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For Immediate Release:

Hops Harvest, Fresh Infusion Offered at Traveling Beer Garden™

Milwaukee, WI (Sept. 2, 2015) – Beer enthusiasts will be in for a rare treat this weekend. Green hop cones will be harvested Saturday at 9 a.m. at The Domes and will be whisked off to the Traveling Beer Garden at Juneau Park where they will be used to infuse a finished beer for the 11 a.m. opening.

To expose patrons to the unique flavors of unprocessed-hops infused beer, Parks partner Sprecher Brewing Company will treat one of its finished beers with the green hop cones. The cones will be placed in a randall, a special vessel that holds the hops and allows the 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.”

What began as hops plants less than six inches tall in May have grown to nearly 30 feet and are now filled with green hop cones ready for harvest. Cascade hops plants in the display at The Domes were provided by Fine Bine Farms, a farm near Stevens Point specializing in high-quality, locally-grown hops, grown exclusively for local brewers.

Sprecher Brewing Company Founder Randy Sprecher will harvest the cones in a brief ceremony at the Show Dome display. From there, the hops will be taken directly to the Traveling Beer Garden where Sprecher will place the cones in the randall and tap the first beer.

Patrons may purchase a fresh-infused beer for no additional charge. Quantities are limited.

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The Traveling Beer Garden stop is located at Juneau Park, at the intersection of Kilbourn and Prospect avenues. Hours of the holiday weekend are Friday from 4-10 p.m.; and Saturday, Sunday, and Labor Day from 11 a.m.-10 p.m. The last beer is served at 9 p.m. Labor Day is the last day of the Traveling Beer Garden.

All proceeds the County receives from the Traveling 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 donate \$32,000 for improvements to the Parks that the Traveling Beer Gardens visit.

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 are served. Other Sprecher beverages 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, are also available.

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.

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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