

APRIL 25 | 2015 | 13th ANNUAL



Welcome

Experience A New Beer, Wine & Cheese!



Live Music | Unlimited Samples

| | |
|------------------------|-----------|
| VIP Admission | 12:30 pm |
| General Admission | 2-6:00 pm |
| Wine Trail Closure | 5:00 pm |
| Last Call for Sampling | 5:45 pm |

betweenthebluffsbeerfest.com

Welcome

Welcome to the 13th Annual Between the Bluffs Beer, Wine and Cheese Fest! It's hard to believe that 13 years have passed since the first Festival was held in the City Brewery Hospitality Center. According to Randy Hughes, Brew Master for City Brewery, there were 11 Brewers that provided samples to the Festgoers. Today, we will have over 70 vendors providing samples of beer, wine & cheese to the Festgoers!

We want to thank all of our sponsors and our volunteers. Without you, this event would not be possible. Special thanks to our planning committee for their assistance in putting this Festival together and helping make it a success!

2015 Planning Committee:

Blaine Mason - General Beverage
Tami Plourde & Joe Katchever - Pearl Street Brewery
Chad Ready - La Crescent Applefest
Leanne Poellinger - Children's Museum
Mike Brown - La Crosse Tavern League Foundation
Mike Madden - Noelke Distributing
Pat Stephens - Irishfest, La Crosse Area CVB
Randy Hughes - City Brewery
Anthony Boltik - S & S Distributing
Rick Marx - La Crosse Beverage

La Crosse Area Convention & Visitors Bureau Festival Management Team:

Jeremiah Burish, Dave Clements, Michelle Hoch, Carol Daily, Janet Dahl, Dana Ecker, Brent Hanifl, Danielle Harvieux and Megan Dummer.

Special Thanks to the Following Groups and Individuals for Assistance with the Wine Making and Home Brew Contests:

LAGERS (La Crosse Area Grain Enthusiasts and Related Specialties), Noelke Distributors and Elmaro Vineyards, Best Western Riverfont Hotel, Courtyard by Marriott and Super 8 Motel.

We want you to have a good time, please be courteous to your fellow festers and the hardworking volunteers. Enjoy, but drink responsibly! We want to ensure everyone's safety, so, if you have had a great time celebrating and need a ride home, contact "Safe Ride" and they will arrange a FREE safe ride home for you.

Happy sampling and CHEERS!

*Jeremiah Burish, La Crosse Area Convention & Visitors Bureau
Clarissa Erickson, Details Group Tour & Event Planning*

Please Drink Responsibly!

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410 Veterans Memorial Drive
La Crosse, WI 54601
800.658.9424 or 608.782.2366



Email: info@BetweentheBluffsBeerfest.com
Web: www.BetweentheBluffsBeerfest.com

Vote For BEST Beer

Use your smart phones to cast your vote for the Best Beer. Use hashtag #beerwinecheese and list the brewery and beer that you think deserves the title as Between the Bluffs Best Beer! Your vote enters you to win free Fest swag!



Event Schedule:

- 12:30pm** Festgrounds Open to VIPs Only
- 12:45-2:45pm** LIVE MUSIC: Mike Munson & Mikkel Beckmen
- 2:00pm** Festgrounds are Open to the Public
- 3:00pm** Announcement of Homebrew & Winemaking Contest Winners
- 3:30-5:30pm** LIVE MUSIC : The Smokin Bandits
- 5:00pm** Wine Trail Closes
- 5:45pm** Last Pour for Beer Sampling
- 6:00pm** Festgrounds are Closed to the Public



Shuttle Schedule:

- 11:30am-2:00pm** Shuttle will run a continuous loop to the following locations, with drop off at the festgrounds
Settle Inn, Best Western Riverfront, Candlewood Suites, & Holiday Inn & Suites, Super 8, Courtyard by Marriott, Quality Inn and Radisson Hotel
- 4:00pm** Pick up at the festgrounds with drop-off service to all hotels listed above
- 5:00pm** Pick up at the festgrounds with drop-off service to all hotels listed above
- 6:15pm** Final shuttle pick-up at festgrounds

3 Sheeps Brewing Company

920-395-3583

www.3sheepsbrewing.com

Abita Brewing Co.

608-213-9993

www.abita.com

*Wrought Iron IPA, Strawberry Harvest Lager, Turbodog Brown Ale,
and Purple Haze Raspberry*

August Schell

763-670-8388

www.schellsbrewery.com

*Schell's Goosetown, Schell Shocked, Grain Belt Premium,
and Grain Belt Nordeast*

Beechwood Distributors

414-526-7347

www.greatbrewers.com

Founders All Day IPA, Founders Dirty Bastard, and Founders Dark Pennance

Beechwood Distributors

414-526-7348

www.greatbrewers.com

*Oskar Blues Dale's Pale Ale, Oskar Blues Pinner, Green Flash West Coast IPA,
and Ommegang 3 Philosophers*

Beechwood Distributors

414-526-7349

www.greatbrewers.com

*Lagunitas IPA, Lagunitas Lil Sumpin Sumpin. Lagunitas Sucks,
and Lagunitas Night time*

Beechwood Distributors

414-526-7350

www.greatbrewers.com

*Southern Tier 2XIPA, Southern Tier Right O Way, Crispin Cider,
and Victory Golden Monkey*

Beechwood Distributors

414-526-7347

www.greatbrewers.com

*Left Hand Nitro Milk Stout, Left Hand Nitro Sawtooth Ale,
Left Hand Good Juju, and Left Hand 400 Pound Monkey*

Beechwood Distributors

414-526-7348

www.greatbrewers.com

*Hinterland Packerland Pils, Hinterland Saison, Hinterland IPA,
and Hinterland Cherry Wheat*

Beechwood Distributors

414-526-7349

www.greatbrewers.com

Surly Furious, Surly Bender, Surly Cynic, and Surly Hell



Bier Halle:

Continued

Beechwood Distributors

414-526-7350

www.greatbrewers.com

New Holland Dragon's Milk, New Holland Poet, Kentucky Bourbon Ale, and Crabbie's Ginger Beer

Capital Brewery

608-836-7100

www.capitalbrewery.com

Cedar Grove Cheese

608-546-5284

www.cedargrovecheese.com

Quark - German Soft Cheese, Cheese Curds, and Sheep Cheese

Goose Island Beer Company

414-687-8573

www.gooseisland.com

Summer Ale, 312 Wheat, 312 Pale Ale, Honkers Ale, and Goose IPA

Harmony Specialty Cheese

608-369-3968

www.harmonyspecialty.com

Artisan Specialty Cheeses and Golden Age British Style Cheeses

Kül Brewing

608-209-9095

www.kulbrewing.com

Kül Lager, Kül Light, and Kül Ice

LAGERS

608-796-1313

www.facebook.com/groups/LAGERS/

Millie Mae, 1492, Mississippi Mud, Triple Hops Brewed, Don Ho, Bootsy, Brock Strongo, On All Fours, Brimstone, Oaken Brown Ale, Dampfbier, German Steam Beer, Special Bitter, Piper's Revenge, VIP Only- Beer Ice Cream

Lake Louie Brewing

608-753-2675

www.lakelouie.com

Warped Speed Scotch Ale, Golden Booty Cream Ale, and Nudge Nudge Brown Ale

Lakefront Brewery Inc

414-372-8800

www.lakefrontbrewery.com

Wisconsinite Summer Weiss, Fixed Gear American Red IPA, Fuel Café Organic Coffee Stout, Cherry Lager, Matt made an Oak-Aged Farmhouse Red Ale, and New Grist Gluten-Free Pilsner

Lazy Monk Brewing, llc

715-271-0848

www.lazymonkbrewing.com

Lazy Monk Bohemian Pilsner, Lazy Monk Bohemian Dark Lager, Lazy Monk Brown IPA, and Lazy Monk Brewing Maibock

Lost Lake Beer

608-792-4306

www.lostlakebeer.com*Lost Lake Pilsner, Light, Ice, and Amber***Lucette Brewing**

715-233-2055

www.lucettebrewing.com*Slow Hand Stout, The Farmer's Daughter Blonde Ale with Spices, and Ride Again Pale Ale***Marieke Gouda**

715-669-5230

www.mariekegouda.com*Marieke Gouda***New Belgium Brewing Company**

888-622-4044

www.newbelgium.com*Fat Tire Amber Ale, low Ride Session IPA, Skinny Dip Summer Seasonal, Ranger IPA, and Snapshot Wheat***Port Huron Brewing Company**

608-253-0340

www.porthuronbeer.com**Rhineland Brewing Company**

715-550-2337

www.rhinelandbrewery.com*Rhineland Export Lager, Huber Bock, Imperial Jack Double IPA, and Chocolate Bunn***Rochester Area Zymurgy Enthusiasts (RAZE)**

507-289-1516

www.razebrewing.com*Dark Passenger, Caledonian Sleeper, April Showers Golden Sour, Van Damme That's Good Belgian Cider, FineWeissYouBet, and Funky Danger Field, House IPA, Early Bird IPA, Viva Agave Wheat, and Jolly Molly Stout***Rush River Brewing Co**

651-307-9398

www.rushriverbeer.com*Unforgiven Amber, BubbleJack IPA, Double Bubble IIPA, and Scenic Pale Ale***St. Francis Brewery**

414-744-4448

www.stfrancisbrewery.com*Point Smiley Blue Pilsner, JP's Healani Pineapple Hefeweizen, Ciderboys Peach County***Stevens Point Brewery**

715-344-9310

www.pointbeer.com*Hopvale Organic Ale, Extra Pale Ale, Saga IPA, and Summit Pilsner***Stuff Your Face Hole**

920-639-6420

www.stuffyourfacehole.com*Pretzels for \$3 per bag (4oz) or two bags for \$5. Flavors: French Toast, Cake Batter, Ranch, Jalapeno Cheddar, Taco, Sriracha, and Peanut Butter*

Summit Brewing Co.

608-658-7220

www.summitbrewing.com

Rebel Rider IPA: Session IPA, Rebel IPA: West Coast IPA, Rebel Rouser IPA: Double IPA, and Traveler Beer Co. - Curious Traveler: Lemon Shandy, Travler Beer Co.- Illusive Travler: Grapefruit Ale, Angry Orchard-Hop N Mad: Hop Cider

The Grumpy Troll Brewpub

608-437-2739

www.thegrumpytroll.com

The New Glarus Brewing Company

608-527-5850

www.newglarusbrewing.com

Toppling Goliath Brewery

563-794-1092

www.tgbrews.com

Pseudo Sue, Zeelander, Smooove Operator, and Dorthy's New World Lager

Wisconsin Brewing Company

608-347-0516

www.wisconsinbrewingcompany.com

Zenith, Yankee Buzzard, and Golden Amber Lager



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Notes:

Growler Tent:

Beer Lists Subject To Change

Blue Moon Brewing Company

312-880-9184

www.bluemoonbrewingcompany.com

Belgian White, White IPA, and Summer Honey Wheat

Deschutes Brewery

414-399-3412

www.deschutesbrewery.com

Fresh Squeezed IPA, Red Chair NWPA, Chainbreaker, Mirror Pond, and Jubel 15

Great Dane Pub & Brewing Company

608-234-2505

www.greatdanepub.com

Hinterland

920-530-8844

www.hinterland.com

Hinterland Luna Stout, Packerland Pilsner, IPA, and Cherry Wheat

Hypothesis Beer Company

608-558-1943

www.Hypothesisbeer.com

Hypothesis English Style IPA, Drafty Window, Farm House Ale Fallen Oats, and Oatmeal Amber.

Island Orchard Cider

414-807-7220

www.islandorchardcider.com

Brut Apple Cider, Oak Aged Apple Cider, Pear Cider, and Apple Cherry Cider

Jacob Leinenkugel Brewing Company

312-880-9184

www.leinie.com

Summer Shandy, Canoe Paddler, Grapefruit Shandy, Big Eddy and Russian Imperial Stout

Lombardi

608-658-6457

<http://facebook.com/lombardilimonata>

Limonata FMB and Raspberry Limonata FMB

Metz's Hart-Land Creamery

507-864-2627

www.metzhartland.com

Cheddar cheese curds, Garlic & Herb Cheese Curds, Chipotle Cheese Curds, Hot salsa Cheddar Cheese, Caraway Cheddar Cheese, Dill Cheddar Cheese

Northwoods Brewing

715-552-0510

www.northwoodsbrewpub.com

Pecatonica Beer Company

608-558-1943

www.Pecatonicabeer.com

Nightfall Lager, Quinn's Amber Lager, and Alphorn Ale

Growler Tent:

Continued

Phillips Distributing

608-317-0615

www.phillipsdistributing.com

4 Brothers Blended Beers-Relative Madness, Sibling Rivalry, Whipper Snapper, Prodigal Son. Kinky Cocktails-Pink, Blue, and Gold

Remedy Bloody Mary Mix

608-769-2486

www.remedybloodymarymix.com

Remedy Bloody Mary Mix

Sand Creek Brewing

715-284-7553

www.sandcreekbrewing.com

Pomegranate Hard Lemonade, Red headed Wild Ride IPA, Oscars Choc Oatmeal Stout and Bugler Brown Ale

Shipwrecked Brewpub

920-868-2767

www.shipwreckedmicrobrew.com

Door County Cherry Wheat, Maibock and Coffee Porte

The Boston Beer Co.

202-321-8636

www.samueladams.com

Samuel Adams Summer American Wheat Ale, and Angry Orchard Crisp Apple Cider

Wenonah Brewing Co.

507-429-0730

www.wenonahbrewingcompany.com

PsychOPath, Yankee Buzzard, Golden Amber Lager

WW Homestead Dairy, LLC

563-568-7278

www.wwhomesteaddairy.com

Mild, Medium, and Sharp Cheddar Cheese, Pepper Cheddar Cheese, Fresh plain and Flavored Cheese Curds

Other:

Subject To Change

Bent River Brewing Co. - Trailer/Tent

309-283-4811

www.bentriverbrewing.com

Raspberry Shandy, Uncommon Stout, Undercurrent IPA & Jalapeno Pepper Ale

Dogfish Head Craft Brewery-Trailer

608-385-8182

www.Dogfish.com

Aprihop IPA (seasonal), Namaste Wit Bier

Nordic Creamery - Outdoor Tent

608-606-2585

www.nordiccreamery.com

Flavored Butters and Artisan Cheeses, Cheese Curds, and Grilled Cheeses for Charity

Pearl Street Brewery - Outdoor Bar

608-784-4832

www.pearlstreetbrewery.com

D.T.B Brown Ale, Pearl Street Pale Ale, El Hefe, Rubber Mills Pils, Java Lava, 2015 Evil Doppleganger - Blond Dopplebock 2pm Release, 2015 Smokin' Hemp Porter Firkin Release 3pm, Special Preview 2015 Raspberry Tambois 4pm

Potosi Brewery - Trailer

608-763-4002

www.potosibrewery.com

Wine Trail:

Wine Lists Subject To Change

14 Hands Winery

608-785-0984

www.14hands.com

14 Hands Moscato and White Blend

Anew Wines / Fun 5 Winery

608-785-0984

www.funfwines.com

Anew Riesling and Rose Wines

Branches Winery

608-785-0984

www.brancheswinery.com

Celebration Cranberry and Edelweiss Vine Dance

Campus Oaks

608-785-0984

www.gnekowwinery.com

Campus Oaks Zinfandel

Copa di Vino

541-705-7144

www.copadivino.com

Copa Di Vino Chardonnay, Copa Di Vino Cabernet Sauvignon, Copa Di Vino Pinot Grigio, Copa Di Vino Merlot, Copa Di Vino Moscato, Copa Di Vino Riesling, and Copa Di Vino White Zinfandel

DNA Vintners

608-498-0582

www.dnavintners.com

All Cranberry Wine: Frost Watch Red, Frost Watch Orange, Sweet Paradise, and Chocolate Paradise

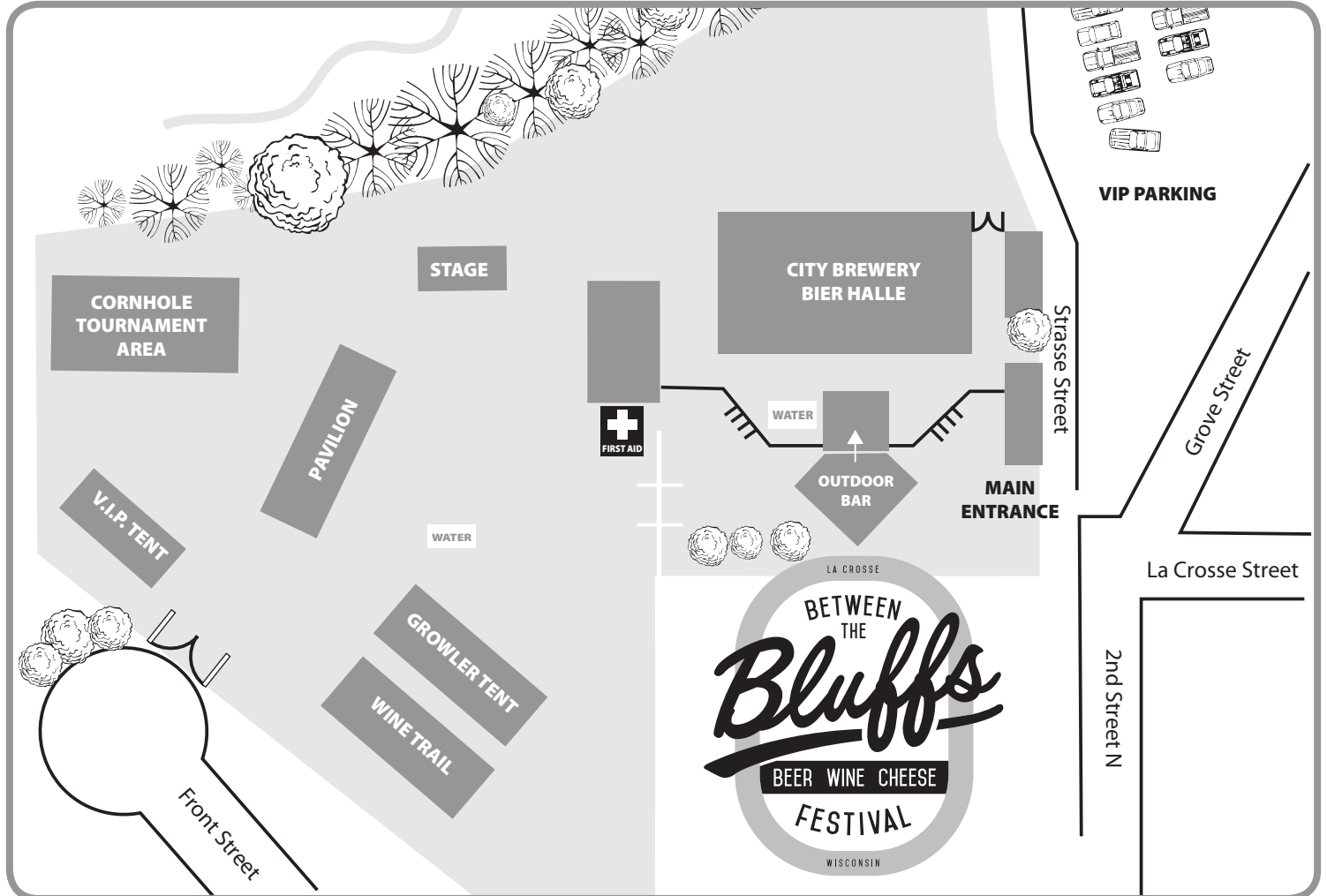
Door Peninsula Winery

920-743-7431

www.dcwine.com

Blackberry Merlot, LightHouse White, and Sunset Splash

Between The Bluffs Fest Map



Designated Driver Program

Those that choose to stay sober and give their friends a safe ride home receive free soda and bottled water when they show their yellow wristband at the Between the Bluffs Apparel Booth. They can also sample cheese. Thanks for being responsible and taking care of your family and/or friends.

***Drink Responsibly.
Drive Responsibly.***

2015 Between the Bluffs Apparel

Available for purchase in the Food & Apparel Pavilion:

| | |
|-----------------------------|---------------------------|
| 2015 Short Sleeved T-Shirts | |
| Sizes S-XL | \$15.00 each |
| Sizes 2XL | \$16.00 each |
| Can Koozies | \$3.00 or 2 for \$5.00 |
| Drinking Glove | \$1.00 each |

Wine Trail:

Continued

Elmaro Vineyard

608-385-8043

www.elmarovineyard.com

Vidal Blanc, Elmaro Rosa, 3 Cheers, and Cranberry

Lost Island Wine

715-570-9463

www.lostislandwine.com

Mosquito Moscato, Red Raspberry Dragon, Black Cherry Boardwalk, White Cranberry Cabana, and Riptide Raspberry

Lucky Star Winery

608-785-0984

www.luckystarwines.com

Lucky Star Pinot Noir and Petite Sirah

Maiden Rock Winery & Cidery

715-448-3502

www.maidenrockwinerycidery.com

Crabby Cider, Honeycrisp Hard, Scrumpy, & Dolgo Crabapple Wine, and Apfelweiss Wine

Seven Hawks Vineyards

608-687-9463

www.sevenhawksvineyards.com

Hunters Blend, Smiling Moon, and Frontenac Reserve

Snoqualmie Winery

608-785-0984

www.snoqualmie.com

Snoqualmie Sauvignon Blanc and Riesling

Spurgeon Vineyards & Winery

608-929-7692

www.SpurgeonVineyards.com

Spurgeon Vineyards & Winery: Ruby Lady, Cranberry, Blueberry, and Grand Raspberry

Stella Rossa Winery

608-785-0984

www.stellarosawines.com

Stella Rossa Red and Black

Sterling Winery

608-785-0984

www.sterlingvineyards.com

Sterling Meritage Red Blend

White Winter Winery

715-554-0847

www.whitewinter.com

White Winter is Meadery Traditional, Melomels

Winneshiek Wildberry Winery

563-735-5809

www.wwwinery.com

Sweet Annie, Rhubarb Crisp, Horny Heifer, and Ole Made Lena Blush

A Portion of the Festival's Proceeds Benefit:

Children's Miracle Network Hospitals

La Crescent Animal Rescue

La Crosse Children's Museum

**La Crosse County Tavern League
Safe Ride Program**

Moose Lodge

Mt. La Crosse Ski Patrol

Norskedalen

Paws 4 Independence

River City Waterski Team

Wounded Warrior Project



Thanks for your support.

Festival Sponsors:



All Natural Since 1876

www.brewingwithbriess.com

info@brewingwithbriess.com

Sponsor: Vendor Comfort Tent and Brew Master Prize



CITY BREWERY

925 3RD STREET S | LA CROSSE, WI 54601

608-785-4200

www.citybrewery.com

Sponsor: Planning Committee Members and Sponsor of Rinsing Stations



1001 Commercial Court | Onalaska, WI

608-781-1050

www.crescentprinting.com

Sponsor: Producer of Sampling Glasses



GENERAL BEVERAGE DISTRIBUTING

LA CROSSE, WI 54601

Sponsor: Planning Committee Members

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Sponsor: Planning Committee Members and Wine Trail Management and Wine Making Contest



Sponsor: Planning Committee Members and Refrigeration Truck & Trailer for Product



La Crosse Area Grain Enthusiasts and Related Specialties

Sponsor: Home Brew Contest

(Also sponsored by Best Western Riverfront Hotel, Courtyard By Marriott and Super 8 Motel)



1401 Saint Andrew Street
La Crosse, WI 54603 « 608-784-4832
www.pearlstreetbrewery.com

Sponsor: Planning Committee Members, VIP and Brewers Reception, and Hydration Station #1 & #2

Festival Sponsors:

the **Root Note**

Organic Café and Music Venue

Sponsor: Host of Home Brew Contest Judging Event

Briar Patch Tobacco Shop

519 Main Street • La Crosse, WI 54601

608-784-8839

S&S

DISTRIBUTING, INC.

SPARTA, WI

Sponsor: Planning Committee Members and Hydration Station #2





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ClassicHits947.com
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This event has been brought to you by:

explore
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La Crosse Area Convention and Visitors Bureau
www.explorelacrosse.com

In Collaboration with:



Thank You for your support!
We hope to see you next year for our
14th Annual Event:

Saturday,
April 23, 2016

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Our Prices!**

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with only one sip, but it's better
to be thoroughly sure."*

~ Czech Proverb

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