



For Immediate Release

Isthmus Beer and Cheese Fest- January 17, 2015

MADISON, Wis. – Join us for everything you've come to enjoy about Isthmus Beer and Cheese Fest, Saturday, January 17th at the Alliant Energy Center's Exhibition Hall.

Tickets go on sale Friday, October 10th for Isthmus' very own cozy little respite from your bleak Wisconsin January! Meet and mingle with brewers and cheese makers from all over the region, as you sample hundreds of varieties of delicious, premier, and often hard-to-find products.

Isthmus will offer a limited number of Premium Passes granting ticket-holders early entry into the festival. Premium tasting begins at 12 p.m. and continues until 2 p.m. General admission to the festival runs from 2 p.m.-6 p.m.

Tickets are limited and we expect an early sell out! Prices are set at \$50 for advance general admission tickets and \$85 for premium tasting tickets. Tickets can be purchased online at IsthmusBeerCheese.com or in person at the Isthmus office (located at 101 King St.), Star Liquor, and all 3 Steve's: Wine, Beer, & Spirits locations.

Get tickets before all of your friends at our Pre-sale Party, Thursday, October 9th from 6 p.m.-8 p.m. at Madison's. Enjoy complimentary taps of Central Waters Glacial Trail IPA & Wisconsin Brewing Company's #006 Porter Joe (while they last) with your early purchase of either Isthmus Beer & Cheese Fest ticket.

Cheers to another great year! We hope to see you there!

Contact:

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