



# Wisconsin's Tasty Makers

DISCOVER DIVERSE & UNIQUE FLAVORS

From cheese to cranberries, discover why Wisconsin is a food & beverage powerhouse, with incredible flavors and creative artisans sprinkled throughout the state.

## CHEESE

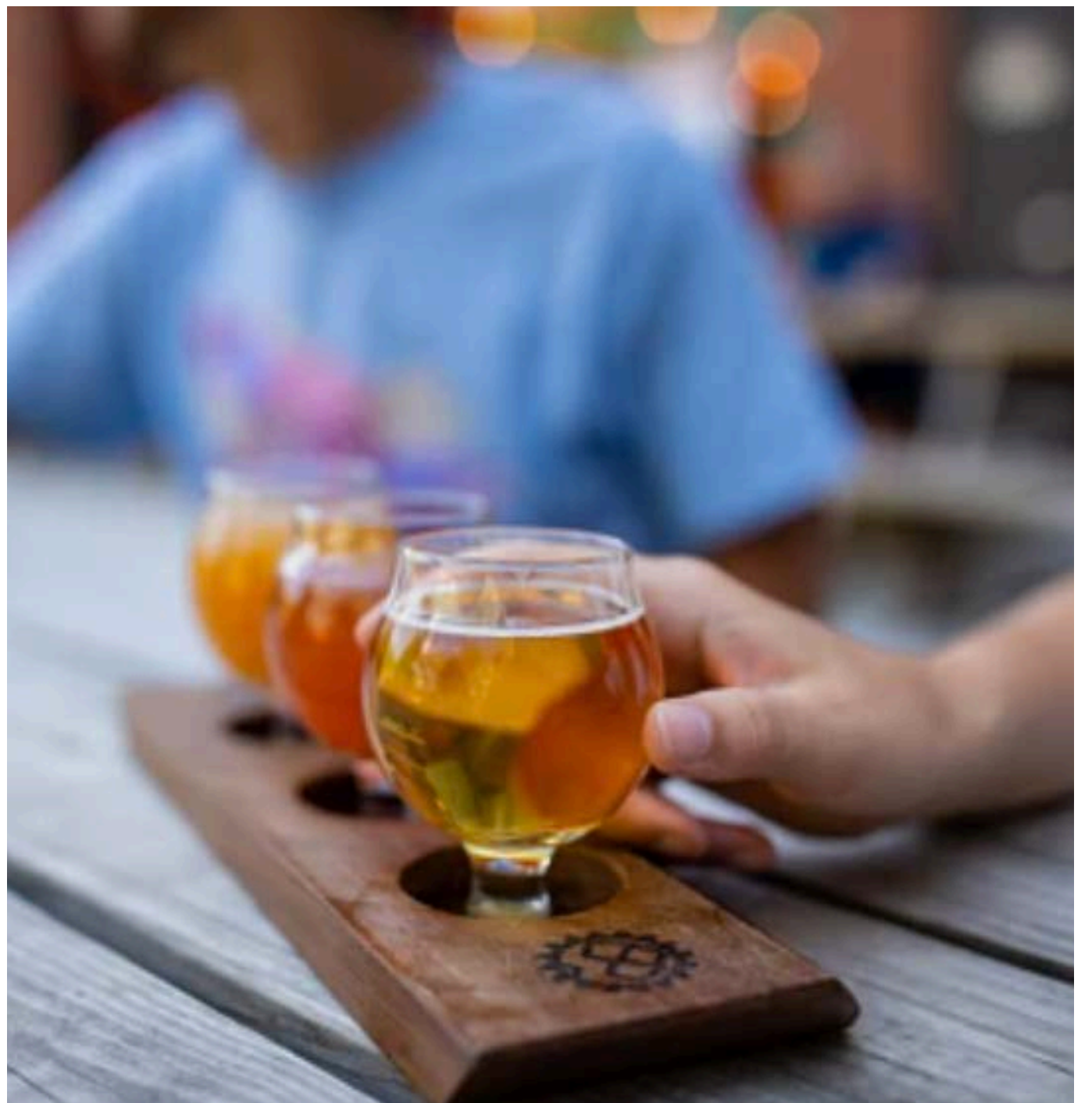
Just as wine-lovers head to Napa Valley for their grand wine tour, the compass for the artisan cheese enthusiast points directly to Wisconsin. **Some 1,200 licensed cheesemakers** are currently producing **more than 600 different types of cheese**, including hundreds of complex, one-of-a-kind artisanal, farmstead and organic varieties made by hand in small batches. Cheese lovers can sample the offerings at such spots as the **Wisconsin Cheese Mart** in Milwaukee (home to a selection of over 150 Wisconsin cheeses) and **Fromagination** in Madison where local and international artisanal cheeses can be found in abundance. They can tour immense spots like **Union Star Cheese Factory** or get to know the wizards at **Carr Valley Cheese** in southwest Wisconsin, one of the most heralded artisan cheesemakers in the nation.





## BEER

Large breweries and well-known brands made Wisconsin famous for its brewing skills, and in modern times, innovative craft brewers keep Wisconsin at the center of the beer universe by mixing traditional European brewing techniques with local ingredients. With a deft artist's touch, these entrepreneurs have created some of the most highly regarded beers in the world - as well as vibrant tourist attractions. Unsurprisingly, the **National Brewery Museum** is located in southwestern Wisconsin. The fresh thinking doesn't stop with beer either. **Wisconsin is leading the way when it comes to sustainable brewing practices**, utilizing green packaging and solar and wind power.



## CRANBERRIES

Wisconsin has had a long love affair with the cranberry. Native Americans enjoyed cranberries fresh from Wisconsin's river marshes. Europeans first harvested cranberries in Wisconsin around 1860 near Berlin. Today, **Wisconsin growers produce more cranberries than any other state** - more than half the United States' supply of cranberries. **The cranberry harvest in late September and early October is a big deal in the Badger State.** Wisconsin celebrates with a trio of large cranberry festivals in Stone Lake, Eagle River and Warrens. Cruise the 50-mile Cranberry Highway in central Wisconsin, which winds past century-old cranberry marshes and is best experienced in the fall when the red of the cranberries stands out against a backdrop of fall foliage.





## WINE & SPIRITS

Distilleries across Wisconsin are experiencing a resurgence. **In 2006, the first distillery in more than 80 years opened its doors** - and now, small batch spirits are flourishing. Using local ingredients and sustainable methods, Wisconsin distilleries are crafting a delicious range of **whiskey, gin, rum and more**, welcoming visitors for tours and tastings. At Wisconsin restaurants, you'll be able to sample handcrafted cocktails made with local spirits.

Wisconsin's most cherished spirit may be **brandy** - the centerpiece in the Wisconsin Old Fashioned. The state's signature cocktail puts a twist on the classic drink by substituting whiskey for brandy, including small-batch brandies crafted by local distilleries.

And of course, with all of the state's cheese, there has to be wine. **The Wisconsin wine scene is booming with more than 120 wineries**, including many in the Northwoods, Door County, Driftless, Fox Valley and Glacial Hill Regions. On a journey through Wisconsin wine country, oenophiles of all levels can meet the winemakers, see the vineyards and orchards, tour the wineries and - best of all - taste the wines.







## GERMAN FOOD

**Tastemaker Padma Lakshmi recently devoted an entire episode of her hit Hulu series Taste The Nation to Wisconsin's deep German food heritage.** For more than a century, German immigrants and their families have brought traditional recipes to restaurants, supper clubs and beer gardens throughout the state.

At spots like Kegel's Inn in Milwaukee, **chefs have raised the making of schnitzel to the level of high art**, perfecting the breading and seasoning.

**Few foods say classic Wisconsin as clearly as the bratwurst.** Hot off the grill and full of flavor, brats in Wisconsin are stuffed with nearly any flavoring, accompanied by an assortment of toppings and bring out passionate responses on the "right" ways to prepare them.

**Truly authentic Bavarian pretzels** have a tough outer skin seasoned with salt, surrounding a chewy, delicious center. Considering Wisconsin's strong German heritage, it's no wonder Wisconsin breweries and pubs tout superior soft pretzels and delicious beer pairings.





ARTISANAL FOOD MARKETS

**Milwaukee Public Food Market:** The Milwaukee Public Market houses unique, year-round indoor specialty food vendors as well as outdoor seasonal stalls. The market boasts a high-quality selection of artisan and ethnic products and freshly prepared foods, from fresh seafood to select cuts of meat-served up by the very hands that made them.

**Driftless Market:** Driftless Market in Platteville provides shoppers with one location to buy fair-trade, organic and locally grown foods, focusing on environmentally friendly and sustainable production and consumption.



**Fondy Food Center:** A year-round farmers market in Milwaukee, Fondy Food Center connects Greater Milwaukee to local, fresh food - from farm to market to table. More than 40 farmers and local food producers sell at the market, offering unique Wisconsin flavors.

**Garver Feed Mill:** Opened in 2019, the Garver Feed Mill is an iconic turn-of-the-century building on Madison's near East Side and is home to a collection of producers, artisan food makers, wellness studios and hospitality providers. The historic Mill has been transformed into a platform for local food businesses to grow, and in turn, expand Madison's profile as a Midwestern hub of high quality, handcrafted food and drink.

**3rd Street Market Hall:** Designed as a place for culinary and community surprises, Milwaukee's 3rd Street Market Hall resides in the former Grand Avenue Mall in the heart of downtown. It features 20 local restaurant vendors, a beer hall, table games and plenty of space for hanging out.





## FOOD CELEBRATIONS

**Ellsworth Cheese Curd Festival:** Whether you like your curds squeaky fresh or battered and deep fried, you will find them at the Ellsworth Cheese Curd Festival. The event's annual highlight is the cheese curd eating competition - may the best curd-eater win!

**Cranberry Festival:** The world's largest cranberry festival! Warrens is in the heart of cranberry country, and the annual fest draws in more than 120,000 visitors each year who enjoy everything from cranberry marsh tours to cranberry cream puffs, plus plenty of shopping!

**Bacon Bash:** This two-day festival in River Falls invites you to taste all things bacon, from ice cream to other bacon-wrapped goodies. Bacon lovers will be in hog heaven while sampling over 35 different bacon-inspired dishes from the region's best local restaurants, food vendors and trucks.

**Taste of Madison:** During this Labor Day Weekend tradition in Wisconsin, join 250,000 of your closest friends at the state's largest end of the summer picnic, Taste of Madison. Held since 1983, Taste of Madison features over 80 restaurants, three live entertainment stages, 26 beverage stands and much more.

**Beef-a-Rama™:** On the last Saturday in September, the smell of beef fills the air and more than 12,000 people fill the streets of downtown Minocqua. For over 50 years, Beef-a-Rama™ has been a premier event drawing visitors back year after year to join in on the one-of-a-kind fun you can only find in the Northwoods.

**Wisconsin State Fair:** Long a destination for almost any food you can eat on a stick, the Wisconsin State Fair in West Allis is an eater's paradise. Each year, vendors compete in the State Fair's Sporkies Food Competition, which recognizes the top 12 must-try dishes for the season.

