

VISIT
Brookfield
WISCONSIN



SHOP. PLAY. DINE. STAY.

THE INSIDER'S GUIDE TO BROOKFIELD, WISCONSIN

SPRING/SUMMER



WELCOME

Spring is in the air! We're not ready to put our jackets away yet, but having seen robins in our yard, buds on the trees, and daylight past 5pm, we're willing to consider warmer weather activities.

The City of Brookfield Farmer's Market- the 2024 market season began May 4th, and while produce might not be quite as plentiful, there are lots of vendors to make your trip more than worthwhile!

We'll highlight the market on page 32 and 33, but here are 3 new faces to look for.

Food Fantasies- Chef/Owner Chynna Denny creates fresh pasta, all made by hand from scratch. Her website says she'll be at our market every other week, so if you miss her one week, you can catch her the next.

Peanut Butter & Jelly Deli. This is definitely not the Wonder Bread, Skippy and Smuckers situation that's in your lunch bag right now. You might recognize the name from their brick-and-mortar location in West Allis' Six Points neighborhood.

Sammy May's BeerBQ- a family recipe BBQ sauce that Sammy May makes, packages and labels following her dad's 30-year-old recipe.

It might be a bit early for garden planting, but if the temptation to hang up a floral basket is just too much to bear, put Batzler's Garden Center on your list. Locally owned and operated, you'll find them (and some gorgeous baskets) in the Richard Clark Hair Salon out-lot on Lisbon Rd.

Then head on over to Simon's Gardens located at 14780 W Greenfield Ave. Simon's specializes in flats, hanging baskets and flowerpots. (Well, you can't go to just one place, now can you?)

For more insider info. on craft fairs, festivals and other spring and summer activities, read on!



Nancy Justman



Ann Marie Hess



Dustin Hicks



Josephine Minskey Brzezinski

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COMMUNITY INFORMATION



MAYOR STEVEN V. PONTO
 e-mail: ponto@ci.brookfield.wi.us
 2000 North Calhoun Road
 Brookfield, WI 53005-5095
 Phone: (262) 787-3525

Brookfield is a dynamic community offering the amenities of a major City while maintaining the friendliness of a small town. Our community is comprised of quality neighborhoods that provide exceptionally high property values and a well balanced tax base with a vibrant local business community.

I invite you to explore and experience Brookfield and see why we are a premier community at a reasonable cost.



The City of Brookfield is a community of approximately 40,000 people who live in an area that covers more than 27 square miles.

Brookfield began in 1853 as a small settlement called "Brookfield Center" near present-day Elm Grove Road and Bluemound Road. In 1892, the community became known as "Brookfield" when it was incorporated into a village. In 1954, Brookfield was incorporated as a city — one of only two towns in Wisconsin to become a city during that decade.

Since its incorporation in 1954, Brookfield has strived to develop as a great place to work, shop, start a business, or raise a family.

From our high-quality office and industrial centers to the shopping areas along Bluemound Road, not to mention over 100 dining opportunities, to quiet residential neighborhoods and parks, Brookfield has it all!

City of Brookfield: City Hall
 2000 N Calhoun Rd.
 Brookfield, WI 53005
 Phone: 262-782-9650
 Fax: (262) 796-6671
www.ci.brookfield.wi.us

Brookfield Public Library
 1900 N Calhoun Rd.
 Brookfield, WI 53005
 (262) 782-4140
www.brookfieldlibrary.com

Milwaukee County Transit System
 (414) 937-3218
www.ridemcts.com

Police and Fire Department
 2100 N Calhoun Rd.
 Brookfield, WI 53005
 Non-Emergency Police Number
 Phone: (262) 787-3700
 Non-Emergency Fire Number
 Phone: (262) 782-8932

Brookfield Post office
 17345 Civic Dr.
 Brookfield, WI 53045
 Phone: (262) 782-0588
www.usps.com

Waukesha METRO
 (262) 524-3636
www.waukeshametro.org

FOR MORE INFORMATION ON THE CITY OF BROOKFIELD PLEASE VISIT: www.ci.brookfield.wi.us

PLACES TO GO, THINGS TO DO, PEOPLE TO SEE...

SCAN HERE FOR THE LATEST LOCAL EVENTS →



There is not enough time in the summer season to go, do and see all the things the Brookfield and Milwaukee area have to offer. But my mom didn't raise a quitter and I'll bet yours didn't either, so let's give it a try!

SHARON LYNNE WILSON CENTER

We love performances at the Wilson Center any time of year, but there's something about the Starry Nights Concert Series that officially sets the tone for summer. Every Friday night at 6:30 pm from June 28th-August 9th the Gerlach/Haack Outdoor Theater is the place to be in Brookfield for live music in a beautiful park-like setting. Guests are welcome to sit on the grass, bring their own lawn chairs, or rent picnic tables from the Wilson Center. Purchase food from a rotating selection of food trucks, and beverages from an outdoor bar, or bring your own basket of goodies. *Note, there is no concert on July 19th.

- June 28** - Cold Sweat and The Brew City Horns
 - July 5** - Wisconsin Philharmonic
 - July 12** - Rockin' Robins & Classic Car Show
- No concert July 19



- July 26** - B.D. Greer and The Gents
- August 2-5** - Card Studs
- August 9** - Irish Fest Sampler

For additional information, visit wilson-center.com

MILWAUKEE COUNTY ZOO

What's your favorite zoo animal? For me, it's a toss-up between the Hippos and the North American River Otters. All that cavorting around in the water just makes me smile. There's never a bad time to visit the zoo, but there are a few special days that might influence your decision.

- June 16** - Free admission for dads
- June 30** - Free admission for military, veterans, and their families
- July 4** - \$4 admission for everyone
- August 15-18** - A La Carte at the Zoo- stroll the zoo while enjoying special food and beverage selections, and live music.

For more ticket information, restrictions and pricing, visit milwaukeezoo.org

Fun Fact- Contrary to popular belief, only Sea Otters hold hands in the water. North American River Otters do not.



MILWAUKEE BREWERS

If there is an official game of summer, it's definitely baseball. And we are lucky to have a MLB team right in our back yard. When you book your tickets, pay attention to the "theme" games, giveaways, and special pricing like Wisconsin First Friday, where WI residents get 50% off tickets, the \$9 Student Special or Kids & Seniors Discount Day. Now get out there and root for the home team!

JUNE

- June 10-12** - Brewers vs Blue Jays
- June 14-16** - Brewers vs Reds
- June 24-26** - Brewers vs Rangers
- June 28-30** - Brewers vs Cubs

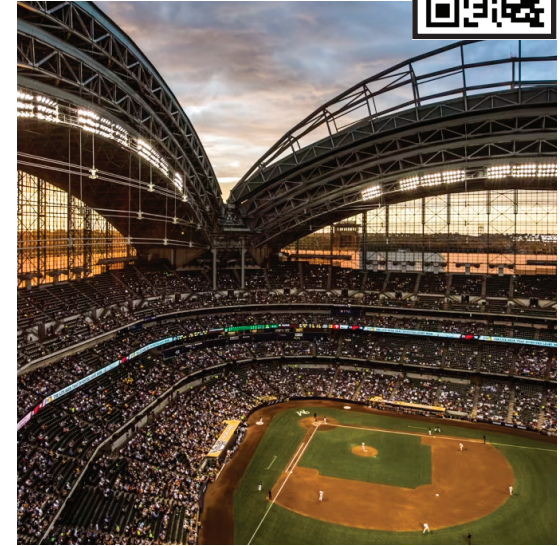
JULY

- July 9-11** - Brewers vs Pirates
- July 12-14** - Brewers vs Nationals
- July 26-28** - Brewers vs Marlins
- July 29-31** - Brewers vs Braves

WISCONSIN STATE FAIR

It is never, I repeat never too early to start considering your State Fair food-on-a-stick options. This year's fair held August 1-11, 2024 has one of the best slate of headliners we've seen in a while, with acts to please everyone.

- August 1** - Gabriel "Fluffy" Iglesias
- August 3** - Yung Gravy with Nicky Youre
- August 5** - Casting Crowns with Tauren Wells
- August 6** - Kidz Bop Live 2024



AUGUST

- August 9-12** - Brewers vs Reds
- August 12-15** - Brewers vs LA Dodgers
- August 16-18** - Brewers vs Guardians
- August 27-29** - Brewers vs Giants

- August 7** - Riley Green with Avery Anna
- August 9** - Lauren Daigle with Andrew Ripp
- August 10** - Foreigner with Melissa Etheridge
- August 11** - Happy Together Tour



New vendors for 2024 haven't been announced yet, so you'll have to check back for new fair foods and the "Sporkie" contestants, but in the mean time you can dream about the cream puffs. Remember, the "Drinkies" competition launched in 2023, so you'll want to leave room for a beverage or two.... (All 2023 Drinkies entries were non-alcoholic, so everyone can taste and enjoy.) Keep an eye on wistatefair.com for the latest news.

FESTIVALS



Milwaukee is known as the “City of Festivals” for good reason! Not a month goes by without a celebration. Our friends over at visitmilwaukee.org publish a great calendar that lists all the fests and festivals, but here are some of our suggestions. Shameless plug: After a great day at the festivals, come on out to Brookfield. Our 11 hotels are waiting to welcome you. (See pages 42 and 43 for hotel information.)

JUNE

- June 7-9** - Sts. Constantine and Helen Greek Fest
- June 14-16** - Polish Fest
- June 14-16** - Lakefront Festival of the Arts
- June 20-22** - Summerfest Weekend #1
- June 22-23** - Cedarburg Strawberry Festival
- June 27-29** - Summerfest Weekend #2



JULY

- July 4-6** - Summerfest Weekend #3
- July 11-14** - Bastille Days
- July 21** - Armenian Fest
- July 28-28** Germanfest



AUGUST

- August 1-11** - State Fair
- August 10** - MKE Dragon Boat Festival
- August 18** - Puerto Rican Festival of WI
- August 15-18** - A La Carte at the Zoo
- August 15-18** - Irish Fest
- August 23-24** - Fresh Coast Jazz Festival
- August 23-24** - Country in the Burg
- August 23-24** - Mexican Fiesta



FESTIVALS

I always learn something new when I write these guides. Last time it was Skijoring, and I thought nothing could top that. Well, hold my old fashioned, because I have got a good one for you.

QWERTYFEST.

Yep, you read that correctly, and if you're thinking, “QWERTY like the top line of my keyboard QWERTY?” You would be correct again. And, because I know you won't believe me otherwise, I'm going to take this directly from the qwertyfest website (yes, there's a website, and a Facebook page and an Instagram account).

Mark your calendars:

QWERTYFEST MKE 2024

- Friday, June 21** - Opening night party at Turner Hall
- Saturday, June 22** - All day events at Mitchell St. Arts, and after party
- Sunday, June 23** - National Typewriter Day with activities at various locations.

There's more....

QWERTYFEST MKE takes place in Milwaukee, Wisconsin- THE BIRTHPLACE OF THE TYPEWRITER AND THE QWERTY KEYBOARD CONFIGURATION.

WHAT??

Did you know this? I've lived in Wisconsin all my life; how did I not know this? I headed to Google for verification, double sourced it, and I'll be darned; The first typewriter to be commercially successful was patented in 1868 by Americans Christopher Latham Sholes, Frank Haven, Carlos Glidden and Samuel W. Soule in Milwaukee, Wisconsin. And the QWERTY keyboard? Sholes realized that the levers in the type basket would jam when he arranged the levers in alphabetical order. But he also realized that the typewriters of the day were mechanically slower than a reasonably quick typist could type, so the keyboard was arranged to slow the typist down. That's why common letters like a, s, and e are used by the 3rd and 4th finger of the left hand. Fun fact: France does NOT use the QWERTY keyboard. They use AZERTY because it's more efficient for typing in the French language. It's a fun rabbit hole-enjoy at your own pace.



EVENTS

HARLEY HOMECOMING - July 25-28

Back when I was young, fun and could stay up past 10 on the weekends, Harley anniversary bashes would only happen once every 5 years. (Frankly, it took us that long to recover.). But now like all good anniversaries, you can plan on Harley-Davidson Homecoming Festival happening every year. And boy, is this year going to be good...

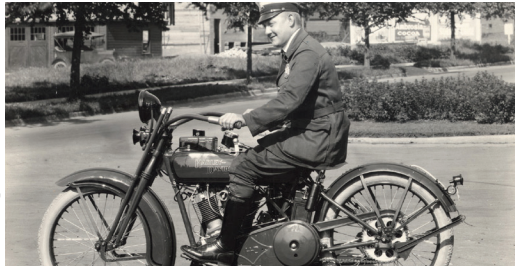
For starters, The Red Hot Chili Peppers, Jelly Roll and Hardy will headline a 2-day festival at Veteran's Park. Visitors 12 and up can get an insiders look at Harley's production with a self-guided tour of the Powertrain Operation from 9AM-3PM July 25-27. The factory will be open on July 25, and employees will be on hand. There are some additional requirements for this tour (like fully enclosed shoes, eye and ear protection). Visit hdhomecoming.com for tickets and other information.

The museum will also be open and along with the regular exhibits, there will be concerts, bike shows and other activities. Entrance to the museum requires a ticket purchase, but other events are free.

New for 2024 is Davidson Park. This 5.8 acre site is phase 1 of a revisioning of the west side of Harley's campus. Open July 25-28 from 11am-6pm, the park will be the starting point for an historical walking tour plus free concerts, food and beverages for purchase throughout the festival. Check out hdhomecoming.com for more details.

One thing...you won't want to miss the legendary closing parade through downtown Milwaukee because this won't be repeated until 2028.

The Harley Davidson website promises a family friendly setting for riders and non-riders, with plenty of food and beverages and custom merchandise. We're in!



AMERICAN FAMILY FIELD

You can catch a great event at Am Fam Field a lot easier than you can catch a fly ball. Check out these fun summer happenings.

Kenny Chesney Sun Goes Down 2024 Tour- June 22, 2024

Featuring performances by Zac Brown Band, Megan Moroney and Uncle Kracker

Field of Sweet Dreams- August 2, 2024

Bring your camping gear and spend the night at the stadium! Fun for the whole family under the stars as the entire Field Level becomes a campground.

Green Day The Saviors Tour- August 24, 2024

Featuring performances by The Smashing Pumpkins, Rancid and The Linda Lindas



EVENTS

CITY OF BROOKFIELD SUMMER CONCERT SERIES

Bring your lawn chair and spend some time outside, enjoying live music at Civic Plaza. These free Wednesday concerts begin at 12, and end at 1-just enough time to have lunch and get back to work! The concert series begins Wednesday, June 5th, and runs through Wednesday, August 14th.

June 5 - BobbyWay

July 10 - Marcell

July 31 - Geoff Landon

June 12 - Jenny Thiel Trio

July 17 - Gene Gruber

August 7 - Super Dave

June 19 - "Special K" Kevin Kennedy

July 24 - John Rouse

August 14 - Downtown Harrison

June 26 - Andrew David Weber

The City of Brookfield also hosts 3 evening concerts in Civic Plaza from 7-8:15pm. The event is free, but do bring your lawn chair if you'd like to sit.

June 5 - BobbyWay & the FabulousWayouts

July 10 - Our House

August 7 - North Coast Orchestra



But wait, there's more! Milwaukee 365 is a great resource for summer happenings in the city. Visit them online for details on each event.

MILWAUKEE NIGHT MARKET

Described as a mashup of art, craft and food vendors, live art creation, local music and a beer garden. Organized by The Westown Association. The event runs monthly- June 26, July 24, August 14, and September 11 from 5-10 pm on Wisconsin Avenue between 2nd St. and Vel R Phillips Ave. Sounds like fun! Visit mkenightmarket.com for more information.

2024 MKE AIR & WATER SHOW

One of the top air shows in the country, The MKE Air & Water show brings the thrill of aerial aerobatics in a family-friendly environment. Featuring the US Air Force Thunderbirds. This free event runs July 27 & 28. Visit mkeairwatershow.com for show times.

CRAFT SHOWS, MAKERS MARKETS AND MORE

Crafters gonna craft, and makers gonna make, no matter what season it is! We've rounded up some area markets that you might want to check out for a variety of unique and handmade items.



JUNE

June 1 - Holy Hill Art Farm

June 2 - Greenfield Makers Market

June 8 - Celebrate Dad's Craft and Vendor Fair

June 8 - Mukwonago Maxwell Street Days

June 15 - Richfield Art at the Mill

June 16 - Milwaukee Father's Day Makers Market

June 22 - Cedarburg Strawberry Festival

JULY

July 7 - Greenfield Summer Makers Market

July 14 - Maxwell Summer Street Days

July 20 - Mukwonago Maxwell Street Days

July 28 - Milwaukee Makers Market

AUGUST

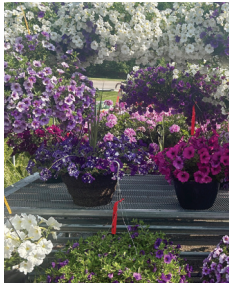
August 17 - Mukwonago Maxwell Street Days

August 18 - Milwaukee Makers Market

GARDEN CENTERS



Whether you've got space for a garden large enough to feed the neighborhood, a yard like a park, or a balcony and a tomato plant in a pot, come spring, we all get green thumb fever. I fall into the latter category, but that doesn't stop me from oogling stolen seed catalogs and stalking garden centers. While a trip to Steins can scratch the itch in a pinch, there's something about a trip to an independent garden center that is good for the soul. They are few and far between these days, but there are a few in our area that you should check out. (And if you see me drooling over the boxwoods, mind your business. It will so fit in a pot.)



BATZLER'S GARDEN CENTER

18305 W Lisbon Rd. Brookfield
 (Located in the Clark Richard Hair Salon)
 Batzler's is an absolute local gem. Located in the Clark Richard Hair Salon, it is an explosion of color you won't want to miss. Batzler's specializes in a variety of high-quality annuals, hanging baskets, pre-potted planters and more. Gardner's and DIY-ers will love being able to choose and plant your own annuals. For people like me with limited space (or limited ambition), Batzler's is a great place to find the perfect baskets and plantings to dress up any outside area. They'll only be open at Clark Richard for a short time, so don't dilly dally. But you can find them at the Brookfield Farmers Market on Saturdays. Find them on Facebook as Batzlers Garden Center or online at www.batzlersgardencenter.com/



GARDEN CENTERS



PIALA'S

S39W27833 Genesse Rd, Waukesha
 The Piala family opened the nursery in 1978 with a desire to enhance the environment and share their love for the outdoors. Son Quinn now runs the center with his wife Amanda, both landscape architects. Their website is impressive- it allows you to search plants by entering key words and phrases, and other characteristics. Search everything from perennials and vines to fruit trees, trees and shrubs. Once you select your category, you can search within the category or enter the name of a specific plant. Create a wish list to bring to the garden center where the plant experts will help refine your list, setting you up for plant success. Each listing includes detailed information about the plant, its landscape attributes, plant size and spread, amount of sunlight needed, planting tips and the hardiness zone. (We are zone 5b.). Piala also carries a complete line of professional grade tools, fertilizers, pest control products, mulch, topsoil, decorative stone and more. Design and build services are available as well as seasonal maintenance. Did I mention herbs and veggies? Their Facebook page featured a picture of basil plants so lush and beautiful, I could almost taste it. Definitely worth the trip. Find them on Facebook and Instagram, online at www.pialasnursery.com or at their Waukesha location.



GARDEN CENTERS



SIMON'S GARDENS

14780 W Greenfield Ave, Brookfield
www.simonsgardens.com

Simon's Gardens is a family-owned business specializing in high quality plants and produce. We have been growing produce since 1852." 1852, y'all! The variety of annuals starts at Ageratum and end at Zinnias, with 3 varieties of marigolds and 7 kinds of petunias thrown in for good measure. Veggie plants include tomatoes, (early, mid, and full season, heirloom, and the always-famous miscellaneous category), hot and sweet peppers, onions and so much more. All your favorite herbs are available plus a full selection of garden supplies. There are 2 locations to check out- Simon's Gardens Greenhouse on Caldwell Rd. in Mukwonago, and Simon's Gardens Store on the north side of Greenfield Ave. in Brookfield. Both locations sell flowers and produce. (And remember- it's Impatiens, not Impatients.)

GARDEN CENTERS



HERE'S SOMETHING ELSE TO CONSIDER- BECOMING A MASTER GARDNER.

Learn about plants and how to take care of them, and participate in an approved UW-Extension learning opportunity. Then apply what you've learned to help local organizations.

Find out more about the program at www.mastergardener.extension.wisc.edu/get-started/.

Graduates of the program who live in Milwaukee and Waukesha counties can then apply to join the SouthEast Wisconsin Master Gardeners. A local non-profit organization dedicated to teaching, learning, leading and serving people who are passionate about gardening.

Find them online at www.sewmg.org

We hope this has inspired you to spend some time outdoors and do a little planting, no matter how large or small your project is. Happy gardening!

AREA MUST-DO'S

Fellow Wisconsinites, head to the bubbler real quick once...this next bit is for all the visitors to our great state who may not know the wonder that is frozen custard, squeaky cheese curds and brats that have taken a soak in the beer jacuzzi. We maybe a little on the fluffy side, with a healthy appreciation for Korbel brandy, but we are all about the 3-course meal.

APPETIZERS

Cheese Curds.

Technically speaking, cheese curds are small pieces of curdled milk with a mild, cheddar-like flavor. They are literally freshly made curds of cheese.

But we think www.wisconsincheese.com says it best, "these tiny morsels of squeaky goodness are the freshest of fresh cheese- let them sit for 24-hours, and "poof"- the magic and the squeak is gone."

In their natural state, find them at farmers markets, cheese markets and some grocery stores. But whatever you do, do NOT find them in the refrigerated case. Instead, look for a display out at room temperature (I know, don't freak out.) They come in a variety of flavors, but I still like plain best. Pro Tip- Cheese curds make great road snacks. Ask the cheese shop to open the bag for you.

OUR TOP 3 PLACES TO FIND FRESH CURDS-

Harmony Specialty Dairy at the Brookfield Farmers Market

The Village Cheese Shop in Wauwatosa

All Sendik's locations

Oh, we're not done yet... Batter 'em, deep fry 'em, and they become chewy, stretchy little morsels of goodness- hot, salty, and the perfect beginning to your meal. We suggest a side of ranch for dipping because we are fancy like that.

OUR FAVORITE DEEP FRIED CHEESE CURDS

Any service club at any outdoor event- Optimists, Rotary, Lions Club, Knights of Columbus- pick the one that speaks to you. For off-season options, we like Oscar's Frozen Custard, Kopp's Frozen Custard and Culvers. (Win-win- fried curds AND custard.)

You won't find anything like it anywhere. Humble in its beginnings, pure in flavor, happy to sit on your counter waiting to squeak.

"Rock on, baby cheese" says the Wisconsin Cheese website. Yes, rock on, indeed.



AREA MUST-DO'S

WISCONSIN'S CHEESY FACTS:

- Our cheesemaking heritage goes back 180 years.
- We are the only state that requires cheesemakers to have a license.
- There are over 1,200 licensed cheesemakers in Wisconsin who produce more than 600 types of cheeses.
- We are the only place in the world besides Switzerland with a Master Cheesemaker program.
- Wisconsin produces the most flavors, styles, and variety of cheese in the world.
- We won 117 awards at the 2024 World Championship Cheese Contest: 34 "Best of Class" awards, 36 seconds, 41 thirds, and more than 36% of the total cow's milk cheese awards.
- Our cheese can be found in 99% of grocery retailers nationwide. (We won't even talk about the other 1%.)
- Cheeses from Henning's in Kiel, WI, and Schuman in Turtle Lake, WI made the list of top 20 cheeses in the world for 2024.



AREA MUST-DO'S

MAIN COURSE

Brats.

Take my advice- don't order a brat at a restaurant. It will only make you sad.

Brats are meant to be eaten in a parking lot somewhere, juice dripping on your t-shirt, expertly grilled by a group of parents fund-raising for their kid's school or sport or other worthy cause. Fairs, festivals, and service clubs are good options too, because they are usually prepared by the same folks who made your cheese curds. Or grill them yourself, in the comfort of your own backyard, beverage in hand, waving your tongs to make a point in the conversation. We don't make the rules, we just follow them.

Not an Italian sausage, not a Polish sausage, not a hot dog, brats are a Wisconsin institution, and the stuff of tailgating legends. Every family has a recipe and an opinion on how they should be prepared. I say beer first, grill later. My father says the opposite. We're all about "you do you", but there are a few non-negotiables- brats, beer, onions, heat, (this is a 2-step process) and buns.



AREA MUST-DO'S



Here's where things go up for grabs.

Brats- Johnsonville (my favorite) or a trusted local vendor. Yes Sheboygan, we see you.

Beer- Miller, Bud, or whatever light-ish beer you've got sitting in the back of the fridge left over from Christmas.

Onions- Yellow or white, never red, sweet, (or God forbid, shallots), sliced in rings. Yes, rings. None of this matchstick, julienne business- not today.

Heat- Your choice-

(A) a cheap, disposable, aluminum pan on the grill that will probably spill when you try to move it.

(B) a pot on the stove. Safer route, but then your house will smell like beer, brats, and onions. Your call. We use the pot on the stove method and open all the windows.

Method to the Madness- Place brats in the vessel of choice, on the heat source of choice. Add 2 cans of said beers, and onions- about that many. And water- about that much.

We bring ours just to a boil (aka the beer jacuzzi) and then turn them down to a simmer for about 10 minutes, give or take. Remember, they're going to get some quality time on the grill, so they don't have to be done-done.

Grills scare me, so here's where my husband takes over and the true magic happens. Brats go on the grill to sizzle, caramelize and char for 5-10 minutes. Turn them gently from time to time with tongs- never a fork. You don't want to pierce the brat and lose all that yummy juice. Platter up and serve with good buns, (the bakery kind, not the squishy ones from Kwik Trip), and any toppings you want as long as it's some combination of grainy mustard, ketchup, onions, and sauerkraut. Again, we don't make the rules. Don't forget a napkin.

AREA MUST-DO'S

DESSERT

Frozen Custard.

Attention, class- it's time for your history lesson. Frozen custard was invented in 1919 in Coney Island, NY when the Kohr brothers realized that adding egg yolks to ice cream made for a smoother texture and helped the ice cream stay cold longer.

The Chicago World's fair in 1933 popularized frozen custard, but Wisconsin was already producing ice cream and custard in the early 30's. Breweries were trying to stay in business during prohibition by producing other items, and since milk and ice were plentiful, frozen custard was ideal. In 1932, the WI Department of Agriculture required that, to be called custard, the frozen treat had to have 13% butterfat.

Around this time, the first of Milwaukee's frozen custard stands opened; Gilles in 1938, Leon's in 1942, and Kopp's in 1950. Many others followed earning Milwaukee the title of "Unofficial Frozen Custard Capital of the World".

The "Big Three"

Gilles- The OG. Paul Gilles was credited with discovering frozen custard at the world's fair and bringing it back to Milwaukee. Find Gilles original 1938 location at 7515 W Bluemound Rd, on Facebook and Instagram, and online at www.gillesfrozencustard.com.

Kopp's- was the first to combine vanilla and chocolate- a radical idea in the custard community. While the original location on Appleton Ave has closed, you can find them in Glendale, Greenfield, or here in Brookfield at 18880 W. Bluemound Rd. Plan your carbs around the flavor of the day on Facebook, Instagram, and online at www.kopps.com

Leon's- Kopp's may have swirled chocolate and vanilla, but it was Leon's who added Butter Pecan to the traditional chocolate and vanilla line up. One thing to know before you go... Leon's does not serve hamburgers. But they do serve their own spin on the Sloppy Joe. Call it a Spanish Hamburger, Maid Rite or Loose Meat Sandwich, it's Leon's "own recipe", "seasoned just right", and I think they're delicious. Find Leon's at their original location at 3131 S. 27th St. in Milwaukee, or on Facebook: www.facebook.com/LeonsFrozenCustard

Fun fact #1: Leon Schneider was Paul Gilles night manager. He went on to open Leon's.

Fun fact #2: Leon's was not the inspiration for Arnold's drive-in from Happy Days. It was The Milky Way on Port Washington Rd. (Which is now a Kopp's.)

Fun Fact #3: Leon's does not serve any fried food.

Want to know more? Here's a link to a great article from Milwaukee Magazine www.milwaukeeimag.com/frozen-custard-forever/. Bobby Tanzilo also co-authored a book called Milwaukee Frozen Custard published in 2016. Told you we take this stuff seriously.



AREA MUST-DO'S



Instructions

1. Add butter to skillet and then onions. (Do not cook the onions until they are super soft- there should still be some crunch.) After about 7 minutes, add the ground beef.
2. Cook the ground beef, breaking it into a fine crumble. Drain fat as necessary/desired.
3. Add seasonings, soy or Worcestershire, and pickle juice. Sauté a minute or two. (If you are not using the soup, you are done here.) Add the can of soup if you are using it. Simmer about 10 minutes on low until mixture thickens up and absorbs the soup.
4. Steam buns in a steamer on the stove or in the microwave for a few seconds wrapped in a towel. You can also put the buns on top of the beef, face down and cover the pan with a lid for a few minutes.
5. Serve with ketchup and mustard and slices of pickle, or just plain.

Notes

These are perfect for making a big batch and keeping in the slow cooker to feed a crowd. They also freeze well, so make a double batch, portion out for your household and freeze for another day. Visit the Topsy website for more delicious midwesty recipes like Stuffed Peppers, Meatloaf, Green Casserole Extraordinaire and Wisconsin Pate. www.thetipsyhousewife.org/2023/09/29/maid-rite-inspired-sandwiches/

Curious about Leon's Sloppy Joe? The Topsy Housewife recently posted a recipe for a Maid Rite inspired sandwich which is similar. Simple, delicious and best served with pickles, and ketchup or mustard on a squishy bun.

Ingredients

- 1 ½ pounds lean ground beef
- 1 large white onion, diced
- 1 can of Campbell's French Onion Soup (optional, but she says the caramelized onions compliment the fresh onions well.)
- ½ tsp of Lawry's (or other season salt)
- ½ tsp black pepper
- ½ TBS soy sauce OR Worcestershire
- Pinch of sweet paprika
- ½ TBS dill pickle juice
- 1 TBS butter
- 6-8 sesame seed buns
- Sliced pickles
- Mustard of choice
- Ketchup



RESTAURANTS



We Wisconsinites love to eat outside, don't we? Heck, we even ate outside in little plastic igloos a few years ago. Fair food, grilled food, snacks and a glass of wine, full blown meals, doesn't matter. If you've got something that passes for a table and chairs (and maybe a patio heater or two), We. Are. There. As always, we can count on Dustin to give us the scoop on the best of the best of dining outdoors in Brookfield. Check 'em out....

ELEGANT ATMOSPHERE

Mr. B's -

When outdoor dining gets fancy, it's called al fresco, and Mr. B's definitely knows how to get fancy. The seasonal patio is the perfect setting to relax, enjoy the nice weather and indulge in some of our favorites... If we're just sort of snacking and cocktailing, then it has to be Fried Calamari and Wood Oven Roasted Bacon. More serious dining is a tougher choice. I'm a NY strip girl at heart, but a laid-back evening calls for a Mr. B's burger- that buttered Sciortino's bun gets me every time. For dessert, definitely a Mr. B's Blondie Sundae. And I never have to share the Maple Gelato. Yum. The menu does change, so check online at www.bartolottas.com/mr-b-s-steakhouse/brookfield.



OLD-FASHION DRIVE-IN FEEL -

Lee's Dairy Treat -

Lee's has been a Brookfield tradition since 1971, offering up 40 different flavors for sundaes, shakes, malts and blitzes, home made chili and BBQ beef in an old fashioned atmosphere. It is the best soft-serve ice milk you'll ever have, and at 96% fat free, one could even call it healthy (unlike it's chonkier frozen custard cousin.) Now on to the 3rd generation of "conologists", Lee's Dairy Treat is here to stay, resplendent in their octagon-shaped building, with ice cream cone shaped garbage cans and retro hand-drawn menus. Their season, however, only runs March-October so don't dilly-dally. I'm partial to chocolate in a cup, but someone (who shall remain nameless) has attempted Lee's Signature MONSTER 32-oz, quart sized shake. Who knew "brain freeze" could last that long?! Find them (and their menu) online at www.leesdairytreat.com/ on all the social channels, and at 14040 W Greenfield Ave. in Brookfield.



RESTAURANTS

FARM-TO-TABLE DINING WHERE YOU CAN ACTUALLY SEE THE GARDEN -

Parkside 23 -

Parkside 23 is another one of our go-to spots, making the list for happy hour, fish fry, unique Wisconsin-based menu and more. This time, they make our list for outdoor dining in a farm-to-table setting. And to PS23, that means that the food on the table came directly from a specific farm without going through a store, market or distributor along the way. PS23 uses local farmers and small businesses to source their products- including the garden out back. In addition to their daily menu, PS23 hosts Farm Suppers on pre-determined dates in July and August. These 5-course dining experiences in the garden highlight ingredients from Wisconsin brands, paired with local beer and wine. A Farm Supper would make an unforgettable gift for a wedding or anniversary. Or even for someone with a really big birthday in July. Find Parkside 23 online at parkside23.com on social channels, or at 2300 Pilgrim Square Dr. in Brookfield.



CATCH SOME RAYS AND THE GAME -

Buffalo Wild Wings - (50+ seats and 8+ TVs) B-Dubs loves you and would never make you choose between catching some rays, eating some wings, and watching some sports. With 50+ seats outside and 8+ TV's you won't miss one bit of the action. I'm not a sports fan, but I am always up for a good wing. Life is all about compromise. Fries or tots are a toss-up, but cheese curds are a must. And in the spirit of full disclosure- I like the wings so much, I've never even thought to order a burger or a taco. Find them at 16750 W Bluemound Rd, or online at www.buffalowildwings.com/



RESTAURANTS

TOP NOTCH PEOPLE WATCHING -

Zisters - Zisters is not technically in Brookfield, but the people watching is so good, food is so good, and the patio is such a great space, we had to include them. Open from 7am-3pm for breakfasty, brunchy, lunchy sorts of dining, we can't help but love a menu that lists Beignets and Billionaire's Bacon in the appetizer section. Full of salads, flat breads, sandwiches and lots of breakfast items, there's no shortage of options for everyone- including gluten free and veggie people. If it's not a workday, check out the cocktail menu for mimosas, bellinis, mules, a secret recipe espresso martini, and a Hermanas Margarita made with 21 Seeds Grapefruit Hibiscus Tequila, fresh lime juice and honey syrup. And those little igloos I mentioned- Zisters has put them up in the past so outdoor dining does not have to end when the snow flies. Bonus. Find them on Facebook and Instagram, online at www.zisterselmgrove.com/ or at 13425 Watertown Plank Road in Elm Grove.



SMALLER MORE INTIMATE SPACE -

Cafe Manna - We are not a family of vegetarians, far from it. But the food at Café Manna is so delicious, the meat eaters in your life will never suspect a thing. The Roasted Veggie Quesadilla with cheese makes a great starter (although I have several favorites...), and the closet hippie chick in me also loves the Peace Bowl. New on the menu is a Spinach Artichoke Grilled Cheese that I can't wait to try. Make sure you leave room for some dessert- the new Chocolate PB&J cake caught my eye, as did the Grapefruit and White Wine Cake. These items will stay on the menu for a while, but there's a selection of items that change weekly, so make sure to hit their website or Facebook page often. Café Manna is located at 3815 N Brookfield Road or online at www.cafemanna.com. Getting your 5-a-day was never so tasty.



RESTAURANTS

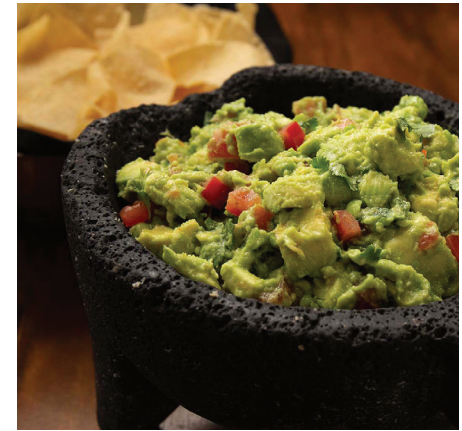
ROOM FOR BIGGER GROUPS -

Mitchell's Fish Market - When the group text says let's meet on the patio, it's time to head to Mitchell's Fish Market. Offering a little more space for larger groups, Mitchell's still has our heart for yummy seafood apps to go with a glass (or 2) of wine at happy hour prices. Seriously, who can pass up a \$5 sangria, and \$8 calamari? Don't miss the dinner menu- you already know how I feel about Jumbo Shrimp Cocktail and Chilean Sea Bass. Located near Brookfield Square Mall, but all the fresh fish options will make you feel like you've found a great local spot in Florida. www.mitchellsfishmarket.com/location/mitchells-fish-market-brookfield-wi/



CHIPS & SALSA, PLEASE -

Uncle Julio's - When the chips and salsa craving hits, Uncle Julio is everyone's favorite Uncle. The outdoor space is beautiful- comfy chairs, fire places- it reminds me of one of our favorite restaurants in Arizona. Offering made from scratch authentic Tex-Mex food and some of the best margaritas you've tasted (on the rocks with salt, please) Uncle Julio's always tops our list. Start out with the Made to Order Guacamole, move right on in to the Barbacoa Beef Fajitas, and finish up with a Churro or two. I've never been brave enough to order a Chocolate Pinata, but I'm so tempted....



Find Uncle Julio's at 245 S Moorland Road or online at www.locations.unclejulios.com/wisconsin/brookfield/245-s-moorland/

WANT SOMETHING NEW -

Cooper's Hawk - Outdoor dining at Cooper's Hawk? YES! It's coming soon, and we couldn't be happier. Since this is a work in progress, we don't have any details yet, but we are banking on all our favorite wines, cocktails, snacks and entrees being available in an outdoor dining space with a sophisticated urban feel. Cooper's Hawk is located at 15 S Moorland Rd but you'll want to keep an eye on the Visit Brookfield Facebook page for updates on the construction. www.chwinery.com/locations/wisconsin/brookfield



RESTAURANTS

SIT OUTSIDE AND ENJOY A CUP OF COFFEE -

Coffeerville - A relative newcomer to the Village of Brookfield, Coffeerville sits on a hill, right on the trail, in a renovated train depot. I'm a plain coffee with cream girl, so Coffeerville's freshly roasted beans make a noticeable difference in my cup. For the non-coffee drinkers, there's a great variety of juices and smoothies. Breakfast sammies are served all day and have fun names like Sheriff, Engineer and Artist. I like the Musician- creamy peanut butter, sweet dates and toasted coconut on a chewy bagel. For bagel purists, there's the Artist. If you haven't been to Coffeerville yet, go. The food is delicious, there is frequently live music (check their Facebook page), and I don't think there's a prettier spot in Brookfield to enjoy an outdoor bite to eat. Find them at 2825 N Brookfield Rd., on Facebook, or at www.coffeervilleco.com/



ROOFTOP DINING -

Bobby's Bar - Dustin promises us that Bobby's Bar is the ONLY outdoor rooftop dining you will find in the greater Brookfield area, and who are we to doubt him. He also tells us that bourbon fans will appreciate Bobby's Bar Woodford Reserve Barrel Pick personal selection. Count me in- I like a good bourbon every now and again (emphasis on the "good", much to my husband's dismay), I like outdoor dining, I like a good burger, and I have no self control when it comes to haystack onion rings. Bobby's just feels like a Friday afternoon, we sneaked out of work early, and we don't have to go back til Monday kind of place. Look for us up on the roof. (And enjoy the blatant James Taylor reference.) Bobby's is located at 14735 Lisbon Rd. or online at www.bobbysbargreatplacegoodtimes.com/



RESTAURANTS

INSIDER'S SCOOP -

El Gaucho Grill - This is the insider's guide, so we'll give you the insider's scoop... El Gaucho Grill. They're off the beaten path, for sure- but trust us, one taste and you'll be glad you made the effort. I can hold my own with most menus, but all I really knew of Argentinean food was Empanadas, which is the house specialty. The menu also includes some mouthwatering beef dishes, a Pascualina Tarta (sauteed spinach, hard boiled eggs and spices in a savory pie shell) and Choripan (a sausage sandwich with tomatoes, lettuce, red onions and mayo). More adventurous eaters might want to try the Caracu (bone marrow) or the Mollejas (sweetbreads). Desserts include Chaja Cake (Uruguay's classic dessert) and Panqueques (crepes filled with Dulce de Leche and seasonal fruit). This is a little hidden gem- and if the sweetbreads freak you out, don't eat them- seriously. Have the NY Strip instead. Find El Gaucho at 17800 W Bluemound Rd. or online at www.elgauchogrillbrookfield.com/ or on Facebook.



NEW KID ON THE BLOCK -

BJ's Restaurant & Brewhouse - BJ's just opened their Brookfield doors mid-April. Our office took one look at the menu and immediately planned a staff lunch. We decided on soups and salads and they did not disappoint. Our soups were hot and tasty, our salads fresh and crispy. But the burgers and wraps we saw on other tables were incentive enough to go back again soon. Preferably after 5 so we can enjoy a cocktail. Best of all, (and we cannot gatekeep this) is BJ's trademarked Pizookie. It's a cookie baked in a mini-pizza pan topped with ice cream. Good luck choosing one from the nine on the menu- we settled on the Strawberry Shortcake Pizookie, but I've still got my eye on the Salted Caramel. Best of all- there's a Gluten Free Chocolate Chip Pizookie, so everyone can enjoy this fun dessert. Check 'em out on line at www.bjsrestaurants.com/ and visit them at 17430 W Bluemound Rd.



GRILLING

Remember grilling when we were kids? It involved a big Weber kettle grill, charcoal, some lighter fluid, and a sincere hope that dad didn't set the house on fire.

My how times have changed. Now there are choices of grills and cooking methods, a plethora of rubs, sauces and marinades, and a whole lot of choices for what goes on the grill. (If you've never had a freshly grilled peach, with a little brown sugar and cinnamon, served with a scoop of good ice cream, you are missing out my friend.)

At its most basic, grilling involves cooking food over direct heat from charcoal, gas, or wood. The high temperatures and exposure to flames or hot coals create a unique sear and impart a smoky flavor that makes even the simplest foods taste delicious.



LET'S START WITH CHOOSING THE RIGHT GRILL...

Charcoal Grills offer smoky flavor and precise heat control and are a favorite of grilling traditionalists who appreciate the ritual of charcoal lighting.

Gas Grills are convenient and easy to use. They produce quick and consistent heat and are perfect for busy weeknights and casual cookouts.

Pellet Grills combine the convenience of gas grills with the flavor of charcoal, pellet grills use wood pellets to infuse food with a rich, smoky taste. They are a favorite of barbecue aficionados.

Preparation is the same no matter which grill you choose- clean the grates to prevent sticking and to ensure even cooking. Preheat the grill for proper searing and caramelization.

Food is generally cooked with either direct heat which is ideal for searing meats, and getting those beautiful grill marks, or indirect heat- perfect for slow cooking and smoking. Foods needing direct heat are positioned directly over the flames or coals, while indirect heat uses radiant heat from the grill to cook food without exposure to the flame.

Now that we've got the basics down, let's kick that flavor up a notch...

Marinades not only infuse meat with flavor, they also tenderize meat. From tangy citrus blends to savory herb-infused concoctions, marinades add depth and complexity to grilled dishes. We're DIY fans, so you know we headed over to a few of our favorite websites for some ideas.



GRILLING

Allrecipes calls this the Best Steak Marinade in Existence, and 4,559 people agreed. This one is definitely going on our list too.



Ingredients

- ½ C olive oil
- 1/3 C soy sauce
- 1/3 C fresh lemon juice
- ¼ C Worcestershire sauce
- 3TBS dried basil
- 1 ½ TBS garlic powder
- 1 ½ TBS dried parsley flakes
- 1 TBS ground white pepper
- 1 tsp dried minced garlic (optional)
- ¼ tsp hot pepper sauce (optional)

Directions

Place all ingredients in a blender (or food processor) and blend on high speed until thoroughly combined, about 30 seconds.

Pour the marinade into a resealable plastic bag. Add steak, coat with marinade, squeeze out excess air, seal the bag and place in the refrigerator. Marinate thinner cuts like flank or skirt steak about 2-4 hours. Tougher cuts like top sirloin or sirloin tip will benefit from marinating overnight. When ready to grill, remove steak from the marinade and shake off excess. Discard the remaining marinade. Cook or grill steaks to desired doneness.

Despite the temptation, it is not safe to reuse the marinade straight from the bag. Instead, boil the liquid for several minutes. This will also reduce the liquid making a thick sauce that can be poured over your freshly grilled steak. Recipe and picture from Allrecipes website. Find it here...www.allrecipes.com/recipe/143809/best-steak-marinade-in-existence/

GRILLING

NO TIME FOR A MARINADE? TRY A DRY RUB.

Dry rubs form a flavorful crust on the exterior of meats, enhancing their texture and taste. Experiment with a variety of herbs, spices and seasonings to create your own signature rub, or try this one called Best Dry Rub for Ribs from Hey Grill Hey packed with classic BBQ flavors. Recipe and pictures from www.heygrillhey.com/best-dry-rub-for-ribs/



Ingredients

- ¼ C brown sugar
- 2 tsp kosher salt
- 2 tsp black pepper
- 2 tsp smoked paprika
- 1 tsp garlic powder
- 1 tsp onion powder
- 1 tsp ground mustard
- ½ tsp cinnamon
- ½ tsp celery salt
- ¼ tsp cayenne pepper

Combine all ingredients in a mixing bowl, using a fork to break up any clumps.

Store rib rub in an air-tight glass container, and it will last at least a month. You may need to shake or mix to break up brown sugar clumps.



GRILLING

FEELING A LITTLE SAUCY INSTEAD?

From tangy barbecue sauces to spicy glazes, the right sauce can take your grilled creation to the next level. Whether you prefer sweet, savory or spicy, there's a sauce to complement every dish. Here's a good one from The Spruce Eats. It calls for chicken thighs (my favorite), but you can use it on beef or pork too. Make the sauce on the day you'll use it- it only takes 15 minutes or prepare it ahead. It will keep in the fridge for up to a week.



Ingredients

- 1 C ketchup
- ¼ C white vinegar
- ¼ C brown sugar
- 2 TBS paprika
- 1 TBS olive oil
- 1 TBS chili powder
- 2 tsp garlic powder
- ¼ tsp cayenne pepper

Heat a medium saucepan on medium-low. Add all of the ingredients and allow the mixture to simmer for 5-8 minutes. Taste for flavor and add another ¼ tsp of cayenne if you'd like a spicier sauce.

Remove from heat and allow to cool completely before using. Will keep in the fridge for a week. Brush the chicken with sauce about 10 minutes before it's done. This gives the sauce time to caramelize but not scorch.

Recipe from The Spruce Eats. Find it here.... www.thespruceeats.com/better-bbq-chicken-sauce-333633



GRILLING

Good marinade, sauce and rub recipes are essential items for your recipe box. But if you'd like to include something a little less traditional, consider starting with a grilled romaine salad. Try this one from How Sweet Eats.



Ingredients

- 4 slices bacon, cooked & crumbled
- ½ C seasoned breadbrumbs
- 1 TBS unsalted butter (regular is fine, too)
- 1 garlic clove, minced
- 4 heads of romaine, sliced in half
- Olive oil for brushing
- Kosher salt & pepper
- 1 C cherry tomatoes, cut in half or quarters
- ½ C ranch dressing
- ¼ C crumbled blue cheese
- 2 TBS chopped fresh chives

Instructions

Preheat grill to high heat.

Fry bacon, place on towel to remove excess grease.

Melt butter in a non-stick skillet. Add the breadcrumbs and garlic and stir to coat. Cook for 5-6 minutes, stirring often, until golden and fragrant. Remove from the heat.

Brush the cut sides of the romaine with olive oil. Sprinkle generously with salt and pepper. When the grill is hot, reduce heat to medium. Place romaine heads on the grill, cut side down. Grill for 1-2 minutes until the lettuce chars, then flip over and grill for an additional 1 minute. Remove the romaine from the grill.

Serve family style on a large platter. Drizzle with ranch dressing (or any dressing you'd like, really) then top with tomatoes, bacon, blue cheese, and fresh chives. Sprinkle with toasted breadcrumbs and serve immediately.

Pictures and recipe from How Sweet Eats. Find it here.... www.howsweeteats.com/2022/06/grilled-romaine-salads/

GRILLING

Remember those grilled peaches I told you about? I think you'll like this recipe from Spend With Pennies.



Ingredients

- 4 medium peaches, halved and pitted. (Choose freestone peaches if you can- the pit comes out easily)
- 2 TBS melted butter
- 2 TBS brown sugar
- ½ tsp cinnamon (more or less to taste)
- Ice cream for serving

Instructions

Preheat grill to medium high. (If using a charcoal grill, prepare coals to medium heat.)

Brush cut side of peaches with butter and brown sugar. Rub the brown sugar into the butter so it sticks. Sprinkle with cinnamon.

Place the peaches, cut side up, and grill for 3 minutes. Flip and grill for 3-5 minutes more or until browned and tender.

Serve warm with ice cream and a drizzle of honey.

Variations-

Any sweetener will do, like honey or white sugar. Sub any warm spices for cinnamon- a bit of ginger, apple pie spice, pumpkin pie spice- you get the idea.

Chopped and toasted pecans or walnuts, or even a sprinkle of granola will give peaches a nice bit of crunch.

Try other fruits like plums

Use whipped cream, or vanilla yogurt instead of ice cream if you'd like.

If you don't have a grill (or if, like me, you're afraid to use it) use a grill pan or even an air fryer.

Recipes and pictures from Spend with Pennies. www.spendwithpennies.com/brown-sugar-grilled-peaches/#wprm-recipe-container-156366

Beyond the culinary delights it offers, grilling is a great way to bring people together. Whether you're hosting a big backyard barbeque with friends, or a quiet night with family, grilling turns an ordinary meal into something special. We hope these recipes inspire you to fire up the grill, embrace the sizzle and let your culinary creativity fly.

FARMERS MARKETS

I really do like all the seasons Wisconsin has to offer. Sure, I complain when it's too hot, and I complain when it's too cold. But hands down, my favorite season by far is Farmers Market season. Brookfield's Farmers' Market is our favorite (of course!)



BROOKFIELD FARMERS' MARKET

The Brookfield Farmers' Market opened in 1991 with 6 farmer vendors and was staffed by volunteers. Now in its 34th season, the market continues to thrive under the direction of Market Manager Bobbi Harvey.

MORE THAN 60 FARMERS

More than 60 market vendors offer a variety of products literally from soup (The Soup Market) to nuts (The Peanut Butter & Jelly Deli) and everything in between. Many of the vendors have been with the market for at least 10 years (the sign of a successful market). There are some new faces this year too. Here are just a few you should look for.

FOOD FANTASIES Chynna Denny is the woman behind the goodness. Crediting cooking shows for planting the seed, MATC for the discipline and technical skill, and Tenuta's for the experience, Chynna launched her business in 2020. She keeps about 10 different pastas in rotation all made by hand from scratch in small batches, using only the freshest, natural ingredients. Ravioli and pappardelle are cut by hand. Her sauces are made from scratch too. Pasta will be available at the market weekly until mid-June, then on alternating weeks.

PEANUT BUTTER & JELLY DELI This is definitely not the PB & J we put in our Scooby Do lunchboxes, friends. This is Wisconsin's only shop dedicated to America's favorite sandwich. The nut butters are freshly ground and include natural peanut, honey roasted peanut, almond, cashew and- peanut butter and dark chocolate (sounds like Reese's Pieces in a tub, doesn't it?) 55 varieties of jams, jellies and fruit butters are regionally made. Choose from favorites like apricot, blueberry and cherry, or take a walk on the wild side and try kiwi, pear apple chai or watermelon. Outside of the market, find them online at www.thepbjdeli.com.



FARMERS MARKETS



SAMMY MAY'S BEERBQ SAUCE Made with beer- the Wisconsin way from a 30 year old family recipe crafted by her dad when he owned his first brewery. The recipe was perfected, Sammy asked her dad if she could take the recipe and sell it, and the rest is history. The original sauce comes in 2 sizes and is also available online so you can get your sauce fix year-round. Find them at www.sammymaysbeerbq.com/



MARKET AND MORE

Once each month, the market expands to include pottery, wooden items, candles, jewelry, soaps, and other hand-crafted items. Go to www.brookfieldfarmersmarket.com and click on the Market & More for a complete list of vendors. Vendors change each month, so don't miss your favorites!



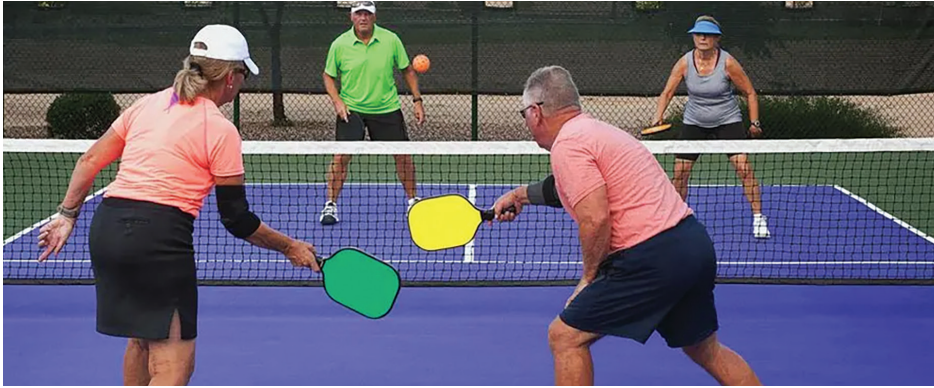
WE'D BE REMISS IF WE DIDN'T MENTION 2 OF OUR NEIGHBORING FARMERS MARKETS- WEST ALLIS, AND WAUWATOSA.

Established in 1919, the West Allis Farmers Market offers a wide variety of seasonal produce, fresh meats, eggs, honey, maple syrup and more. The market opens on the first Saturday in May through the Saturday after Thanksgiving. (NO markets on 4th of July or Thanksgiving.) Open Tuesdays and Thursdays from 12-6pm, and Saturdays from 1-6pm. We like the variety of vendors, and the weekday hours. Check out the complete vendor list online at www.thatswhywestallis.com/farmers-market/

The Tosa Farmers Market is a newbie compared to West Allis! For over 10 years they've been supporting local farmers, food producers and artisans. Tosa offers a nice variety of prepared food vendors, produce and plants, as well as meat, fish, and dairy. This year's market opens June 1, and runs through October 12, from 8-noon, with a Makers Market of hand crafted items held on the first Saturday of the month. Find a complete list of vendors online at www.tosafarmersmarket.com/.



PICKLEBALL



CALLING ALL PICKLEHEADS! (And you know who you are...) If you don't play pickleball, I'll bet you know someone who does. Everyone and their brother has caught the "picklebug".

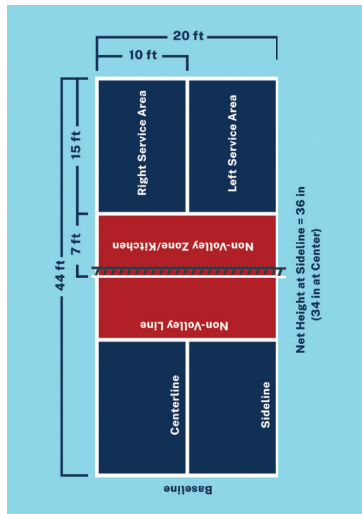
THE ORIGINS OF PICKLEBALL

Pickleball traces its roots back to the mid-1960s when three enterprising dads on Bainbridge Island, Washington found themselves in search of a new game to entertain their families during a lazy summer afternoon. Utilizing ordinary items like ping-pong paddles and a wiffle ball, they improvised a makeshift court on their backyard badminton surface, and the rest is history.

Since rummaging through the shed for random equipment, some refinements have been made. The court is similar to a tennis court, but a little smaller, and the net is lower. Players wield solid paddles made of wood or composite materials and use a distinctive plastic ball similar to a wiffle ball but (again) slightly smaller. It can be played indoors or outside, in singles matches or doubles.

THE GAME PLAY

The objective of the game is to score points by hitting the ball over the net in a way that the opponent cannot return it. Players serve diagonally into the opponent's court. Pickleball moves quickly and requires precision and strategic thinking. It's as much a mental game as it is physical, demanding split-second decision-making and lightning-fast reflexes. (Well, maybe not lightning fast, since many players are middle-aged+, and we're slowing down a bit.)



PICKLEBALL

THE APPEAL

What sets pickleball apart is its accessibility. Unlike sports that require significant physical skill or lots of practice, pickleball can be enjoyed by people of all ages and abilities. Its compact court size makes it ideal for community centers, city parks, and backyard setups. Whether you're a seasoned athlete or a novice seeking recreation, pickleball offers an inclusive environment for friendly competition and social interaction. Pickleball also fosters a sense of camaraderie. Players of different skill levels team up for singles games, and doubles matches, share tips, and cheer each other on. The sport's friendly and welcoming atmosphere encourages newcomers to join in without fear of judgment. See, that whole "no judgement zone" thing really works!



THE GROWING POPULARITY

Part of pickleball's allure lies in its adaptability. Players can easily modify the rules and court dimensions to accommodate different skill levels and playing environments. This flexibility has contributed to its integration into many different environments- phy ed classes, senior living communities, and park and rec programs.

LOOKING AHEAD

The pickleball craze continues to gain momentum. Whether you're a seasoned athlete seeking a new challenge or a casual enthusiast looking for fun and fitness, pickleball offers something for everyone. So grab a paddle, step onto the court, and experience the thrill of pickleball firsthand – you'll be glad you did!





WHERE TO PLAY PICKLEBALL IN BROOKFIELD:

The City of Brookfield Park & Rec Department offers several opportunities for pickleball players. Dates, times and fees vary, and registration is required. Access the City of Brookfield Summer Activity Guide here and turn to page 18 for Pickleball information. www.ci.brookfield.wi.us/98/Seasonal-Activity-Guides

PICKLEBALL OPEN PLAY

Mary Knoll Park tennis court

Mondays: 6/10-10/7, 9-11am

Wednesdays: 6/12-10/9, 9-11am

Thursdays: 6/13-10/10, 6-8pm

Fridays: 6/14-10/11, 9-11am

PICKLEBALL FOR BEGINNERS

Camelot Park, NE Entrance

Thursdays: June 6, 13, 20 8-10am

Thursdays: July 11, 18, 25 10:15am-12:15pm

PICKLEBALL DRILLS & SKILLS WORKOUTS

Camelot Park, NE Entrance

Thursdays: June 6, 13, 20 10:15am-12:15pm

Thursdays: July 11, 18, 25 8-10am



Rules Summary



The following is an abbreviated form of the rules to give a quick overview of how the game is played. A complete copy of the official rules can be found on the USA Pickleball website at usapickleball.org. If there is a conflict between this summary and the official rules, the official rules prevail.

Basic Rules Overview

- ▶ Pickleball is played either as doubles (two players per team) or singles; doubles is most common
- ▶ The same size playing area and rules are used for both singles and doubles

The Serve

- ▶ The server's arm must be moving in an upward arc when the ball is struck.
- ▶ Paddle contact with the ball must not be made above the waist level.
- ▶ The head of the paddle must not be above the highest part of the wrist at contact.
- ▶ A 'drop serve' is also permitted in which case none of the elements above apply.
- ▶ At the time the ball is struck, the server's feet may not touch the court or outside the imaginary extension of the sideline or centerline and at least one foot must be behind the baseline on the playing surface or the ground behind the baseline.
- ▶ The serve is made diagonally crosscourt and must land within the confines of the opposite diagonal court.
- ▶ Only one serve attempt is allowed per server.

Service Sequence

- ▶ Both players on the serving doubles team have the opportunity to serve and score points until they commit a fault *(except for the first service sequence of each new game).
- ▶ The first serve of each side-out is made from the right-hand court.
- ▶ If a point is scored, the server switches sides and the server initiates the next serve from the left-hand court.

- ▶ As subsequent points are scored, the server continues switching back and forth until a fault is committed and the first server loses the serve.
- ▶ When the first server loses the serve the partner then serves from their correct side of the court (except for the first service sequence of the game**).
- ▶ The second server continues serving until his team commits a fault and loses the serve to the opposing team.
- ▶ Once the service goes to the opposition (at side out), the first serve is from the right-hand court and both players on that team have the opportunity to serve and score points until their team commits two faults.
- ▶ In singles the server serves from the right-hand court when his or her score is even and from the left when the score is odd.

*At the beginning of each new game only one partner on the serving team has the opportunity to serve before faulting, after which the service passes to the receiving team.

Scoring

- ▶ Points are scored only by the serving team.
- ▶ Games are normally played to 11 points, win by 2.
- ▶ Tournament games may be to 15 or 21, win by 2.
- ▶ When the serving team's score is even (0, 2, 4, 6, 8, 10) the player who was the first server in the game for that team will be in the right-side court when serving or receiving; when odd (1, 3, 5, 7, 9) that player will be in the left-side court when serving or receiving.

THE BROOKFIELD TENNIS & PICKLEBALL CLUB

provides tennis and pickleball for adults in the community. The club plays pickleball at Mary Knoll Park Tuesdays at 5pm, and Saturdays at 9am. For more information, please visit their website www.brookfieldtennisclub.com

OTHER PLACES TO PLAY:

Camelot Park, Mary Knoll Park and Wray Park offer courts, but you may have to BYO nets. Lifetime Fitness offers pickleball courts for its members.

KRUEGER PARK

Construction on pickleball courts at Krueger Park should be finished by late June. The pickleball facility will include 8 courts, fencing, and a seating area with shade structures.

SUMMER ACTIVITIES

STATE PARKS & SWIMMING

If pickleball isn't your thing, no worries—there's plenty of other summer activities to keep you busy during the lazy days of summer.



A DIP IN THE POOL...



Located in **WIRTH PARK**, the Wiberg Aquatic Center offers swimming for all Brookfield city residents. There are so many amenities that if you squint a little it'll feel like you are miles away at a fancy water park. Kids of all ages will enjoy slides, a 50-meter pool, zero-depth pool, diving boards, playground, sand play area, spray feature, and geysers. There's also a deck area, shade funbrellas and concession stand. Wiberg Aquatic Center is located at Wirth Park, 2585 North Pilgrim Road. For pool hours, and other information, visit the city's website. www.ci.brookfield.wi.us/109/Wiberg-Aquatic-Center



FOX BROOK PARK is located on North Barker Road in Brookfield. Known for its man made swimming lake and sand beach, Fox Brook Park is a great place to enjoy other water activities too, like fishing, boating, and kayaking. Pets are welcome and even have a designated swimming area of their own. For more information on this county park, visit www.waukeshacounty.gov/foxbrook/

SUMMER ACTIVITIES

TAKE A HIKE...

FOX BROOK PARK makes the list again as a great park for walking and hiking. The nearly mile long loop around the man-made lake takes about 15 minutes to complete, and offers great birdwatching, plus an abundance of wild flowers and wild life. The trail is paved, mostly shaded and is ideal for visitors with mobility equipment. Dogs are welcome on a leash.



Not technically a park, the **FOX RIVER TRAIL** is a 3.4-mile point to point trail that acts as a connector between the city of Pewaukee and the city of Brookfield, all the way to Brookfield Road. With scenic woodlands, wetlands and beautiful river views, it feels like a vacation just minutes from home.



FRANKLIN WIRTH PARK is another easy summertime stroll. The 1.1-mile loop is kid and dog friendly, making it a great activity for families.



For a little more challenging terrain, try a hike in one of Wisconsin's beautiful state parks.

BLUE MOUND STATE PARK sits on the highest point in southern Wisconsin, with spectacular views, and unique geological features. In addition to 2- miles of scenic hiking and off road biking, **BLUE MOUND PARK** has a family campground, and a swimming pool.



DEVIL'S LAKE STATE PARK is situated along the Ice Age National Scenic Trail. It offers magnificent views from 500-foot quartzite bluffs, and a 260-acre lake. Hike nearly 30 miles of hiking trails, enjoy swimming beaches, lakeshore picnic areas and more.

Fees may be required at some (or all) of the parks listed, so hop on the internet and check before you go.



The Village area of Brookfield is located on Brookfield Road near the railroad tracks. Once a busy depot and junction area, the Village now serves as a retail, dining and community gathering space with historic buildings, quaint businesses and family events. We encourage you to visit the Village and experience all it has to offer.



KID'S FEST

Saturday June, 15th, 11am-3pm
McCoy Park- 19025 Wilderness Way,
just west of Brookfield Road
Visit www.villageofbrookfieldwi.com/kids-fest/ for more information.

Kids Fest is a FREE family fun day on Saturday, June 15th from 11:00 am to 3:00 pm at McCoy Park in the historic Brookfield Village.

This kid-friendly event features bounce houses, rock-climbing wall, balloon animals, face painting and stage with live entertainment. See Magic Morgan live at 1:00. A variety of local vendors will have all kinds of fun activities, games, crafts, prizes and lots of treats. Fresh grilled food, hot buttery corn and beverages will be available for purchase from our Village Grill. This is truly a family event with fun and activities for all ages. Don't miss it!

Join us for FREE family fun!

Kids activities galore!
Games & Crafts, Sweet Treats
Live Entertainment, Magician
Rock Climbing Wall, Bounce House

A variety of food & drinks will be available for purchase
.....including our famous corn roast

THANK YOU TO OUR SPONSORS & PARTNERS



VILLAGE OF BROOKFIELD BEER GARDEN

18725 Hoffman Avenue
For more information, visit www.villageofbrookfieldwi.com/events/beer-garden/

Would it even be summer without the Beer Garden? Bring your lawn chairs and enjoy food, beverages and family friendly entertainment under the stars this summer in the historic Village of Brookfield. This year featuring Vennture Brewing Craft Beer, fresh grilled food, corn roast, games and more.

This year's line up is a good one! You won't want to miss a week.

Thursday June 20th Acoustix
Covering great pop songs from the 70's, 80's & 90's, the Acoustix entertain audiences of all ages.

Thursday July 18th 3-D The DeBraul Brothers
A classic rock influenced band of brothers with a pop rock, harmony filled feel.

Thursday August 22nd Jessie Marie and the Rippers
Jessie Marie & The Rippers perform songs that bring back memories. 80s pop rock, classic rock, 90s & country!

Thursday September 12th LIVE- Todd Bryant Band
This trio will put the skip in your step with a classic country rock twist.



2024
Brookfield Beer Garden
Featuring **Vennture Brewing** Craft Beer
18725 W. Hoffman Ave • Brookfield Village

Fresh Grilled Food
Corn Roast
Games
Family Friendly
BYO CHAIRS

Beer Garden
THURSDAY JUNE 20
THURSDAY JULY 18
THURSDAY AUGUST 22
THURSDAY SEPTEMBER 12
Rain Date: July 25th

BEER • FOOD • LIVE MUSIC • FUN EVENING

Live Music
June 20th - The Acoustix
July 18th - 3D - The DeBraul Brothers
August 22nd - Jesse Marie & the Rippers
September 12th - Todd Bryant Band

bank **five nine** RED ROSE DENTISTRY UNIVERSITY LAKE SCHOOL VENNTURE BREW CO.



HOTELS

SCAN HERE TO FIND A PLACE TO STAY →



Summerfest, Harley Fest, German Fest, State Fair—what's a weary traveler to do? Brookfield is home to 11 hotels, each with amenities tailored to you and whoever joins you on the road. Little kids, big kids, fur kids, short stays, long stays, there's a hotel in our fair city that will fit your needs and your budget. All with free surface parking. So fest away, my friends—the City of Brookfield hotels are happy to welcome you home after a long hard day of food on a stick.



COUNTRY INN AND SUITES
1250 S Moorland Rd.
Brookfield, WI 53005
(262) 782-1400 • (800) 333-3333
www.radissonhotelsamericas.com/countryinn



DOUBLETREE BY HILTON
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Brookfield, WI 53045
(262) 792-1212 • (800) 222-8733
www.hilton.com/en/hotels/mkebkdt-doubletree-milwaukee-brookfield



HOLIDAY INN EXPRESS & SUITES
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Brookfield, WI 53045
(262) 214-5600
www.ihg.com/holidayinnexpress



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Milwaukee Brookfield
Conference Center Hotel
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(262) 330-0800
www.hilton.com/en/hotels/mkebcgi



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www.marriott.com/mkets



EXCEEDING YOUR EXPECTATIONS

Visit Brookfield is the official tourism marketing organization (Convention & Visitor's Bureau) for the City of Brookfield. We provide complimentary services and a full range of products to assist you in meeting your objectives and exceeding your event expectations. Allow us to help you with the distribution of your request for proposals, tours, site selection, guest welcome opportunities, additional amenities and activities for your guests, and more. Let us make the planning process seamless for you and ensure your guests experience all that Brookfield has to offer.

Meeting locations in Brookfield offer state-of-the-art technology and other amenities necessary for productive business functions. On-site business centers, audio-visual assistance, and wireless high-speed Internet ensure a successful event. Personal touches and conference amenities guarantee happy guests. With over 2,500 total guestrooms and meeting spaces to fit the needs of almost any local, regional or state-wide group, plan to meet in Brookfield and let us exceed your expectations. For more information please visit our website: visitbrookfield.com



YOUR EVENT STARTS HERE.

Brookfield is conveniently located along I-94, minutes West of Milwaukee. Easy access, ample free parking, endless dining, shopping and entertainment make Brookfield the perfect site for your next event. From intimate small spaces to large-scale event venues we have it all!

MEETINGS

11 hotels in the city (an additional six hotels with over 2500 guest rooms within four miles)

- 1742 rooms
- 150k sq ft of space

Hosting a meeting, gathering, or celebration? Allow Visit Brookfield the opportunity to help you exceed your expectations! Contact us for help with booking meeting or gathering space, hotel accommodations, guest amenities, and so much more.



Ann Marie Hess, CMP

Director of Sales
(262) 789 0220
annmarie@visitbrookfield.com



Dustin Hicks

Sales Manager
(262) 789 0220
dustin@visitbrookfield.com



EVENTS SHINE AT THE BROOKFIELD CONFERENCE CENTER.

Built to accommodate events of all sizes from intimate corporate functions to large galas, the Brookfield Conference Center features the 18,000 sq. ft. Connect Ballroom, the 6,000 sq. ft. Collaborate Ballroom, a beautiful glass-encased atrium and a 9,000 sq. ft. outdoor Celebration Plaza.

Just minutes West of Milwaukee, and an hour from Madison, less than 2 hours from Chicago and the Fox Valley. The Brookfield Conference Center is situated just off of I-94, with easy access to surrounding areas.

Attached to the Brookfield Conference Center is the Hilton Garden Inn with 168 rooms and adjacent to the BCC you will find the newly renovated Sheraton Hotel with 386 rooms. Additionally Brookfield is home to a total of 11 hotels with over 1800 rooms, offering plenty of space for attendees and guests.





VISIT
Brookfield
WISCONSIN

Our offices are located inside of
the Brookfield Conference Center
325 South Moorland Road
Brookfield, WI 53005
262-789-0220

VISITBROOKFIELD.COM