

cincinnati art museum

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***Images Available Upon Request**

Listermann Brewing Company and Cincinnati Art Museum launch beer celebrating *Terracotta Army* on April 21

CINCINNATI— The Cincinnati Art Museum is partnering with Listermann Brewing Company to celebrate its highly anticipated special exhibition [*Terracotta Army: Legacy of the First Emperor of China*](#).

A new beer, Terracotta Army New England Red IPA, will be sold at the Listermann Brewing taproom starting on April 21, a day after the exhibition opens. It will also be available at the Cincinnati Art Museum.

Terracotta Army New England Red IPA is an ale fit for a warrior. Brewed with Galaxy and Citra hops, the beer has a red hue reminiscent of terracotta clay with hints of mango, tropical fruits, peaches and a mix of dank flavors. The New England Red IPA style gives this brew a smooth, creamy mouthfeel with little hop bitterness.

Listermann Brewing Company is generously donating 10% of the beer proceeds to the Cincinnati Art Museum.

A launch party to celebrate the release of Terracotta Army New England Red IPA will be held at the Listermann taproom on Saturday, April 21, starting at 10 a.m. The beer will be available on tap and in 16 ounce four-pack cans featuring custom labels. The first 100 launch party guests will receive a *Terracotta Army* t-shirt and one voucher redeemable for a Cincinnati Art Museum special exhibition ticket. Ticket vouchers and t-shirts are available while supplies last on a first come, first served basis. T-shirt sizes are limited.

The beer will also be available at the Cincinnati Art Museum's Terrace Café and during the museum's Art After Dark event on April 27, 5–9 p.m.

Cincinnati Art Museum's marketing department leads this partnership on behalf of the museum.

"*Terracotta Army: Legacy of the First Emperor of China* is the first time the terracotta warriors will be on view in Cincinnati — and we couldn't be more thrilled," says Jill Dunne, Director of Marketing & Communications. "Hand-in-hand with Listermann Brewing Company, we're welcoming the Cincinnati community to raise a glass with us to celebrate the arrival of these historic artworks."

Jason Brewer, Listermann General Manager, spearheads the collaboration for the brewery. "For years the Cincinnati Art Museum has been a source of inspiration for us," says Brewer. "Now we have a unique chance to share our love of art with the local craft beer community, opening up a world of creativity and wonderment."

Terracotta Army: Legacy of the First Emperor of China features 120 objects that show the formation and vast influence of China's landmark Qin dynasty, including life-size terracotta warriors. More than 40 of these works have never been on view in the U.S. before this exhibition. Tickets are available at www.cincinnatiartmuseum.org/terraccottatickets.

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About Listermann Brewing Company

Listermann Brewing Company is a family owned brewery and homebrew supply store located at 1621 Dana Avenue. The home brew store has been operating since 1991 and the brewery has been brewing award winning beers for the city since 2008.

For more information on Listermann Brewing Company events, news, and products visit listermannbrewing.com and [@ListermannBrewing](https://www.instagram.com/ListermannBrewing) on social media.

About the Cincinnati Art Museum

The Cincinnati Art Museum is supported by the generosity of individuals and businesses that give annually to Artswave. The Ohio Arts Council helps fund the Cincinnati Art Museum with state tax dollars to encourage economic growth, educational excellence and cultural enrichment for all Ohioans. The Cincinnati Art Museum gratefully acknowledges operating support from the City of Cincinnati, as well as our members.

Free general admission to the Cincinnati Art Museum is made possible by a gift from The Rosenthal Family Foundation. Special exhibition pricing may vary. Parking at the Cincinnati Art Museum is free. The museum is open Tuesday – Sunday, 11 a.m.–5 p.m. and Thursday, 11 a.m.–8 p.m.

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