 2019, which stretches 3/4 of a mile along Vine, McMicken, and Moore Streets. It contains informational signage, historic images, and brewing themed art installations. We have now expanded the trail with the launch of the first phase of our brewing history app, now available for **FREE** in the [App Store](#) and [Google Play](#)! It contains all the great images and information of the existing physical trail, plus a whole lot more.

The app can be used in person as you walk through the neighborhood or from the comfort of your couch! It can also be use to augment guest experiences on our guided tours with historic and contemporary images related to the locations where our tour guides take guests. There's so much brewing history in the neighborhood that more is planned for the app and your participation will help facilitate its future development!

# MadTree Brewing breaks ground on \$8.5M Blue Ash facility



Renovations are underway at an old hangar at Summit Park that will soon become MadTree's third location.

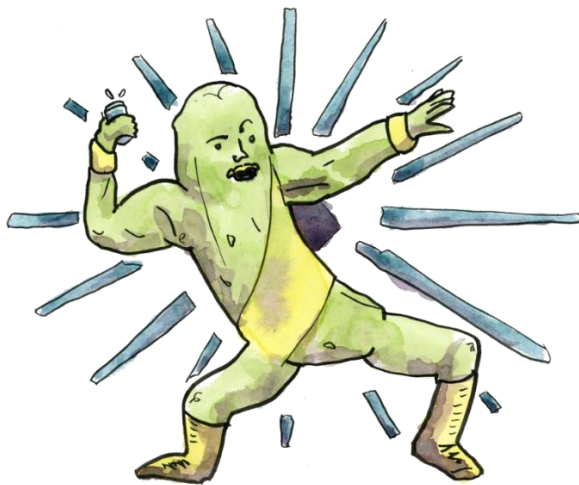
By [Christian LeDuc](#) – Staff reporter, Cincinnati Business Courier Jun 27, 2024

Cincinnati's third-largest locally owned craft brewery is planning to open its third location in the first quarter of 2025. A groundbreaking ceremony for [MadTree Brewing's Parks & Rec facility in Blue Ash](#) was held Wednesday, June 26. [In December 2023](#), the company landed key funding for the project, in which it will repurpose a 15,000-square-foot former airplane hangar at Summit Park. Over the next few months, the facility will be transformed into an indoor/outdoor restaurant within the city's Designated Outdoor Refreshment Area (DORA), meaning patrons can consume alcohol in open containers. "There are a lot of components to this," Rhiannon Hoeweler, vice president of experience and impact at MadTree, told me. The project will not open in phases. It's expected to cost around \$8.5 million. The buildout will create 150 temporary jobs. Core Resources is the general contractor, and MSA Design will handle the architectural work. Hoeweler said the company is still evaluating design firm options. "It will be a combination of our internal marketing and experience team and an outside party," she said. The annual construction payroll is expected to be around \$2.8 million.

The new location is set to be LEED Silver certified and will include a taproom, solarium, an outdoor beer garden and a recreational area. The space will also feature a giant tree sculpture, living walls and a campground area with a refurbished camper, games and an outdoor playscape for kids. "This location truly delivers on MadTree's mission of connecting people to nature and each other," co-founder Brady Duncan said in a news release.

The design of the new facility is meant to be sustainable and inclusive. For example, it will feature accessible seating, including a lowered bar for wheelchair access, a calming room, an adult changing table and many vegan and gluten-free menu options for those with dietary restrictions.

"It is really important to us to design this space as thoughtfully and inclusively as possible," Hoeweler said. "We continue to learn from our current locations, and we're building those learnings into Blue Ash to make Parks & Rec the best space possible." The new location will also include two large private event spaces, available to rent for weddings, business meetings, fundraisers and more. The company is already booking events in advance of next year's grand opening. MadTree plans on hiring an additional 100 people at the new location, bringing its total staff from 200 to 300. Hoeweler said the new facility will provide even more opportunities for the company to give back to the community. The plan is to triple revenue and have a \$5 million environmental impact on the area by 2030 through being a part of the 1% for the Planet initiative. It is a commitment to donate 1% of sales to local environmental nonprofits. According to Hoeweler, MadTree is on track to meet its goal. Since 2019, the company has racked up more than 6,700 volunteer hours and planted 15,000 trees. MadTree also recently surpassed the \$1 million mark for local environmental impact. The planning for this project has been in the works for quite some time. [Duncan first teased the possibility for a new location about a year ago](#) on the "Above the Fold," a podcast produced by the *Cincinnati Business Courier*. Blue Ash officials reached out to the company a few years ago with the opportunity. MadTree has a 15-year lease with the city, who currently owns the property. The brewery, founded in 2013, has a long history of revitalizing old spaces. Its Oakley location sits in the former RockTenn plant, and its Over-the-Rhine Alcove, which opened in 2022, is inside of the former Weilert's and Kaze spaces. [In November 2023, the company earned its B Corp certification](#) for social, environmental impact standards. This achievement puts the brewery in elite category. Only 0.2% of breweries in America hold the designation.



## **URBAN ARTIFACT'S PICKLE DAY**

Saturday, June 29th!

Put it on your planner and pester your pickle pals to make proper pickle plans.

- Pickle Beer variety packs!
- Barrel Aged Pickle Beer!
- Pickle eating competition!
  - Pickle vendors!
  - Pickle music?
- Pickles of all varieties