

For Release

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Cleveland Area Craft Beer & Wine Barn Taps Top Cincinnati, Cleveland PR and Brand Firm

The Eisen Agency to Direct Branding, Marketing for 'The Elevator'

CLEVELAND, OH – October 5 , 2015 — Premier public Relations and marketing firm The Eisen Agency secured Greater Cleveland based craft beer and wine barn 'The Elevator' located in quaint Wakeman, Ohio near the Vermilion River. The Eisen Agency will direct overall branding of the new pub, as well as media relations, social media, website design, advertising and promotions. The Elevator Craft Beer and Wine Barn, located in the historic Wakeman grain elevator plans to open late fall 2015 and will feature a rotating selection of craft beers on tap as well as a distinctive collection of Ohio based wines all in one location.

The agency will debut the new logo for The Craft Beer & Wine Barn in October, followed by an initial social media blitz to chronicle the actual building of the pub up to and through the grand opening. "I'm busy focusing on construction, staffing, and providing a good product to some great folks – I don't have the time nor the expertise to be figuring out logos or websites or dealing with ad reps," owner and manager Jeff Krieger explained. "I know that with The Eisen Agency, things are going to get done, and they're going to get done right. They get 'em here, we'll keep 'em coming back."

Eisen owner and CEO Rodger Roeser says, "We are pleased to be a part of the formula for initial and sustained success for the pub. Opening a new business is hard, opening a pub is harder – so it's critical to focus on operations and outsource marketing to professionals to establish trial. It's a wonderful concept and we're looking forward to watching them grow."

About The Eisen Agency:

The Eisen Agency is an award winning branding and branded communications firm, with offices in Cincinnati, Cleveland and Northern Kentucky. The agency works with organizations to assist them in creating a smoother and more predictable path to success, and as one of the nation's foremost innovators in public relations and social media, The Eisen Agency develops, implements and manages the growth and reputation of brands in the retail, restaurant, automotive, manufacturing, legal, financial, real estate, healthcare, construction, industrial, and professional service sectors. More information can be accessed at www.TheEisenAgency.com or by calling 859.291.4302.

