



April 10, 2009  
For Immediate Release  
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## Thinking of Mom? Think of Sprecher!

Glendale, WI – Sprecher Brewing Company has a whole host of goodies to make this year's Mother's Day the best ever!

**April 26<sup>th</sup>**, Sprecher hosts the 3<sup>rd</sup> annual **Mother's Day Vendor Fair**, with over 15 vendors offering gifts that will delight mom, including things for the kitchen, gourmet foods, beauty products, clothing, jewelry and accessories. Come for the fair, enjoy a brewery tour and samples during your visit. Cost: \$6 adults, \$5 seniors and \$2 minors.

**May 10<sup>th</sup>**, surprise mom with a trip to Sprecher and let her indulge in the **Mother's Day Spa!** That's right, the Sprecher Rathskellar will become an intimate spa complete with an array of professional treatments beginning with a heated neck wrap, mini-massages, mini-manicures, pedicures and facials, consultations and more. Moms are welcome to tour the brewery, or just relax in the spa while the rest of the family takes a tour, creates special cards for their special mom and enjoys samples of Sprecher products. Cost for spa participants: \$10 adults, \$8 seniors (55+). Cost for non-spa tour guests: \$4 adults, \$3 seniors, \$2 minors.

For more information about these special events, contact Michelle at 414.964.2739 x114.

**Ongoing, Treats for the Troops and Custom Labels.** Send a 12-pack of Sprecher gourmet soda to the troops in Afghanistan or Iraq for only \$25! Want to personalize your gift? For only \$10 more (total \$35), the folks at Sprecher will help you create a special label using your photo and greeting. A great way to say "Happy Mother's Day," or just let the troops know we love them and appreciate all they do.

For more information about Treats for the Troops or custom labels, contact Amy at 414.964.2739 x115.

Sprecher Brewing Company is located at 701 W. Glendale Ave, Glendale, WI, 53209.  
Website: [www.sprecherbrewery.com](http://www.sprecherbrewery.com). Reservations suggested for all tours: 414.964.2739.

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