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FOR IMMEDIATE RELEASE

BEER USED FOR INNOVATIVE FLOOR TREATMENT AT LAZLO'S BREWERY & GRILL

LINCOLN – No need to cry over spilt beer; this spill is intentional. On Independence Day, Lazlo's Brewery & Grill-Haymarket location will be closed for the installation of a new floor in the dining room. The floor treatment of choice is an innovative process using house-brewed beer from Emphyrean Brewing Company as a concrete stain.

“To most contractors, a concrete floor is just another concrete floor,” explained Todd Rose, owner of Todd Rose Decorative Concrete, Inc., the company pioneering the beer-stain technique in Lincoln, “to me it is a way to increase the beauty of my client's space, showcase the decorative concrete industry and make people say ‘what the hell is that guy thinking!’”

Just as the founders of Lazlo's Brewery & Grill like to take a creative approach to their menu, they are interested in taking their interior décor in an innovative direction as well. Jay Jarvis, co-founder of Lazlo Inc., the parent company of Lazlo's Brewery & Grill says, “I'm really excited to work with Todd Rose--pairing our beer with his artistic techniques.”

The Emphyrean Brewing Company logo will be stained, with beer of course, in the front entryway to remind all who step upon the floor that it is made with beer. The finished floor will be unveiled on Sunday, July 5th when the restaurant reopens for lunch at 11:00 AM.

Lazlo's Brewery & Grill is located in the Historic Haymarket at 210 N 7th Street in Lincoln, Nebraska.

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For more information on Lazlo's Brewery & Grill, contact Jay Jarvis at Lazlo's, Inc. at 402-434-5630 or jjjarvis@telesis-inc.com. For more information on Todd Rose Decorative Concrete, Inc., contact Todd Rose at 402-325-0075 or toddrose@toddrosedecorativeconcrete.com.