



## NEWS

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## New details about the Moerlein Lager House Presented by Development Team

### *All Local Team targeting August, 2011 Opening*

**CINCINNATI, OH:---** At a press conference held on Wednesday, July 14 at the Reds Hall of Fame —overlooking the construction site of the new Cincinnati Riverfront Park—Mayor Mark Mallory presented the development team of Moerlein Lager House to announce new details about the park's much-anticipated restaurant and microbrewery.

### **The Moerlein Lager House development team includes:**

*City of Cincinnati*

*Cincinnati Park Board*

*The Christian Moerlein Brewing Company*

*The Cunningham Restaurant Group*

*Tilsley & Associates Architects*

*Schumacher-Dugan Construction*

*Cincinnati Growth Partners.*

The Moerlein Lager House is being built during Phase I construction of the new Cincinnati Riverfront Park. The team presented new architectural renderings of the restaurant, which will feature expansive windows so that patrons can enjoy unobstructed views of Great American Ballpark, the Ohio River, the Roebling Suspension Bridge, Cincinnati Riverfront Park's new Jacob G. Schmidlapp Stage & Event Lawn, and Paul Brown Stadium.

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Mt. Adams-based architectural firm **Tilsley and Associates** created the design “within the context of the park,” according to Greg Tilsley, the company’s founder. “The design of the Moerlein Lager House was inspired by its magnificent location, the buildings surrounding it, and the design elements of the park, created by Sasaki Associates of Watertown, Massachusetts,” said Tilsley. “ We wanted to conceive an almost unexpected, iconic building that would convey both a sense of our region’s future and honor for its past. So the dramatic use of glass and steel on the exterior is ‘outward’ and ‘forward’ looking’; while materials for the interiors, such as wood for beamed ceilings, bricks from former breweries, and stone are more reminiscent of the region’s legendary brewing heritage.”

**Schumacher-Dugan Construction** —a leading contractor in Greater Cincinnati for over 45 years—will provide construction management for the project. Tim Meier, Project Manager, said that the company will strive for 30% SBE hiring in the project, and adhere to the highest quality construction and safety standards. “We have completed thousands of successful projects for our clients,” he said. “By doing so, we have forged lasting client relationships built on trust, integrity, experience and confidence. So we are honored to be a part of this team that is building a world class restaurant in a true destination park.”

Tom Cunningham, Executive Partner of the **Cunningham Restaurant Group** (which operates the Stone Creek Dining Company restaurants in Montgomery and West Chester), provided a preview of some of the food choices that patrons of the new restaurant will enjoy. “Though the menu is still in the final stages of development, we know that our offerings will include a blend of classic and contemporary fare—something for everyone,” said Cunningham. “This includes rotisserie meats, grain-spent breads, hearty stews,

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distinctive salads such as green bean and potato salad and smoked salmon salad; as well as a full delicatessen menu and Lager House appetizers. Lager House wings, soft pretzels with beer cheese and spicy beer-steamed shrimp with grilled bread are just a few of the appetizers that are currently on the working menu. Our chef will also be working with the brewmaster to pair menu items with the perfect Moerlein beer selection.”

“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.”

Each room in the Moerlein Lager House will be named for one of Cincinnati’s legendary breweries, such as Schoenling, Hudepohl, Burger, John Hauck, and Windisch-Muhlhauser. Historical photos and memorabilia of the breweries will line the walls of each themed room. The banquet room will be filled with portraits and backgrounds of Cincinnati’s famous Beer Barons. Tours of the Moerlein Lager House—featuring the history of Cincinnati’s legendary breweries— will also be available.

“This new establishment will contribute mightily to the vision of Cincinnati Riverfront Park as the ultimate destination park,” said Willie F. Carden, Jr., Director of **Cincinnati Parks**. “What’s more, every member of the Moerlein Lager House team that is creating this unique restaurant and brewery is rooted in this community. They make their lives and livelihoods here and so they are driven to deliver a world-class restaurant and brewery to

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the citizens of Greater Cincinnati and to our region's new destination park. We have always had outstanding local talent in this community—and we are bringing the very best to the table on this project. ”

**Cincinnati Growth Partners** (CGP)—a Cincinnati-based investment banking firm, that assists private companies in developing growth strategies, raising growth capital and executing seamless succession plans—convened the Moerlein Lager House development partnership. CGP led the development of the business plan, formed the partnership between Christian Moerlein Brewing Company and the Cunningham Restaurant Group, negotiated the lease with the Park Board and raised the private capital to fund the project. “CGP’s Managing Partner, Mark Signorelli, has been the glue that has tirelessly pulled this team together since day one of this project,” continued Carden. “He truly represents the best-in-class business advisory service this city has to offer.”

The Moerlein Lager House is scheduled to open in August of 2011. Construction of the microbrewery and restaurant (atop the existing super-structure) is expected to begin this Fall.

**MEDIA: ARCHITECTURAL RENDERINGS CAN BE DOWNLOADED AT:**

<http://www.mycincinnatiRiverfrontPark.com/architectural-drawings.html>

*For more information about Cincinnati Riverfront Park, visit*

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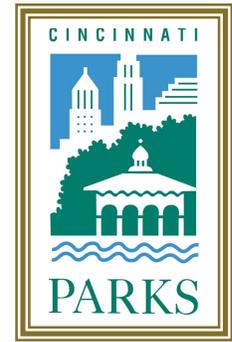
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# The Team





## The Moerlein Lager House at a Glance

- ❖ 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—will be open for onsite tours.
- ❖ 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.
- ❖ The City of Cincinnati will retain ownership of the restaurant site.
- ❖ 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

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## **An Opportunity for Regional Prosperity**

### **The Moerlein Lager House will:**

- ❖ **Become a revenue source to help manage the annual operating costs of the park.**
- ❖ **Become a meaningful addition to the economic development of the riverfront**
- ❖ **Serve as an anchor business that will attract other economic opportunities**
- ❖ **Create 250 new jobs—of which 125 will be full-time jobs**
- ❖ **Create 150 construction jobs**
- ❖ **Generate additional earnings taxes for the City from new jobs**
- ❖ **Generate over \$2 million in annual earnings, which equates to over \$50,000 in earnings tax revenue.**
- ❖ **Support a prevailing wage environment with a focus on 30% Small Business Enterprise (SBE).**

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