



NEWS

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The Christian Moerlein Brewing Company Selected to Develop New Cincinnati Riverfront Park Restaurant



*New restaurant to be based on Cincinnati's historic tradition
of locally brewed beer*

CINCINNATI, OH:--- The Cincinnati Park Board has selected The Christian Moerlein Brewing Company to develop a new restaurant and brewery to be built in Cincinnati Riverfront Park—the new 45-acre park now under construction adjacent to The Banks mixed-use development. Plans call for construction of The **Moerlein Lager House** to begin in the first quarter of 2010, with the opening scheduled for Spring, 2011.

The **Moerlein Lager House** will be built on Main Street—bordering the new park's event lawn—above the parking garage (currently under construction). The restaurant and its outdoor terraces will open on to the park and afford sweeping views of the park, the Ohio River, the Roebling Suspension Bridge and Great American Ballpark.

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Preliminary designs for the two-story restaurant include a green roof, balconies and outside seating, as well as large areas of glass. The restaurant—which will accommodate 500 indoor patrons and seating for 600 in its outdoor beer gardens— will feature on-site brewing. Tours of the restaurant’s brewery will be available.

“We were looking for a restaurant concept for the new park that would be completely unique to Cincinnati and inspire feelings of “WOW!”,” said Willie F. Carden, Jr., Director of Cincinnati Parks. “We think we hit the jackpot with The Christian Moerlein Brewing Company and CEO Greg Hardman. For a century and a half, the Christian Moerlein name has been synonymous with Cincinnati’s storied brewing tradition. Today’s Christian Moerlein Brewing Company remains a vital part of this community; now more than ever as it works to create a restaurant concept that is deeply rooted in the historic tradition of locally produced beer in Cincinnati. This new establishment will contribute mightily to the vision of Cincinnati Riverfront Park as the ultimate destination park.”

The City of Cincinnati will retain ownership of the restaurant site. The building will be “architecturally distinctive”—and created to complement the design of the park and its features.

The building will be a “green” building and will apply for LEED certification— the Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ that measures how well a building or community performs across all environmental metrics. Geothermal heating and cooling is planned along with a green roof and sun-shading of interiors.

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“Our mission is to breathe new life and vigor into the grand brewing tradition that made Cincinnati one of the world’s greatest brewing meccas over a century ago,” said Greg Hardman President & CEO of Christian Moerlein Brewing Company. “The **Moerlein Lager House** in Cincinnati Riverfront Park will become an economic driver that will significantly propel Cincinnati’s heritage tourism industry. Patrons will experience what is authentic and unique about this city and its compelling history with every visit to the Moerlein Lager House.”

Phase I Park Construction

Phase I of Cincinnati Riverfront Park (currently under construction) will include the new restaurant—but also a plaza of water jets with cascades of water that drop to pools along Mehring Way. There will be a grand stairway with landings at water-filled basins, a glass-floored walkway above a lower level loggia, a shade trellis, informational and interpretive displays, and public restrooms. Also part of the design is an event lawn and stage, a promenade, a tree grove and labyrinth, an adventure playground and part of the Ohio River bike trail. The park will also feature a bike center.

For more information about Cincinnati Riverfront Park, visit www.crpark.org; or contact Joyce Kamen, Cincinnati Riverfront Park Public Relations, at 513.543.8109; or Manda Hurdelbrink at 513.324.8610.

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ATTACHMENTS



*Here's a quick look at what to expect as plans move ahead for the
Moerlein Lager House at Cincinnati Riverfront Park*

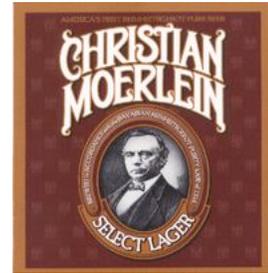


- 15,000 square foot, 2-story structure with a biergarten atmosphere
- Seats up to 500 inside —with an additional 600 in outside beer gardens
- Second-floor “Four Seasons Room” will have multimedia capabilities, meeting rooms and banquet facilities for business functions and wedding receptions.
- Working microbrewery with an annual output of 5,000 barrels.
- The brewery will be open for onsite tours.
- Menu items—such as rotisserie meats and hand-carved sandwiches served on bread freshly baked from spent brewer's grain— will replicate Over-the-Rhine's 19th century beer gardens.
- Live entertainment
- 200 new jobs created



Christian Moerlein

— *A History* —



Christian Moerlein was born in Truppach, Bavaria, Germany in 1818. He immigrated to Cincinnati, Ohio in 1841 to seek opportunity. Having served as an apprentice brewer in Germany, Moerlein hoped to start his own brewery in Cincinnati to serve the region's expanding German population. Moerlein wanted to offer the famous lager beer that was all the rage in Germany at the time—but not yet available in America.

In 1853, Moerlein opened his Elm Street Brewery in Over-the-Rhine. It was an instant success and Moerlein quickly became known for his quality beers. During the late 19th century, Moerlein's Over-the-Rhine brewery was the largest in the state of Ohio—and one of the largest in the nation. Soon, from cargo carriers along Cincinnati's thriving riverfront, the enterprising brewer began to export his beers to faraway locations including Panama, Puerto Rico, and the Philippines. Moerlein's celebrated Cincinnati lager was also widely sold in New Orleans as well as in the eastern ports of Manhattan, Philadelphia and Boston.



Today, the personal dedication to quality and exacting standards that Christian Moerlein gave to his craft those many decades ago endures in all Moerlein lagers and ales. Moerlein lagers and ales were the first American beers to pass the German Purity Law—and one of the first craft beers sold east of the Mississippi. Hudepohl-Schoenling Brewing Company is the brewer of Hudy Delight, Hudy 14-K, Hudepohl, Burger and the Little Kings Cream Ale, and is a wholly owned subsidiary of Cincinnati Christian Moerlein Brewing Company. For more information on Christian Moerlein Brewing Company, visit www.ChristianMoerlein.com.