

MILWAUKEE BUCKET LIST



THERE'S SO MUCH TO DO AND SEE IN MILWAUKEE, BUT IF YOU CAN CHECK OFF THESE 10 CLASSICS, YOU'VE MADE A PRETTY GOOD START.

Take a brewery tour. Milwaukee's unique combination of beer history, brewing giants, and modern craft breweries makes it a beer destination like no other. Take historic tours a Best Place at Historic Pabst Brewery, Miller Brewing Company, and Pabst Mansion. Then stop by newer craft breweries like Lakefront Brewery, Sprecher Brewing Company, Third Space, and Black Husky Brewing. Don't leave Brew City without seeing how the product that "made us famous" gets made.

Visit the Milwaukee Art Museum. Designed by Santiago Calatrava, this striking modern building features a wing-like sunscreen with the span of a Boeing 747. Watch the wings open when the museum opens, flap at noon, and close when the museum closes. Inside you'll find an extensive collection of American and European works, decorative arts, folk art, a Haitian art collection, and one of the world's largest Georgia O'Keeffe collections.

Get out on the water. Set on the coast of Lake Michigan and the confluence of three rivers, Milwaukee is truly a water city. Enjoy a sightseeing boat cruise or paddle your way right up to the docks outside Lakefront Brewery. Boat tours, beaches, freshwater surfing, urban kayaking, jet-skis, and even a tavern that floats—it's all waiting for you on the water in Milwaukee.

Get a scoop of frozen custard. Frozen custard is a food that's classically Milwaukee and the city is home to the world's largest concentration of frozen custard shops, earning it the unofficial title of "frozen

custard capital of the world"! Ice cream and frozen custard are both made with milk, cream, and sugar, but custard is also made with egg yolks. This gives it a richer, creamier texture than ice cream. You won't want to miss out on this sweet treat.

Snack on some cheese curds. A cheese curd is a small, fresh, springy piece of cheese. During the cheese-making process, the curds are separated from the whey – these bits of cheese can be pressed into a nice block of cheddar or eaten as-is. Cheese curds are mild and slightly salty, and you can tell they're fresh when they squeak between your teeth! Deep fried or fresh and squeaky, this is a must-have appetizer.

Go to a festival. Milwaukee is known as the City of Festivals for a reason, and the best way to get to know the city is to celebrate with us. At Henry Maier Festival Park, enjoy the world's largest music festival, Summerfest, as well as cultural festivals like PrideFest, German Fest, Black Arts Fest, and Mexican Fiesta. Go beyond the festival park for festivals like Bastille Days, Garfield Days, and the Milwaukee Air & Water Show.

Try your luck at Potawatomi Hotel & Casino. Gaming, dining, and entertainment come together under one roof. It's game on at Potawatomi Hotel & Casino for the excitement of more than 2,000 slot machines, nearly 100 table games and an expanded, off-track betting room. Treat yourself to one of the many culinary options, and enjoy a show at the intimate, club-like atmosphere of the Northern Lights Theater.

Snap a selfie with the Bronze Fonzie. This life-size statue of Henry Winkler's Happy Days character is located on the Milwaukee RiverWalk just off Wells Street. Milwaukee's RiverWalk extends for 3.1 miles, linking the city's downtown with the Historic Third Ward. You'll see a variety of permanent and temporary public art displays along this scenic promenade of restaurants, cafes, pubs, and shops.

Learn about an American icon at the Harley-Davidson Museum. Harley-Davidson is part of the fabric of Milwaukee, and at the museum you can follow its history and another that survived the 2011 tsunami. From the first Harley ever produced in 1903 through a priceless display of 450 bikes including one owned by Elvis Presley, the museum chronicles the history of an American legend and its role in pop culture.

Sample local foods and products at the Milwaukee Public Market. Located in the city's Historic Third Ward, the Milwaukee Public Market is your one-stop shop for prepared food, grocery, gifts, and more. Nearly 20 local vendors are located under one roof in what Frommers named one of America's best public markets. This year-round indoor market features some of the freshest and most delicious products.