



Join us in Celebrating our 25th Anniversary – family fun, contests and games with “Rooty” the Sprecher mascot, see the Sprecher Race Car.

Go to <http://www.sprecherbrewery.com/fair> for more information and details regarding the \$6 before 6pm admission promotion and FREE Wisconsin State Fair ticket offers courtesy of Sprecher at participating retail locations. (Offer good while supplies last).

10am-3pm

Meet and Greet : with “Rooty” the Sprecher Root Beer Soda Mascot and Lyle Novak—Sprecher’s Mid America Stock car driver.

10am-5pm

Scavenger Hunt : Celebrate Sprecher’s 25th Anniversary, 25 items - fastest time wins. Top Prizes include 4 tickets to Sprecher’s 25th Anniversary bash on 9-25-10 and 25 bottles of product plus much more!

Kids Activities : Bottle Ring Toss, BagToss, Bottle Stand Up & Barley Bag Races.

Samples : BBQ Sauce and Mustards made with Sprecher’s Gluten free Shakparo beer and our worlds famous Root beer.

Beef Council Booth : raffles, fun for kids, and recipe give aways

Rootys in a Barrel Guessing Game: Win 1 case of Sprecher product & 2 tickets to Sprecher’s 25th Anniversary BEER BASH

Discover Wisconsin & Miss Wisconsin: Destination information and meet with Host Stephanie Klett & Miss Wisconsin

Wisconsin Brewers Guild Booth: Sign up to be a member

12pm-3pm

Grilling with Beef & Sprecher Beer Recipe Contest: Watch as our 8 finalists prepare and grill their recipes on site visit our web site for details on how you can ENTER next year! Winner Announced at 3pm

2pm–4pm Appearance by Alice in Dairy Land

3pm Root Beer float drinking contest: Two age groups 6-11 and 12 and older. 12 contestants from each age group will be selected from the audience.

4pm Brat eating contest – sponsored by Sheboygan Brat Haus: 12 contestants from each age group will be selected from the audience.