



## NEWS

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### Moerlein Lager House to Become Home to New “Beer Barons Hall of Fame”

*Brewery District Committee Nominates Christian Moerlein as First Inductee*

**CINCINNATI, OH:---** A committee convened by Cincinnati’s Brewery District Community Urban Redevelopment Corporation has nominated the first inductee into the newly established “Beer Barons Hall of Fame”, to be located at the Moerlein Lager House in Smale Riverfront Park. **(Main St. & Mehring Way)** The Moerlein Lager House will open to the public on February 6, 2012.

Committee chairperson Mike Morgan announced that Christian Moerlein—an immigrant from Bavaria who came to America in 1841 and established the Christian Moerlein Brewing Company in 1853 in Cincinnati—will be the only inductee in the first class of Beer Barons named to the Hall of Fame. The induction ceremony will take place at the Moerlein Lager House in May, 2012.



*Christian Moerlein will become the first inductee into Cincinnati’s Beer Barons Hall of Fame*

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[www.MoerleinLagerHouse.com](http://www.MoerleinLagerHouse.com)



Greg Hardman, CEO of the Christian Moerlein Brewing Company and Moerlein Lager House Managing Member, says the Cincinnati Beer Barons Hall of Fame will pay homage to the numerous beer barons throughout Cincinnati's history who have had an impact on Cincinnati's brewing industry and on the city in which they prospered. "The Beer Barons Hall of Fame will reconnect Cincinnati to its illustrious brewing heritage in a direct way," said Hardman. "We have a downtown that is basically divided into two parts—the central business district and Over-the-Rhine. With the Beer Barons Hall of Fame coming to the Moerlein Lager House in Smale Riverfront Park, we are tying those districts together and reconnecting the city to a vital part of its iconic history."



*The original site of the Christian Moerlein Brewing Company in downtown Cincinnati.*

Members of the Brewery District's Beer Barons Selection Committee include:

**Michael D. Morgan**—An attorney and a Trustee of the Brewery District Community Urban Redevelopment Corp. Also, Morgan is author of the book, "Over-the-Rhine: When Beer Was King".

**Kevin Grace** — University Archivist, author, historian and the head of the Archives & Rare Books Library at the University of Cincinnati.

**Dr. Don Heinrich Tolzmann**—Author, local historian of German-American history, President of the German-American Citizens League, and Curator of the German Heritage Museum.

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**Chris Smith**— Genealogy and local history reference librarian at the Public Library of Cincinnati and Hamilton County.

**Phil Nuxhall**—Historian, author and Docent Trainer for the Spring Grove Cemetery Heritage Foundation.

The selection committee developed the following as criteria for making the nominations:

- **Role in Cincinnati Heritage:** All “barons” will have been prominent in the Greater Cincinnati region, from the founding of the city to present day.
- **Success in their Time:** A brewery (or breweries) will have had significant success or innovation under their direction.
- **Legacy on Cincinnati:** They will be individuals who leave a legacy on both brewing and the City of Cincinnati.
- **Leaders:** “Barons” will be captains of the brewing industry with big personalities and/or a significant impact on the brewing business and broader Cincinnati society.

“After the initial induction of Christian Moerlein, there will be two ceremonies a year, typically inducting two beer barons at each one,” explained Morgan. “The committee will be engaging with descendants of inductees to help tell the personal stories behind Cincinnati’s brewing heritage; and family members will be asked to accept a brass plaque honoring the inductee that will permanently hang at the Moerlein Lager House. A temporary display of memorabilia will follow each induction.”

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Though initial criteria will focus on Cincinnati Brewing Heritage, Moerlein Lager House officials announced that future developments of the Beer Barons Hall of Fame will expand and include Beer Barons and brewers from across the United States and the world as part of their beer appreciation and development programs.

Prior to its Feb. 6 opening, a gala will be held at the Moerlein Lager House on Saturday evening, February 4, to benefit Cincinnati Parks' **Explore Nature!** Program.

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*The City of Cincinnati's Park Board—a long-time and much-trusted steward of our region's natural resources—is leading the construction of Smale Riverfront Park. The new 45-acre public park-- a regional attraction which will welcome millions of visitors to downtown Cincinnati—is being built with a blend of federal, state, city and private dollars. Construction of this destination park, located adjacent to The Banks development, is moving forward collaboratively but independently from the Banks project. The Smale Riverfront Park project is progressing on time and on budget. Citizens are invited to visit [www.MySmaleRiverfrontPark.com](http://www.MySmaleRiverfrontPark.com) to see the exciting park designs and video updates of park construction.*

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## ABOUT THE MOERLEIN LAGER HOUSE



The history and heritage of Cincinnati's storied brewing history will come alive once more along the banks of the Ohio River with the opening of the Moerlein Lager House Restaurant and Brewery.

Prominently situated in the dynamic new Smale Riverfront Park, the Moerlein Lager House will offer a guest experience unlike any other—a working microbrewery producing a full line of Moerlein craft brews, and delectable fare featuring grain spent breads, hand carved sandwiches and smoked rotisserie meats...foods reminiscent of those served in the city's celebrated 19th century beer gardens.

The design of the Moerlein Lager House was created to greatly enliven the dining experience by offering sweeping views of the park, the Ohio River, the Roebling Suspension Bridge and Great American Ballpark from both its indoor dining spaces and its expansive outdoor 'biertentens'. In a city that cherishes its beloved brewing legacies, the Moerlein Lager House will become an enduring tribute to its history and culture in a welcoming, casual modern-day environment.

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