



Christian Moerlein revives beer tokens

Greg Hardman, who revived the old Cincinnati beer brand Christian Moerlein in 2004, has now reintroduced another local brewing tradition—beer tokens. The tokens mark a return to a Moerlein tradition that dates back to the 1800's when the company produced beer tokens which could be redeemed for a Moerlein beer in Over-the-Rhine saloons. The new tokens are redeemable for one draft beer at the just opened Moerlein Lager House—a restaurant and brewery located in Cincinnati's Riverfront Park, overlooking the Ohio River and Great American Ballpark.

The tokens include the Moerlein Lager House logo on one side, and the crowned Moerlein corporate logo on the other. Five tokens are packaged together in a velour pouch adorned with the Moerlein logo for a cost of \$25. They are available at the Moerlein Lager House and online.

"We're delighted to bring back this tradition," said Greg Hardman, CEO of the Christian Moerlein Brewing Co. "So far sales have been rather brisk, owing to the unique nature of the product and the collectible nature of the tokens. Now people can give out beer tokens to their friends, colleagues and business associate—just like they did over a hundred years ago."

Mr. Hardman was considering reviving tokens when he received a genuine 1881 Christian Moerlein beer token as a gift. "That sealed the decision," recalled Mr. Hardman, who contacted Cincinnati's Osborne Coinage Company to begin the process of minting the tokens.

"That authentic beer token is now displayed along with other historic memorabilia in the multi-million dollar Moerlein Lager House," Mr. Hardman said. "We also plan to open the 'Beer Barons Hall of Fame' on the site as well, and future Moerlein token designs will pay tribute to inductees."