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For Immediate Release:

“Hops Planting” at The Domes Promotes New Traveling Beer Garden™

Milwaukee, WI (May 4, 2015) In preparation for a new stop on the Traveling Beer Garden™ tour, The Domes is planting hops. Visitors will be able to view the fast-growing plants in the Show Dome beginning May 6 and will be able to taste the unique flavors of fresh hop-infused beer on a day during the Mitchell Park tour stop, July 15-26. The park is located at 524 S. Layton Blvd.

“Fully grown, these plants are huge! They can grow 20–25 feet in their first year,” said Sandy Folaron, Director of The Domes. “They can take over an area, so we’re confining them to an enormous pot with a trellis.”

Hops plants were provided by Fine Bine Farms, a farm near Stevens Point specializing in high-quality, locally-grown hops, grown exclusively for local brewers. Cascade hops are the variety of sun-loving perennials being planted at The Domes. This aroma-type hops is known to impart citrusy, flowery, and spicy characteristics to a beer.

To expose patrons to the rare experience of tasting unprocessed-hops infused beer at the Traveling Beer Garden, Parks partner Sprecher Brewing Company will treat one of its finished beers with green hop cones. The cones will be placed in a randall, a special filter that holds the hops and allows a finished beer to flow through the bed of hops on its way to the tap.

“The delicate flavors of hops prior to any commercial processing are something to be experienced,” said Jeff Hamilton, President of Sprecher Brewing Company. “Hints of fresh chlorophyll and subtle flavors of the hop resins are brought out by this method of infusion. The flavor is quite different from the more traditional boiling and dry hopping of a brew.”

The date and time of the fresh infusion is to be announced.

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The Mitchell Park stop on the Traveling Beer Garden will run from July 15-26. Hours at all of the stops are Monday-Friday, 4-10 p.m.; and Saturday, Sunday, and Holidays, 11 a.m.-10 p.m. The last beer is served at 9 p.m.

All proceeds the County receives from the beer gardens will go back into improving parks across Milwaukee County. In addition to the operating proceeds, in 2015, Sprecher Brewing Company, through the Park People of Milwaukee County, will be donating \$32,000 for improvements to the Parks that the Traveling Beer Gardens visit..

In January, the Parks Department announced that a second Traveling Beer Garden Tour would be added this summer. The addition means that two parks will have stops each week of the 16-week tour.

Locations on the tour were chosen based on numerous factors, including parking, ADA accessibility, electrical infrastructure, park activities and amenities, feedback from Parks Friends Groups, availability of a covered structure, and proximity to other permanent and temporary beer gardens.

The Traveling Beer Garden, staffed by Parks Concessions Division employees, offers 10 on-tap Sprecher beers, served in souvenir glass pints, steins, and boots, with refills offered at reduced prices at any stop on the Traveling Beer Garden tour. In addition, flights of five beer samples will be served. Other Sprecher beverages to be served include gluten-free beer, hard root beer, hard ginger ale, sodas, root beer floats, and the new malt beverages, Hard Apple Pie and hard cider. Wine and snacks, including soft pretzels by Milwaukee Pretzel Company, will also be available.

Also new this year will be authentic German Food, available from Sprecher's Restaurant and Pub.

Families are welcome to pack their own picnic lunches or suppers and non-alcoholic beverages. License restrictions prohibit the carry-in of any alcohol. Grilling is not allowed at the beer garden site or the immediate surrounding area.

Facilities offer shared-table seating, where families are encouraged to make new friends. All Traveling Beer Garden stops are wheelchair accessible and have ample restroom and parking facilities nearby.

The Traveling Beer Garden will visit at least 15 different parks or parkways, each for a two-week season from May 20–Labor Day.

Beer Gardens in Milwaukee have been a tradition, bringing friends, families, and neighbors together in a relaxed, social setting. With the arrival of German immigrants in the mid-1800s, beer gardens began to spring up—often located in parks. By the late 1800s beer gardens were prolific throughout the city as the center of summer social life.

For more about the Traveling Beer Garden, visit <http://county.milwaukee.gov/Parks/BeerGardens>.

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