

NEWS RELEASE



Bier Hall

HPH Hospitality owners Peyton Hughes and Georg Heringer are excited to announce the Grand Opening of the Bier Hall in Batesville, Indiana. This concludes a more than \$2.7 million, 3-year remodel of the historic Sherman House Restaurant and Inn and the attached Hillenbrand Furniture Factory. With the addition of the Bier Hall which is adjacent to the Biergarten, you can find live music every Thursday, Friday and Saturday night. The new Bier Hall houses a custom-made 50-foot copper bar, with pool tables, dartboards, a variety of seating, TVs, and a large band stage with a dance floor so you can show off your moves. In conjunction with the existing Biergarten that was added in 2017, Batesville now has an entertainment venue that will bring people to Batesville from all over the region and help further grow the economy in the region. Attached is a formal announcement and grand opening schedule.

History -

The Historical Sherman House Restaurant and Inn was originally built in 1852 and was given its name in 1865 in honor of General Sherman and the 83rd Volunteer Infantry from Indiana. The Sherman House closed its door in 2015, which had a negative impact on the local downtown community, as this iconic landmark was a destination for the city of Batesville and the region. Therefore, there was cause for excitement when Peyton and Georg purchased it in March 2016. They painstakingly remodeled the first floor in the course of one year that included replacement of the roof and deteriorated cross timbers on the façade, painting the exterior, a deep cleaning of exposed interior beams in the restaurant and a complete gutting of the guest rooms.

The addition of the new Black Forest Bar, new tile and historical photographs found throughout the property as well as restoring the dining room murals, added in 1953 by Hoosier artist Harold Hancock The Sherman restaurant reopened to the public on February 2017. The Sherman quickly became the pride and joy of Main Street in Batesville once again with its facelift and beautifully restored interior.

The next phase was the opening of the newly remodeled 22 boutique guest rooms of The Sherman Hotel, which with their upgraded modern amenities; each room creates a unique place for a memorable weekend getaway, a layover between destination, a family visit or work trip. With the addition of the Biergarten in

September 2017, which took a normal everyday parking lot and transformed it into a traditional German Biergarten complete with planted maple trees, the excitement in the region continued to grow as the community started to prosper again. The Sherman then opened its Gift Shop where you can now purchase authentic German crafts, beer steins, dirndls, lederhosen and so much more. This brings us to the opening of the newest and final phase, the Bier Hall that completes the build-out of their half-a-city block.

Peyton and Georg are dedicated to the Batesville community and the economic growth that they continue to help spur. So, they invite you to come out and join them at the event on Friday, June 14, 2019, from 4:30 pm to 2 am to help not only highlight their Bier Hall opening but everything their facility has to offer as well as the Batesville Community.

The media is invited to a special historical tour to learn some of the backgrounds of their beautifully remodeled buildings. The tour will begin in the Lone Star room off the Lobby of The Sherman at 4 pm for the press and special guests with a glass of Prosecco. Please reply to Sharon@extendmp.com with the subject: Bier Hall Media Event, if you know in advance you plan to attend the tour but even if it is last minute you are welcome to come. We hope to see you all that evening at some point to celebrate the completion of this amazing project in the Bier Hall.

