

## Cincinnati Beverage Co. announces brand acquisition of Taft's Brewing



TAP ROOM & APIZZA

By [Christian LeDuc](#) – Staff reporter, Cincinnati Business Courier Dec 4, 2024

### STORY HIGHLIGHTS

- Cincinnati Beverage Co. has acquired the Taft's Brewing Co. brand.
- Taft's Brewpourium Cincinnati will close after service Dec. 29.
- Impacted employees will receive severance.



Taft's Brewpourium Cincinnati is closing at the end of the month following the acquisition of its parent company by another major local player in the beverage industry. Cincinnati Beverage Co. has bought the Taft's Brewing Co. brand and plans on closing the Brewpourium after a final day of service Dec. 29<sup>th</sup>. The business, which is located at 4831 Spring Grove Ave., [opened in 2017](#). "The team at the Brewpourium have largely been with Taft's from the beginning ... and are a truly extraordinary group," Taft's Brewing said in a news release. All impacted employees were given advance notice of the closure, and they will receive a severance package. Taft's did not disclose how many people that included. Taft's is also offering new job opportunities at Impact Beverage, which is located in the same building as the Brewpourium.

"It has been an incredible labor of love for over a decade. We know how important this brand has become to craft beer drinkers in Cincinnati, and we take that very seriously," the release said. "We're beyond thrilled to keep Taft's beers alive via Cincinnati Beverage and ensure these brews continue to be available throughout the city." Cincinnati Beverage produces other well-known local brands, including Hudepohl, Little Kings and Christian Moerlein. Elliot Cutler, the company's chief operating officer, told me the transition will be seamless. "We are excited to carry on their legacy and add another local brewery to our portfolio of iconic Cincinnati beer brands," he said. Cincinnati Beverage did not disclose the acquisition cost. Cutler said the acquisition included the brand and not the real estate. He added Taft's footprint aligned well within Cincinnati Beverage's existing markets, and the brand's style complements what the company already offers, which is what made the acquisition so attractive.

Taft's Brewing was founded in 2015 by David Kassling and David Williams. Kassling is also a managing partner at Impact Brewing, according to his LinkedIn page. The company previously operated Taft's Ale House in Over-the-Rhine, [which shut down in 2023 following an eight-year run](#). It also opened a Brewpub in Columbus in 2019. [That location closed in October](#).

Cincinnati Beverage Co. is the successor to one of the oldest craft breweries in the region. Greg Hardman revived the Christian Moerlein beer brand – which dates back to 1853 – in 2004, when he purchased the assets of the historic Cincinnati Hudepohl-Schoenling Brewing Co. The modern Cincinnati Beverage Co. was created by Jay Woffington, the former global president of digital marketing agency Possible (now Grey), alongside Jodi Woffington, Possible's former global chief client officer and Jay's wife, and Michael Graham, that firm's former global chief operating officer.

[The Cincinnati Beverage Co. acquired the modern Christian Moerlein Brewing Co.](#) at the beginning of 2020, just prior to the outbreak of the Covid-19 pandemic. At the end of that year, the owners made the decision to [shutter the brewery's production facilities](#) and contract with another local brewer to produce the beer. [Cincinnati Beverage Co. was then acquired in the middle of 2022. The new owner: John Richardson](#), chairman of SugarCreek, one of [Cincinnati's largest private companies](#). He also acquired three historic brewery buildings in OTR: Jackson Brewery, Clyffside Brewery and Felsenbrau. Richardson acquired the buildings with [a \\$30 million plan to restore them with a mix of uses](#). Since the acquisition, Cincinnati Beverage brought production of Little Kings back in-house and [relaunched the Christian Moerlein beer brand](#).



### Cheers to 10 Years of Dark Charge

Join us on December 7th at Braxton in Covington for our biggest Winter Block Party yet, celebrating a decade of bold, barrel-aged imperial stouts! Enjoy exclusive Dark Charge variants and exciting collaborations with local favorites like Doscher's Candies & Graeter's Ice Cream.

Enjoy live music to keep you moving and a lineup of incredible food trucks to keep you fueled. Gather your friends, bundle up, and let's Lift One to Life as we celebrate 10 incredible years of Dark Charge!





Buff up those special occasion sneakers, bust out the party plaid, and rehearse your bad jokes, because DAD DAY is back in the Taproom on Saturday, December 7th from 12-8pm! Our Hoppy Holiday Ale has returned, and that calls for a celebration! Holiday-themed cocktails, FIND THE PICKLE (if you know, you know), and more Dad Day fun for the whole family! Rest up, gang—we've got a big day ahead of us.



#### KRAMPUS AFTER DARK!!!

Join us in the Taproom after the Dad Day celebration (8-10pm) for a special appearance of Santa's sinister sidekick, *Krampus*! This nearly forgotten holiday tradition brings a bit of Eldritch folklore to the season and reminds us what lies in store for the naughty on Santa's list! Grab a beer or cocktail, enjoy a live DJ set, and take a photo with Krampus himself! Who knows, if you're lucky, you might even get a piece of coal to take home...



**HOLIDAY CHEER ✦ ARTISAN VENDORS ✦ CRAFT BREWS**

Experience the magic of the season at Rhinegeist Brewery's Hoppy Holiday Market! A one-of-a-kind event to get in the spirit and find perfect gifts for everyone on your list! Each ticket includes your first beverage and access to explore the magical market inside our Annex private event space and the winter wonderland rooftop holiday village. Bring the family! All guests under 21 are only \$8, and kids 6 and under are free!



# GRAINWORKS

## BREWING COMPANY



Luke, I Am Your Lager Schwarzbier - 5.7%

Black as space, but surprisingly light on the palate, this traditional **German Schwarzbier** is clean and smooth, with a touch of chocolate. **Give in to the Dark Side.**



It's Peanut Butter Chocolate Time PB Cup Stout - 7.4%

Coming to the taproom & four packs of 16oz cans next week!

KARRIKIN SPIRITS PRESENTS

# SLEIGH WHAT!

STAND-UP COMEDY  
SPECIAL EVENT

BLAKE HAMMOND

LIVE WITH

RAN BARNACLO

\$10  
TICKETS

COME WATCH THESE  
TWIN FLAMES  
SPIT FIRE

AT

KARRIKIN SPIRITS

HOSTED BY KARL SPAETH

DECEMBER 6TH

7:30 PM

SEATING AT 6:30

TICKET LINK IN BIO

3717 JONLEN DR



## X-Mas Cookie Ale with Spices 5.9% ABV

We know Santa's not the only one with a sweet tooth this season. X-Mas Cookie Ale is here to bring a little holiday magic to your glass. This spiced ale is brewed with all the flavors that make an oatmeal cookie irresistible: ginger, cinnamon, vanilla, and just the right touch of nutmeg. One sip, and you'll know why Santa would leave a glowing five-star review for this festive favorite. It's the perfect brew for cozying up by the fire, decking the halls, or sharing with friends who've made your nice list. If jolly had a flavor, this would be it!

