



HOFBRÄUHAUS  
NEWPORT

## **Hofbräuhaus Newport announces limited availability signature beer celebrating major new Cincinnati event**

***Brandemonium debuts at Duke Energy Convention Center Oct. 11-14  
Registration now open***

CINCINNATI (Thursday, September 28, 2017) – Hofbräuhaus Newport announced today the limited availability of a new signature beer, brewed exclusively to celebrate the debut of Brandemonium, a major new international brand conference and festival set to take over Duke Energy Convention Center in Cincinnati October 11-14. The Brandämonium Bier, a flavorful brown lager, will be available at Hofbräuhaus Newport (200 3<sup>rd</sup> St., Newport, Ky.) beginning Wednesday, October 11 while supplies last.

Brandämonium Bier will also be available as part of a tapping celebration during the official Brandemonium Happy Hour for event attendees on Thursday, October 12 from 5:30-7 p.m. at Hofbräuhaus Newport.

“Founded in 1589, Hofbräuhaus is likely the oldest brand involved with Brandemonium,” said Eric Haas of Hofbräuhaus Newport. “We are excited to be a part of the experience and have brewed this wonderful brown lager to celebrate the event. Brewed according to Reinheitsgebot, the Purity Law of 1516, we use only four ingredients: water, yeast, barley and hops, to create this very smooth, drinkable beer.”

Brandemonium presented by 84.51° is a first-of-its-kind event for Cincinnati and similar to a SXSW concept, placing the unmatched creativity of some of the world’s major brands center stage with an emphasis on consumer experience. An all-star lineup of speakers includes more than 80 influential figures in marketing, advertising, branding, business and entrepreneurship across dozens of industries. Emphasizing consumer experiences, Brandemonium’s conference

aspect will include keynotes, panels and workshops to allow brands, retailers, agencies and marketing consultants to immerse attendees in all aspects of their brand. The festival aspect (free to the public) will give brands an opportunity to engage while “taking over” the city with brand activations including installations, performances, lounges, pop-up shops and more.

More information, conference registration, conference schedule and the full lineup of Brandemonium speakers is available at [brandemonium.com](http://brandemonium.com).

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[Brandemonium.com](http://Brandemonium.com)

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**Brandemonium LLC** is an event company based in Cincinnati, OH founded by Bill Donabedian and Kevin Canafax. Donabedian has more than 16 years of event experience launching events such as the MidPoint Music Festival and Bunbury Music Festival. Canafax has more than 30 years of corporate communication and public affairs experience as well as co-founding charitable events, Suits That Rock and Play On.

### **About Hofbräuhaus Newport**

Hofbräuhaus Newport is the first authentic Hofbräuhaus in America, modeled after the legendary 428-year-old Hofbräuhaus in Munich, Germany! Guests are able to enjoy many of the traditions from Germany that have made Hofbräuhaus famous. From the traditionally decorated rooms in the building to the craft beer that is brewed on-site, and of course the excellent German fare, Hofbräuhaus Newport is a memorable experience for all.