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CONTACT: Julie Dieckelman, (414) 270-6517

[jdieckelman@summerfest.com](mailto:jdieckelman@summerfest.com)

## Summerfest Unveils Foods, Beverages and Merchandise Line for 2019 Festival

MILWAUKEE (May 30, 2019) - Summerfest presented by American Family Insurance revealed the new foods and beverages, in addition to the 2019 merchandise line, during a special event held at the Miller Lite Brewhouse at Henry Maier Festival Park.

“The countdown is on - Summerfest is only 27 days away and we’re excited to unveil our exclusive Summerfest merchandise, as well as new food and beverage experiences” said Don Smiley, President and CEO of Milwaukee World Festival, Inc. “There’s something for everyone at Summerfest, from 800 artists on 12 stages to music spanning every genre over 11 days, to over 40 restaurant locations and shopping, we continue to showcase the best of Milwaukee,” he added.

### **Summerfest 2019 Food and Beverages:**

Summerfest is rolling out its lineup of new foods and beverages alongside returning favorites, including the following new food and beverage experiences:

- Pizza Man - new this year, featuring whole pizza and pizza slice options, in addition to homemade eggplant fries, located in American Family Insurance Amphitheater Forecourt area
- Red Bull Bar - new this year, featuring a variety of Red Bull themed cocktails, adjacent to JoJo’s Martini Lounge
- Vintage 1968 Wine Bar - new this year, featuring wines by the glass and bottle, located along the lakewalk, near the BMO Harris Pavilion with Miller Lite

In addition, the following vendors are adding new locations:

- Belair Cantina - adding second location in the Briggs & Stratton Big Backyard with Miller Lite and CBS 58
- Pepsi® Beverage Station - a third location is being added in the South Marketplace area
- Saz’s Express - adding new location at the Ethnic Village
- Sil’s Mini Donuts - adding new location near the BMO Harris Pavilion with Miller Lite

New foods this year include the Piggy Mac Sub from Cousin’s Subs, Big Gig™ Burger from AJ Bombers, Pete’s Pops at Belair Cantina, Unicorn Popcorn from Little Sweetie’s Specialty Treat Wagon, Klement’s Sausage Platter, Meatball Cone from Venice Club, and much more - there are lots of options to tempt the fest-goers taste buds.

New alcoholic and non-alcoholic beverages revealed include red and white wines, new sparkling water and energy drink flavors, along with a variety of specialty beer and ciders. Patrons can find the location of all of their favorite beers on the Official Summerfest App fueled by Pepsi®, which features the 2019 Beer Map.

For the full lineup of new foods and beverages, including vegan and vegetarian options, visit

<https://summerfest.com/food-and-beverage/>

### **Summerfest 2019 Merchandise Line:**

The Specialized Marketing Group (TSMGI) debuted a variety of exclusive Summerfest merchandise - over 40 items, available to purchase prior to the festival at [store.summerfest.com/merchandise](https://store.summerfest.com/merchandise). During the festival, shoppers can visit the three (3) Summerfest Store locations at Henry Maier Festival Park.

The 2019 line features Summerfest themed specialty products, gifts, youth and adult apparel, pet products, and jewelry. More items will be added online in the weeks to come. Local artists are featured as part of the festival's "Homegrown Collection," including Leslie Phillips of Orange Pops!, Kamryn Boelk of Permanent Baggage, Staci Yates of Fiore, and Adam and Lisa Gilson of Giltees.

New this year, Summerfest developed a partnership with Islands of Brilliance, an experiential project-based learning program for children and young adults on the autism spectrum. Islands of Brilliance students participated in a Summerfest workshop earlier this year, and their designs will be featured on select merchandise.

**About Summerfest presented by American Family Insurance**

Following its 1968 debut, Summerfest presented by American Family Insurance has evolved into what is now recognized as "The World's Largest Music Festival" and Milwaukee's cornerstone summer celebration, hosting the music industry's hottest stars, emerging talent and local favorites along with approximately 850,000 people from Milwaukee and around the world each year for an unforgettable live music experience. During the festival, the spotlight shines on over 800 acts, over 1,000 performances, 12 stages, delectable food and beverages, and interactive activities, all in a world-class festival setting. Summerfest 2019 takes place June 26-June 30 and July 2- July 7, 2019, closed on July 1. For more details, visit [Summerfest.com](http://Summerfest.com), [Facebook.com/Summerfest](https://www.facebook.com/Summerfest), or Twitter: @Summerfest.

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