



For Immediate Release

**It's True, It's True!
The Easter Bunny is Coming to Sprecher!**

Glendale, WI - When was the last time you saw the Easter Bunny at a brewery? Well, March 14, 21 and 28 you'll have your chance because the Easter Bunny will really and truly be at Sprecher Brewery with a basketful of fun and games. Join in the pastel-colored festivities which include a tour, tastings, games, coloring books, Palermo's Pizza, and photos with the Easter Bunny that you can take with you or put on bottles of Sprecher Root Beer.

You may have to see it to believe it, but your photo with the Easter Bunny will be put on bottles of Sprecher Root Beer while you enjoy a tour, tastings of Sprecher soda (and beer for adults 21+), and other activities. When you're ready to leave, your special day at Sprecher souvenir will be ready to go with you, just like magic. You'll have tasty, visible proof that you visited with the Easter Bunny -- really a gift and card in one -- for less than a greeting card. Cost: \$2.00 per bottle, 12 bottle minimum order. * Arrive 45 minutes before your tour time to have your photo taken.

March 14, doors open at 11am with tours offered on the hour, 12pm – 3pm. March 21 and 28, doors open at 10am with tours offered on the hour 11am-4pm. Tour cost: \$4 Adults; \$3 Seniors; \$3 Minors; free to all U.S. Military with ID. Tour reservations are required, and can be made by calling the Sprecher Gift Shop, 414.964.2739.

For more information about 2010 Easter Bunny label designs, visit the Gift Shop or contact Michelle Brzek at 414.964.2739.

Sprecher Brewing Company and Gift Shop are located at 701 W. Glendale Ave, Glendale, Wisconsin. Regular Gift Shop hours are 11am-6pm Monday – Sunday.

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701 West Glendale Avenue Glendale, WI 53209
(414) 964-SUDS (7837) Fax - (414) 964-2462 E-Mail - beer@sprecherbrewery.com