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Local lager is now in stores

Select retailers have Wiedemann's 6-pack

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Wiedemann's Special Lager, which launched in draught form five months ago, is now available in six-pack bottles at select Northern Kentucky retailers. / Provided

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Fans of Wiedemann's Special Lager are in for an early Christmas present: Six-packs of the locally crafted beer are now available at select area retailers.

The lager has gained a following since it was launched in draught form five months ago, and its creators always envisioned bottles and cans on local shelves.

"It feels great. It's a big step, but really it's just kind of the beginning still," said journalist and beer aficionado Jon Newberry, who developed the new recipe.

Wiedemann's is named for the iconic Bavarian-style brew

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produced in Newport for more than a century.

The original disappeared from shelves in 2007, but Newberry and his wife, Betsy, acquired the rights to the name and developed a new recipe.

Working with Listermann Brewing Co. in Evanston, Ohio, they crafted a flavorful, light-bodied Bavarian-style pilsner with hints of the original.

Wiedemann's Special Lager was launched at Pompilio's in Newport in late July. The lager was well-received by local beer drinkers, and today it is also available on tap at Coach's Corner and The Green Derby in Newport, as well as Shakey's Pub & Grub in Florence.

"The reaction we've gotten since we launched it at Pompilio's in August has been extremely encouraging. Everybody's been very supportive," Newberry said. "I'm surprised how enthusiastic people I don't even know have been."

Beginning today, six-packs are available at Party Source in Bellevue and Party Town in Florence. Plans are also in the works to sell the bottles at other independent retailers, as well as at select bars and restaurants.

The draft Wiedemann's is brewed at Listermann, but the bottled version is brewed and bottled at Stevens Point Brewery, a craft brewery in Wisconsin. Both are distributed by Chas. Seligman Distributing Co. in Walton.

In the new year, the Newberrys plan to expand their distribution. And in the long term, they hope to bring the brewing back to Newport.

"Our ultimate goal was to build a Wiedemann brewery again in Newport, and I think that's going to happen a lot sooner than we ever expected," Newberry said.

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