

*\*New for 2017*

<i>About German Fest</i>
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- 2017 is the 37<sup>th</sup> Anniversary of German Fest
- Established in 1981, German Fest Milwaukee, Inc. strives to keep the German culture alive and well in Wisconsin. The volunteer-based festival is held the last full weekend in July every year on the Summerfest Grounds, Henry Maier Festival Park.
- German Fest, billed as A Milwaukee Tradition, is held rain or shine.
  
- Hours
  - Friday, July 28, from 3:00pm to midnight
  - Saturday, July 29, from noon to midnight
  - Sunday, July 30, from noon to 9:00pm
  - Fireworks: Friday and Saturday at 10:30pm, sponsored in part by Discovery World
  
- Regular Admission
  - \$12 in Advance - Adults
  - \$15 at the Gate - Adults
  - \$7 Seniors, 60 and over
  - \$7 Students with a current school I.D.
  - **\$3 for ALL on Friday, July 28th**
  - Children, 12 years and under, are free when accompanied by an adult

**Free Admission for Active Military Personnel All Day, Any Day** - In support of the United States' service personnel, German Fest is pleased to offer free admission to all branches of the Military + their immediate family members with an active Military ID. Active Military status includes all Armed Forces, National Guard Reserves, Department of Defense (DOD) Civilian and Military. Free Admission for all Veterans and Disabled/Physically Handicapped on Friday.

**2017 entrance to German Fest doubles as admission to STIHL®  
TIMBERSPORTS® U.S. Pro & Collegiate Championship**

- **STIHL® TIMBERSPORTS® U.S. Pro & Collegiate Championship**
  - Bringing the top 20 professional and 8 collegiate lumberjack athletes in the country to Wisconsin for the first time in its 32<sup>nd</sup> season. Thrilling and grueling chopping and sawing competitions taking place at the BMO Harris Pavilion. The Series will air on ABC in the fall, with re-airs on ESPN, ESPN2 and NBC Sports.
  - Friday, July 28: Qualifier Event, 4-9pm, Top 20 Athletes
  - Saturday, July 29: Championship Event, 5-8pm, Top 8 Athletes
  - Sunday, July 30: Collegiate Championships, 2-4pm, Top 8 Athletes
  
- **German Heritage Walking Tour**
  - German Fest Milwaukee has collaborated with Historic Milwaukee Inc. to offer a German Heritage Tour which includes admission to German Fest. This tour showcases buildings that represent German-American business, education, faith, politics, entertainment, and publishing. Join experienced tour guides and learn about Milwaukee's most notable German biermeisters, tanners, artists, butchers, bakers, merchants, publishers, masons, architects and clergymen. This tour celebrates Milwaukee's German heritage and recognizes the German community as having one of the greatest cultural impacts on our city. Sat. & Sun.
  
- **Hummels signed by Veronika Hummel**
  - Meet Veronika Hummel at the Mader's Tower Gallery booth near the main gate and have a world introduction 2017 Hummel personally signed – pre-order to guarantee availability by calling 1-800-558-7171 or email [maderstowergallery@yahoo.com](mailto:maderstowergallery@yahoo.com)
  - Visit [germanfest.com](http://germanfest.com) to see the 2017 Official German Fest Hummels and Steins available.
  
- **Leinenkugel's 150<sup>th</sup> Anniversary Lager**
  - A collaboration between Leinenkugel's and Hofbräu München
  - Brewed in the spirit of Reinheitsgebot, Leinenkugel's Anniversary Lager is a German-style amber lager that incorporates some imported German malts with unique American hops.

## **BANDS**

- **Special Guest, Alex Meixner:** **Fest Favorite** Alex's high energy performances of everything from old time polkas and waltzes to more jazz and pop influenced repertoire has won over audiences throughout North America and made him a Grammy-nominated musician and producer. Alex performs on about a dozen instruments (including the 12 foot long Swiss Alphorn and trademark Meixner Button Box sound) and vocals in English, German, Slovenian, Croatian, Czech and more. (*Fri. Sat. & Sun.*)
- **Special Guest, Obenheimer Express Band:** **Fest Favorite** (*Fri. Sat. & Sun.*) 9 musicians from Alsace who set fire to the stage with rock and roll, ballads and a multitude of recent hits and oldies. Experience the Obenheimer Express "Stimmung", which means "having a good time"!
- **Bands** from Wisconsin, Illinois and Minnesota will also keep you dancing and singing "Ein Prosit"
  - **Alte Kameraden:** Performing at German Fest all 36 years, featuring the **Fest Favorite** song "Gloria" (*Fri. Sat. & Sun.*)
  - **Alpensterne:** Authentic German singing and yodeling, 15 foot Swiss Alphorn (*Fri. & Sun.*)
  - **Austrian Express:** Austrian/German show and dance band (*Fri. Sat. & Sun.*)
  - **Copper Box:** a genre-bending celebration of fusion roots rock that channels the rowdy communal feel of a small-town party with their refreshing, gutsy, americana sound of artists like the legendary Esteban Jordan (the Jimi Hendrix of the accordion), Doug Sahn, Clifton Chenier, Los Lobos, and CCR (*Fri.*)
  - **Dorf Kapelle:** Large show band, traditional ethnic style of a typical European village band with polkas, marches and waltzes (*Sat.*)
  - **Edelweiss:** Fan favorite German/Austrian folk songs with a little rock and roll and country mixed in (*Fri. & Sun.*)
  - **Jerry Schneider Band:** Big band entertainment (*Fri.*)
  - **Johnny Hoffman und die Herzbuben:** Performed at German Fest all 36 years! A Wisconsin band featuring traditional polkas, waltzes and big band entertainment (*Sat.*)
  - **Johnny Wagner Band:** Bavarian, Austrian and Slovenian polkas, Swiss Alphorn, yodeling and fun audience participation (*Sat. & Sun.*)
  - **Phenix:** A German-American band with a modern flair, fun audience participation songs, polkas, rock oldies and more (*Sat. & Sun.*)
  - **Plymouth High Junge Kameraden:** the only High School German band in the country! (*Sat.*)

## WEEKEND Features

- **Carousel Organ Association of America:** outdoor mechanical musical instruments including band, fair, and street organs; calliopes and hand-cranked organs of all sizes seen throughout the German Fest grounds on Saturday and Sunday
- **Children's Activities:** Playground, Music on the Move inflatable activities, Culture Pavilion Passport Program
- **Culture Pavilion** – 2017 theme: **“German Traditions”** featuring ALL NEW DISPLAYS.
  - German language games, bookstore, Passport Program, interactive displays
  - Special Feature Sunday, July 30th – wooden shoe carving demonstration
  - European Train Enthusiasts Display
  - Musikgarten Stage with non-stop entertainment featuring local musicians, a marionette puppet show and travel films
- **Dance Groups:** Local German Dance Groups –the heart and soul of German Fest, perform on various stages throughout the weekend. There are 5 Children's Dance Groups and 9 Youth and Adult Dance Groups representing the various influences of the different regions of Germany including the mountains of Bavaria, the North Sea region, the Karneval or Fasching season as well as those who settled along the Danube River and are influenced by the culture of the surrounding countries of Austria, Yugoslavia, Romania and Hungary.
- **Fireworks:** **Fest Favorite** Huge display of fireworks can be seen Friday at 10:30pm and Saturday at 10:30pm from almost anywhere on the grounds, but the best views are along the lakefront or from the Skyglider. Sponsored in part by Discovery World.
- **Fritzi and the Usinger Elves:** Fritzi, German Fest's mascot and the Usinger Elves can be seen at the mid-gate each day as the festival opens, and wandering the grounds throughout the weekend
- **Glockenspiel:** **Fest Favorite** A giant clock that comes to life
- **Maibaum:** One of the most photographed subjects, the Maibaum represents each of German Fest's participating societies (Maibaum's are a German tradition signifying the beginning of spring. They are erected May 1<sup>st</sup> with much pomp and celebration.)

### *WEEKEND Features cont.*

- **Marktplatz:** Shopping for authentic German goods – lederhosen, dirndls, nutcrackers, steins, linens, jewelry, hats, candies and more
- **Sheepshead/Schafskopf:** A card game that originated in the mid to late 1700's. Learn how to play or enter the tournament.
- **Sports Area: Wisconsin Adaptive Sport Association** exhibits wheelchair competitions, with audience participation; **Milwaukee United Handball Club Tournament**– teams from the Chicago and Milwaukee areas compete in one of the hottest sports in Germany; **Futbolito Youth Soccer Program** demonstrates soccer drills with audience participation; **Milwaukee Wave** present demonstrations and activities.
- **Volkswagen Club of Milwaukee:** An exceptional selection of cars on display

### *Additional FRIDAY Features – Military Appreciation Day*

- **Military Appreciation Day on Friday July 28 -- \$3 admission**
- **Free Admission for all Veterans** - Friday, July 28th, with proper I.D., at all gates.
- **Free Admission for all Disabled/Physically Challenged with one escort** - Friday, July 28th from 3:00-5:00 pm.
- **German Fest Opening Ceremony, 5:15pm:** Join dignitaries and special guests in the Official kickoff to German Fest, Sprecher Oktoberfest Tent
- **STIHL® TIMBERSPORTS® First Chop, 3:55 pm:** Jacob Leinenkugel Brewing Company's Dick Leinenkugel, and Discover Wisconsin's Mariah Haberman will kick off the STIHL® TIMBERSPORTS® Series U.S. Pro & Collegiate Championships, BMO Harris Pavilion

### *Additional SATURDAY Features*

- **Trachtenschau, 2:30pm:** A cultural display of traditional clothing called "tracht" from Germany, Austria and Switzerland
- **German Fest Parade, 4:00pm:** **Fest Favorite 100 + Entries** Bands, clubs in traditional dress, Mardi Gras royalty and more weave through the German Fest grounds
- **Mardi Gras Show, 6:30pm:** A showcase of costumes and traditions
- **Greater Model T Ford Club:** Classic cars on display

## ***Additional SUNDAY Features – Family Day***

- **Worship Service, 10:30am: Catholic Mass led by Bishop James T. Schuerman**, Held at the American Family Insurance Amphitheater, celebrated in English and German, featuring a chorus of over 120 people accompanied by the Alte Kameraden band. Enter the grounds at the South Gate only, which opens at 9:30am, free admission to German Fest immediately following the service. **Sunday July 30th** - Free admission from 11:30 am - Noon at the **South Gate only**.
- **Dachshund Derby, 1:00pm – 12th Annual – Fest Favorite**
  - Dachshund racing and dachshund costume contest
  - Sponsored by **Fromm Family Pet Food** – a 5<sup>th</sup> generation Wisconsin-based artisan pet food company
  - Registration on [germanfest.com](http://germanfest.com)
- **Children’s Parade, 3:30pm:** All children at the fest are invited to participate in this Fairy Tale Parade led by German Fest’s lovable mascot Fritz
- **Children’s Dance Showcase, 4:00pm:** Held at the Sprecher Oktoberfest Tent, this showcase features all of the Local German Children’s Dance Groups
- **Milwaukee Police Department K9 Foundation** Demonstrations
- **Battle of the Mascots, 5:00pm: Fest Favorite** Team Brad Beach vs. Team Fritz, a short soccer scrimmage and a chance to meet your favorite mascot before or after the match. More than a dozen of the best mascots in Wisconsin compete, such as Milwaukee Admirals Roscoe, UWM Pounce, and Brad Beach from the Milwaukee Wave.
- **The Fests Feed Milwaukee, A United Ethnic Festivals program:**  
*In 2017, all of Milwaukee’s ethnic and cultural festivals will join in harmony to reach their goal of collecting 160,000 pounds of food for Hunger Task Force of Milwaukee!*  
Bring 3 non-perishable food items to support the Hunger Task Force and receive FREE ADMISSION Sunday from Noon-3pm at the South Gate only.

**FOR UPDATES: German Fest information will be updated regularly and broadcast live from the German Fest grounds by WJYI Radio JOY 1340 (1340AM)**

## *Food and Drink*

Bienenstich **Fest Favorite** – coffeecake filled with special custard, topped with almonds and honey

Goulasch – seasoned stew meat flavored with paprika and served with noodles

Bismark Herring – marinated fish

Kasseler Rippchen – smoked pork chops

Milwaukee Pretzel Company

Potato Pancakes **Fest Favorite** – just like Oma used to make

Rollbraten – roasted pork loin with sautéed seasoned onions

**Rollmops** – a piece of Bismark Herring wrapped around a pickle

Sauerbraten – marinated beef roast

Schnitzel – breaded boneless pork cutlet

Spaetzle – soft egg noodles

Spanferkel **Fest Favorite** – roasted whole pig

Strudel – fruit filled pastry

Wurst (Currywurst, Knackwurst) – sausage

- **Konditorei **Fest Favorite**** – German Pastry/Cake Shop
- **Milwaukee Pretzel Company, The Official Pretzel of German Fest**
- **Usinger's, The Official Sausage of German Fest**
- **Products from MillerCoors:** Henry's Hard Orange, Redd's Apple Ale
- **Sprecher Brewery:** German Fest Bier, Home Brew Gluten Free Bier, Special Amber, Hefe Weiss, Dopplebock, Oktoberfest, Grapefruit Radler, Black Bavarian
- Champagne & Mimosas
- **Wein-Bauer Inc & Schlink Haus, The Official Wine of German Fest**
  - **Wine Tasting:** 3 tastes for \$6 from Wein-Bauer, the leading importer of Austrian and German wines
- **Barefoot Refresh Spritzers:** Available in two refreshing flavors, Rose and Moscato at all wine bars and several other locations throughout the festival grounds.
  - **Barefoot Wine Spritzer Tasting:** Tasting and information tent will be open from 3-7pm daily.
- **Niche Schnapps' Garten:** Located just south of the Main Gate, Niche serves spirits from some of Germany's oldest and most renowned distillers
  - **Kleiner Feigling, The Official Spirit of German Fest:** Germany's market leader in the fruit flavored spirits category and the world's biggest fig-flavored liqueur
  - **Barenjager Honey Bourbon Liqueur:** The original German honey liqueur crafted the same way since honey liqueur was first developed in East Prussia during the 15<sup>th</sup> century.

***Official Sponsors***

**\*\*Leinenkugels\*\* German Fest's Main Sponsor, celebrating 150 years**

Barefoot Refresh Spritzers

Boelter

Cedar Crest Ice Cream

Coors Light

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Discovery World

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Fromm Family Pet Food

Great Lakes Kraut Co.

Griffin Ford, Griffin Chevrolet and Griffin's Hub Chrysler-Jeep-Dodge

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