ITINERARY:
A Culinary Road Trip in Wisconsin

Is there anything better than a Wisconsin road trip? How about a Wisconsin road trip focused on food? Over the course of a long weekend, foodies can indulge in the best flavors the state has to offer. A few suggestions follow ...

DAY ONE: MILWAUKEE

STOP #1: With 24 vendors, the **Milwaukee Public Market** offers the best of gourmet, organic and specialty produce from independent purveyors. Aside from the shopping, the Public Market also offers cooking classes, tastings and in-house music performances.

STOP #2: Sausage always makes a nice accompaniment for cheese, so visit the 100-year-old **Usinger's Famous Sausage** in Milwaukee's historic German retail district. Usinger's is nationally recognized for its production of 70 different types of gourmet German sausage.

STOP #3: Welcome to cheese paradise. Founded in 1938, the **Wisconsin Cheese Mart** offers a massive selection of Wisconsin cheese, numbering over 150 varieties. And if you don't want to carry your goodies around with you, they'll ship them home for you.

STOP #4: Milwaukee is synonymous with beer, thanks to such big names as Schlitz, Blatz, Pabst and Miller. Today, get a taste of Cream City's craft brewing world on a tour of **Sprecher Brewing Company**, including samples of four Sprecher beers.

STOP #5: For dinner, hit the widely acclaimed **Ardent**, where Chef Justin Carlisle creates seasonal, always-evolving menus of perfectly prepared New American fare, blending the earthy with the contemporary.

DAY TWO: MADISON

STOP #1: Start your Madison culinary exploration at **Fromagination**, one of the state's premier cheese shops. Though Fromagination offers international artisanal cheeses, as a certified member of the Slow Food Organization their primary focus is Wisconsin dairy products.

Stop #2: Sample Wisconsin's culinary heritage with lunch at The Old Fashioned. Inspired by the traditions of Wisconsin taverns and supper clubs, **The Old Fashioned** pays tribute to the foods and spirits that make the state famous, from Door County cherries and artisan cheese to beer and bratwurst.

Stop #3: As the largest producers-only farmers' market in the country, the **Dane County Farmers' Market** showcases Wisconsin's culinary spirit in this downtown gathering of 275 vendors selling produce, flowers, baked goods, artisan cheeses, honey, meats and more every Saturday.

Stop #4: Tory and Traci Miller's **L'Etoile** brings exceptional French-based cuisine with a Midwest flavor to Madison. Through multiple partnerships with a large network of small-scale farms, the focus of the menu is local and seasonal ingredients.

DAY THREE: DOOR COUNTY

STOP #1: You may have heard about Sister Bay's legendary **Al Johnson's**, AKA "the place with the goats on the roof." But you really need to see it for yourself to believe it. While the goats might get you in the door, the food will keep you around. First time visitors should definitely start out with a stack of Swedish pancakes.

STOP #2: The scenic **Door County Wine Trail** encompasses several wineries throughout the Door Peninsula. And it's not just wine. The **Door County Distillery** is a must-stop on the trail. Located next to **Door Peninsula Winery**, the distillery opened in 2011 as the area's first distillery since prohibition and mixes exceptional cocktails made with its hand-crafted spirits.

STOP #3: Located in Sister Bay, **Door County Creamery** is not only a goat dairy farm and creamery - it's also a great spot for lunch. Order the Cheese & Charcuterie Plate Tasting and a baguette and you'll be in Wisconsin heaven.

Stop #4: Settled just above street level in Baileys Harbor, **Chives Door County** serves up a wide variety of cuisine in addition to great harbor views. The unique menu is divided into small, medium and large plates to suit any appetite. Build your own sampler of small plates for a taste of everything or go straight for the larger portion if you know you've got a craving to satisfy.

EXTEND YOUR TRIP: THE CRANBERRY HIGHWAY

Did you know that Wisconsin is the nation's largest producer of the delicious, healthy and versatile food known as the cranberry? For a deep dive, hit the **Cranberry Highway**, which stretches along 50 scenic miles in central Wisconsin.

Located in Warrens - the "Cranberry Capital of Wisconsin" - **Discover Cranberries** is part café, part gift shop and part museum. It's a great stop to learn more about Wisconsin's cranberry industry and purchase cranberry products, from sauces and lotions to cookbooks and candies. The lower level houses informational displays and historic artifacts telling the history of cranberry farming in Wisconsin.

For an even deeper dive, take a **Splash of Red Cranberry Tour** where you'll pick fresh fruit off the vine, observe the cranberry process from testing to freezing, and indulge in a few cranberry treats.