



For Immediate Release
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Oktoberfest Release Party at Sprecher Featuring Robin Pluer & Friends and an Oktoberfest Firkin

Glendale, WI - This is not your usual Oktoberfest party! Only in Milwaukee could you have this combination of award-winning talent and taste in one room, and a brewery at that. On October 3rd, Sprecher's indoor beer garden will be the site of a rockin' Oktoberfest release party that includes Randy Sprecher tapping a special firkin of Sprecher Oktoberfest and music by Robin Pluer and friends.

Most Milwaukee music fans will be familiar with Robin Pluer whose vocals are smooth, sweet, sassy, funky and fun. Robin has won many Wisconsin music awards over the years including Milwaukee's Best Female Vocalist for 3 years and 6 WAMI (Wisconsin Area Music Industry) awards. She has been a key member of the R & B Cadets, Paul Cebar and the Milwaukeeans, and The Rhythm Club. For more about Robin, visit: <http://www.robinpluer.com/>.

Another award-winner, Sprecher Oktoberfest won gold medals at the Great American Beer Festival and the Los Angeles International Beer Competition, where it also took Best of Show. In the bottle and on tap, this lager is smooth and easy drinking with a rich caramel character and a long flavorful finish. Its malty sweetness is nicely accented by a slight fruity bouquet and a mild hop flavor. In the firkin, however, the lager is cask conditioned with active yeast cultures, resulting in an Oktoberfest with a very low level of carbonation and a heightened smoothness. This release party is the only place where you will be able to try Sprecher Oktoberfest from the firkin.

Sprecher is located at 701 W. Glendale Ave, Glendale. The party starts at 5:30pm, with complimentary appetizers while they last. Traditional Oktoberfest food will also be available for purchase. Sometime around 7:30pm, Randy Sprecher will tap the firkin. Cost: \$5, includes appetizers, firkin Oktoberfest and live music. Cash bar for other beverages.

Established in 1985, Sprecher is Milwaukee's first microbrewery since Prohibition. To learn more about Sprecher, visit: www.sprecherbrewery.com.

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