



WISCONSIN'S CULINARY TRAILS

WISCONSIN'S FOOD-AND-BEVERAGE-CENTRIC TRAILS OFFER A GREAT WAY TO COMBINE THE FREEDOM OF THE OPEN ROAD WITH THE DESTINATION'S AUTHENTIC CULINARY DELIGHTS. FROM CRANBERRIES TO CRAFT BEER, THEY'RE THE BEST WAY TO DISCOVER THE DEFINING FLAVORS OF WISCONSIN .

THE CRANBERRY HIGHWAY

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

Experiences include:

- **Discover Cranberries:** 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.
- **The Warrens Cranberry Festival:** For more than half a century, the Warrens Cranberry Festival has been the end-all-be-all for cranberry lovers. More than 100,000 people attend each year for three miles of shopping, arts and crafts, flea markets and a cranberry parade. But the real treat of the festival is the treats themselves. You'll find just about any cran-inspired food imaginable, like cranberry brats, cream puffs and wine.
- **Splash of Red Cranberry Tours:** Stop in Pittsville for weekday tours of several different area cranberry marshes. Tours start at the end of September and run through the end of October and are led by students from the nation's only Cranberry Science Class. Immerse yourself in all things cranberry on this 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.



THE GREAT WISCONSIN CHEESE TRAIL

Just as wine-lovers head to Napa Valley for their grand wine tour, the compass for the artisan cheese enthusiast points directly to Wisconsin. Travel Wisconsin has done the hard work of pinpointing the best sights, stops, tastes and tours for this culinary journey.

Stops and experiences include:

- **Fromagination:** This Madison cheese wonderland is a certified member of the Slow Food Organization with a primary focus on Wisconsin dairy products. Additionally, Fromagination offers cheese cooking classes, fondue events, gourmet lunch options, catering and in-house culinary events.
- **Roth Cheese:** Founded more than a century ago in Switzerland, reestablished in Wisconsin and now under Swiss ownership once again, this Green County cheesemaker specializes in Alpine cheeses and Fontina, Havarti, Edam, Gouda and more. Visitors can view cheesemaking from observation hallways, take guided tours and choose from over 100 specialty cheese in the Alp and Dell shop.
- **Carr Valley Cheese Factory:** Making cheese the old-fashioned way for more than 100 years, Carr Valley Cheese's factory is located in southwestern Wisconsin. Carr Valley has won several awards over the years while remaining one of Wisconsin's traditional cheese plants.
- **Wisconsin Cheese Mart:** The Wisconsin Cheese Mart was started with one simple goal: To sell the highest-quality cheeses from local Wisconsin creameries to cheese lovers in Milwaukee and beyond. In business for more than 80 years, this Milwaukee fromage paradise offers more than 150 varieties of Wisconsin cheese.
- **Cedar Grove Cheese:** Cedar Grove Cheese in Plain is one of Wisconsin's most environmentally conscious producers of organic and local cheese. Cedar Grove provides additive-free cheese from ecologically sustainable sources, including white cheddar, farmer's cheese, pepper jack and Colby. The company's unique "Living Machine" performs biological treatment to wash water left after whey separation.
- **Widmer's Cheese Cellars:** Master cheesemaker Joe Widmer is the third generation of Widmer's producing the family's renowned Brick cheese. Joe is adamant about sticking to the traditional method of brining the cheese, still using the same bricks his grandfather employed to weight down the new cheese. Open during the week, Widmer's Cheese Cellars Factory customers can see the cheese making process and equipment from the retail store via a viewing area.
- **Union Star Cheese Factory:** Located five miles southeast of Fremont, Union Star Cheese Factory offers tours of their facility in the mornings. The factory tour includes pit stops at pivotal steps in the cheese making process along with a cheese tasting at the end. Additionally, Union Star has an in-house retail store where visitors can purchase the cheese tasted on the tour.



THE GREAT RIVER ROAD WINE TRAIL

The Great River Road Wine Trail is a beautiful scenic route highlighting the vineyards along the Mississippi River. The route meanders through the stunning Driftless region and offers spectacular views as you travel between wineries. The trail follows the Mississippi for more than 150 miles, and each of the eight Wisconsin wineries offer their own unique specialties and products made from their locally grown fruits. The combination of local wine and fantastic scenery makes the Great River Road Wine Trail the perfect destination for couples or friends looking for a fun but relaxing getaway.

Wisconsin stops on the trail include:

- **Maiden Rock Winery & Cidery:** Located in Stockholm, this family-owned winery/cidery's beverages are made from fresh local fruit. Wine & cider tastings are available anytime, offering flights, glasses and bottles of their craft ciders and wines.
- **Villa Bellezza Winery:** This Mediterranean-style winery, restaurant and event complex welcomes visitors daily year-round. Just a short daytrip from most metro locations, yet you'll feel as though you have been transported a world away.



- **Seven Hawks Vineyards:** This winery's vineyards are planted with almost 17,000 northern hybrid grape vines, making it one of the largest vineyards in the Upper Midwest. All grapes are hand-pruned, hand-tended and hand-harvested, and all wines are estate-grown and estate-bottled.
- **Elmaro Vineyard:** Trempealeau is home to the family-owned Elmaro Vineyard, where you can sip family-made wine, share a local cheese plate with friends and even catch an outdoor movie with the whole family.
- **DnA Vintners:** This west-central Wisconsin winery produces handcrafted wines in small batches from local fruit. Specializing in cranberry wine, DnA Vintners produces a semisweet, a sweet and a cranberry wine infused with natural chocolate flavor. They also produce a cranberry orange and a cranberry rhubarb wine.

DRIFTLESS WISCONSIN WINE & CHEESE TRAIL

Wine, cheese, and beautiful vistas are the perfect recipe for happiness. The Driftless Wisconsin Wine & Cheese Trail welcomes its travelers to enjoy Wisconsin’s agritourism industry by taking in the region’s stunning views and delicious wines and cheeses.

Stops include:



- Arena Cheese:** At one of Wisconsin’s oldest operating cheese plants, share a bag of squeaky cheese curds, buy some classic brick cheese and try savory cheese spreads.
- Rock N Wool Winery:** With a relaxing atmosphere and vineyard views, Rock N Wool Winery prides itself in creating rich wine with purely Wisconsin-grown grapes.
- Carr Valley Cheese:** Nestled among greenery and stunning views, enjoy artisanal aged cheddars and tradition all on one plate at this award-winning cheesemaker’s locations throughout the Driftless.

Wild Hills Winery: Located on 80 acres of greenery and cultivated vineyards, Wild Hills Winery is a premier artisanal winery, cidery, farm and orchard, framed by stunning views of the rolling hills of the Driftless.

Wollersheim Winery & Distillery: Sitting atop a gorgeous hillside overlooking the Wisconsin River, Wollersheim is home to 30 acres of vineyards. The distillery on the property is a huge hit, too. Whether you taste the apple brandy or go the classic route with rosé, Riesling or their signature Prairie Fume.

Nordic Creamery: This dairy farm has been owned and operated by the Bekkum family since immigrating from Norway in 1917, offering everything from classic aged cheddar to handcrafted harvest butter and gourmet gift baskets.



DOOR COUNTY WINE TRAIL

The Door County Wine Trail, nestled between Lake Michigan and Green Bay, winds its way through the Door County peninsula. Each stop on the trail features unique wines: from cherry and other fruits to cold-hardy grape varietals producing estate-grown wines.

Stops include:

- **Anchored Roots Vineyard & Winery:** Stop by a breathtaking timber frame winery for a tasting or take a seat overlooking this picturesque 6-acre vineyard.
- **Door 44 Winery:** Offering wines that are fruit-forward, balanced and food-friendly, this winery near Sturgeon Bay is a Door County gem.
- **Door Peninsula Winery:** Door County's largest winery offers a full tour of the production area and tasting from over 50 traditional grape wines, fruit wines and hard ciders.



- **Harbor Ridge Winery:** This Egg Harbor winery boasts a cozy “log cabin-style” ambiance and a beautiful vineyard to stroll through, as well as 20 different award-winning wines.
- **Lautenbach's Orchard Country Winery:** In Fish Creek, discover 100 acres of fruit-laden orchards and vineyards on a working farm, owned and operated by the Lautenbach family.
- **Red Oak Winery & Vineyard:** At Red Oak's tasting room in Sturgeon Bay, you can sample a wide array of wine while viewing the wine making process.

- **Simon Creek Vineyard & Winery:** This Sturgeon Bay winery offers a complete winery experience, from the beautiful tasting room and gift shop to the impressive vineyards.
- **Stone's Throw Winery:** Stone's Throw thrives on small tank fermentation, oak barrels and the belief that with great grapes and minimal handling, fine wine is created.
- **von Stiehl Winery:** Founded in 1967, Wisconsin's oldest licensed winery offers 40-plus grape and fruit wine recipes using Door County cherries and West Coast-grown grapes.



MADISON ON TAP CRAFT BEVERAGE TRAIL

Madison On Tap is a free roadmap to 30-plus breweries, cideries and distilleries in the Madison area, with discounts and prizes along the way. This mobile exclusive pass, available through Destination Madison, is a curated trail of local breweries, cideries and distilleries offering deals and discounts to redeem during your visit and check-in opportunities towards prizes.

Stops include:

- **Doundrins Distilling:** Located in Cottage Grove, Doundrins makes unique spirits and cocktails that emphasize local sourcing. Enjoy their large indoor tasting room year-round and an 11,000-square-foot cocktail garden during spring, summer and fall.
- **New Glarus Brewing Co.:** The beer so good, it's only available in Wisconsin! Beer aficionados make pilgrimages to this New Glarus brewery to enjoy their globally acclaimed offerings.



- **Yahara Bay Distillers:** Madison's first small batch distillery is located in a 21,000-square-foot facility a 15-minute drive from the State Capitol. Here, you can discover more than 40 different distilled spirit products and imported spirits from around the world.
- **ALT Brew:** ALT Brew has a very simple mission: to make gluten-free beer that tastes good. "It is our belief that, despite what your body demands, quality beer should never be sacrificed."
- **Giant Jones Brewing:** An independent, woman-owned, certified organic craft brewery centrally located in Madison, Giant Jones doesn't just make great beer. They're devoted to creating partnerships with local farmers and environmental or social justice nonprofits.