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For Immediate Release

Tasting Synergies, Dispelling Myths: Sprecher Beer and Wisconsin Artisanal Cheese Seminar

Glendale, WI - California claims to have happy cows, but how happy can they really be when Wisconsin artisanal cheeses won a majority of the 2008 American Cheese Society Awards, including Best of Show (Carr Valley, *Snow White Goat Cheddar*)? And what does the descriptor “drinkability” mean when it’s used for a beer that hasn’t won anywhere near the awards of Wisconsin’s own Sprecher beer, including one of its least decorated, *Sprecher Light* (Los Angeles International Beer Competition, Gold, 2007; Silver, 2006, 2005; Bronze, 2008)? Finally, is it true that craft beer pairs better with artisanal cheese than wine?

Find out Wednesday, October 22, 6-8pm, when Sprecher Brewing Company continues its *Share the Passion* educational series with a distinguished panel of ardent culinary and beverage experts who will address these and other cutting-edge questions in a flavorful and engaging manner.

During the *Tasting Synergies, Dispelling Myths* seminar, panelists Sara Hill, American Cheese Society Board Member, Culinary Director – Cheese Education for the Wisconsin Milk Marketing Board; Lucy Saunders, experienced chef, author of three cookbooks, including *Grilling with Beer*; and Nathaniel Bauer, certified sommelier, general manager of Dream Dance restaurant, will offer refreshing perspectives on cheese and beer, and they will do so with the help of several award-winning Wisconsin artisanal cheeses, award-winning Sprecher beers, and audience participation.

This is a great opportunity to gain insight from savvy industry experts, sample a number of excellent artisanal cheeses and craft beers, become familiar with their characteristics and flavors, learn the whys and wherefores of cheese and beer pairing, and *Share the Passion*.

Cost: \$15, includes cheese and beer samples. Space is limited. Reserve online at www.sprecherbrewery.com.

Sprecher Brewing Company is located at 701 W. Glendale Ave, Glendale, WI. For additional event details, contact Anne Sprecher at 414.964.7837 x252, or asprecher@sprecherbrewery.com.

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