



For attendee information contact:
1-800-Addison or www.addisontexas.net

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For Immediate Release:

BITE INTO BAVARIA WITH AUTHENTIC GERMAN FOOD AND BEVERAGES AT ADDISON OKTOBERFEST – SEPTEMBER 18-21, 2008 -- ADDISON CIRCLE PARK

Looking for a truly special German culinary experience? Then come hungry to Addison Oktoberfest, September 18-21. Once inside the gates at beautiful Addison Circle Park, approximately 70,000 Oktoberfest guests eagerly consume thousands of feet of sausages either on a rustic bun or on platters accompanied by other German gastronomic delights. Traditional Bavarian platters include potato salad, sauerkraut and a roll, plus the featured German sausage or meat, such as a Weisswurst, (white sausage) a Kässler Ribchen (smoked pork chop) or, of course, a bratwurst (regular or smoked). Your culinary tour of Oktoberfest follows!

IN THE “SCHLOSS ADDISON” TENT:

The “#1 must-have” Oktoberfest food experience is found in the 30,000 square foot, air conditioned “Schloss Addison” main tent where three of the Town’s major hotels serve their German specialties.

This year, the Marriott Quorum, Hotel Intercontinental Dallas and Crowne Plaza will be serving delicious platters, including two sausages, German potato salad and sauerkraut. Plus, this is the perfect place to find an Oktoberfest Souvenir glass stein brimming with cold Paulaner Oktoberfest beer or Paulaner premium lager. **Other tasty authentic offerings in the main tent include** Bratwurst, pork chops, potato salad, sauerkraut and smoked pork loin plus smoked turkey legs, smoked pork loin sandwiches and sausages in a bun or on a stick. Among the favorite desserts are the Cinnamon Laugenpretzels, Apfelstrudel and Zwetchenkuchen (plum tart).

Authentic Oktoberfest beverages are available to accompany the great food. Paulaner beer, flown in from Munich, will be served -- including lager, dark and a traditional Oktoberfest beer -- in the main tent and in the Biergarten.

German wine, soft drinks and water are found in the main tent and throughout the park.

OUTDOOR BIER GARTEN:

Other German culinary and beverage treats are available throughout the park.

Guests can enjoy potato pancakes; skillet potatoes; a gourmet sun-dried tomato chicken bratwurst; Wiener Schnitzel; cheese, cherry, almond-apricot strudel; and sweet German Kettle Korn. In the Bier Garten, enjoy Biers of the World, presented by 500, Inc. Sample dozens of beers from around the world, including all six authentic Oktoberfest brews.

In the Weingarten, festival goers can sample approximately a dozen German wines, ranging from very dry Franken varietals to sweet Aüslese and Spätlese Reislings.

Also, a Sekt – the German equivalent of Champagne – and a late harvest Eiswein, a dessert wine, will be served. The non-profit organization, SCC (Supporters of Children's Charities), presents the Weingarten, and proceeds will be used to aid children at risk.

MEDIA INFO: For interviews and photographs contact Shiroma Southwest at 972-732-6100 or kelly@shiromasouthwest.com. For public information, see www.addisontexas.net.

EVENT SPECIFICS:

When:	Thursday, September 18, 2008	5pm – 11pm
	Friday, September 19, 2008	5 pm – Midnight
	Saturday, September 20, 2008	12 noon – Midnight
	Sunday, September 21, 2008	Noon – 6 pm

Where: 4970 Addison Circle Dr. Free parking located at the northwest corner of Dallas Parkway and Arapaho.

What: An authentic recreation of the Munich Oktoberfest featuring more than 30 hours of continuous family-oriented entertainment. German entertainers in authentic costumes perform traditional Bavarian folk dances, schuhplattling, oompah music, sing-a-longs, yodels and more. A special "Oktoberfest" Paulaner Bier is served along with several types of German sausage, sauerkraut, strudel, giant pretzels and more. There are carnival rides, midway games, children's entertainment and activities and a 5K run benefiting Wipe Out Kids' Cancer.

Cost: \$5 for ages 4 and older; FREE on Thursday. Discount tickets available at Tom Thumb Stores. Food & Beverage tickets are available for pre-sale. Go to Addison website for locations. For every \$50 you pre-purchase, you will receive \$5 free.

FOR MORE INFORMATION: call 1(800) ADDISON or visit www.addisontexas.net. Addison Oktoberfest is presented by the Town of Addison.

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