



April 30, 2010
For Immediate Release

Sprecher Events

Glendale, WI – Early May is time to celebrate not only the beginning of spring and baseball season, but Cinco de Mayo and Mother's Day as well.

Celebrate Cinco de Mayo with Sprecher! Stop by the Sprecher Gift Shop May 2-5 for free chips and salsa and save \$2.00 on every case of El Rey beer. El Rey is a Mexican Style Ale brewed by Sprecher for El Rey Beer. Enjoy with a lime, great friends and good food.

Something Special for Mom! Sunday May 2 and May 9 bring Mom and the family to Sprecher for a mom-oriented stop and shop, mini-massages, a mini lunch-buffet, a kids creation card station, goody bag for mom, and of course, tours and free samples of Sprecher beers (21+) and Sprecher sodas (all ages). Cost for tour including admission to the stop and shop: \$4 adults; \$3 seniors; and \$2 minors. U.S. military personnel: FREE.

First Friday Fish Fry and Tour. On Friday, May 7, join the 6pm brewery tour and then settle in Sprecher's indoor beer garden for a fabulous buffet, the kind that only Saz's can provide. Choose from Pub Ale Fried Cod, Chicken Tenderloins, 5 sides, 5 soup and salad bar items and 2 desserts. Cost for buffet and tour: \$24.95 + tax (ages 12 and up); \$11.95 + tax (age 3-11).

Reservations are strongly suggested for all tours. Contact the Sprecher Gift Shop at 414.964.2739 to make yours. Sprecher Brewing Company is located at 701 W. Glendale Ave, Glendale, WI.

###