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polka on!



ADDISON
oktoberfest
SEPTEMBER 17-20, 2009

Authentic German
Food & Music
in Addison Circle Park

Addison!
1.800.ADDISON

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

For media information contact:
Shiroma Southwest: 972-732-6100
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For Immediate Release:

FROM BIER TO WURST – LEARN TO TALK THE TALK, OKTOBERFEST STYLE FOR ADDISON OKTOBERFEST, SEPTEMBER 17-20, 2009

Addison Oktoberfest is the most authentic Oktoberfest celebration found outside of Munich, and proudly features authentic Bavarian beers Spaten and Franziskaner as a part of the celebration. Spaten is one of the original Oktoberfest breweries, and as such, has a prominent place both at the Munich event and at Oktoberfest in Addison. Enjoy this glossary of key Oktoberfest terms, both in the regional Bavarian dialect and in German, courtesy of Spaten.

Oktoberfest Glossary

A Bier, bittschen (Ein Bier, bitte) -- "One beer, please" is an essential phrase - don't leave home without it.

Auf de Bänk (Auf die Bänke) -- A stern command from the brass band ordering Oktoberfest guests to "stand on the tables" and carry on with their "schunkeln" (q.v.).

Auf geht's beim Schichtl -- Literally: "the curtain's rising at Schichtl's." Schichtl, the Oktoberfest's oldest theater (1869), offers a rare mixture of attractions from political satire to gruesome onstage decapitations - playacted, of course.

Brezn -- The pretzel, a Bavarian invention almost as famous as its beer. The giant Oktoberfest pretzels are perfect for whetting your palate for another "Mass" (q.v.).

Brotzeit -- A "ploughman's lunch": bread, coldcuts, pickles, horseradish, you name it. The ideal in-between meal at Oktoberfest.

Dirndl -- The eye-catching Bavarian folk costume for women, with gathered skirts, colorful aprons, tight bodices and naughtily plunging necklines. Also a nickname for a country "lass."

Fingerhakeln -- Finger wrestling, a favorite Bavarian sport practiced on table tops everywhere. Just lock your middle fingers with your neighbor and tug away.

Gaudi -- "Great fun" as in, "all this great food and beer, singing and dancing is 'gaudi' isn't it?"

Gmiatlichkeit (Gemütlichkeit) -- Germans love to sing about "Gemütlichkeit" but there's simply no direct translation. Imagine the way you feel when you're enjoying a fresh beer, delicious food, and great conversation in a warm bar. That's "Gemütlichkeit".

Griass God (Grüß Gott) -- The Bavarian national greeting. It translates roughly as "God greet thee!" and works on every social level. Avoid saying "Guten Tag" unless you want to be branded as a northerner!

Haferlschua (Haferlschuhe) -- The Bavarian hiking shoe, which takes its name from its resemblance to an earthenware pot ("Haferl").

Hoiz voa da Hütt (Holz vor der Hütte) -- The physical features that make up a well-endowed "sweater girl" and are put so daringly on display in a "Dirndl" (q.v.).

Host mi? (Hast du mich?) -- Short, concise form of "Did you understand what I just said?" in snappy Bavarian dialect. Ya follow?

Lederhosn (Lederhose) -- Bavaria's answer to the kilt: a short pair of leather pants and suspenders, sported by Bavarian men in folk dress.

Mass -- No, not a long religious service. Mass is one liter of beer. (See, we knew you'd love German.)

Masskrugstemma (Masskrugstemmen) -- A drinking game in which you must hold one very heavy liter of beer with your arm outstretched. The one who holds longest, wins.

Münchner Kindl -- A child ("Kindl") in a monk's habit, originally pictured on Munich's coat-of-arms and now the city's unofficial emblem. You can find the Münchner Kindl everywhere, from tourist publications to manhole covers. Today the term also refers to any pretty girl from Munich.

No a Mass (Noch eine Mass) -- "Another liter, please," referring of course to beer. A handy Bavarian phrase capable of seemingly endless repetition at Oktoberfest.

Oans, zwoa, g'suffa! (Eins, zwei, gesoffen!) -- "One, two, drink!" a charming German toast often overheard at Oktoberfest.

Obazda (Angepatzter) -- A butter-and-egg concoction served as a spread for sandwiches and guaranteed to fill your stomach.

O'zapft is (Angezapft ist) -- "It's tapped!", the cry that goes up every year when the Lord Mayor of Munich hammers a spigot into the very first keg of Oktoberfest beer.

Pfundskerl -- A "great guy," a "good egg" or anything else you want to call someone you like off the bat.

Prost! -- "Cheers" in German. Easy to remember, because it rhymes with toast.

Radi -- An oversized radish the size of a turnip, carved into a spiral and served with a generous helping of rock salt. Guaranteed to make you reach for "no a Mass" (q.v.).

Radiserl (Radieschen) -- A bunch of small Bavarian red radishes, noted for their thirst-inducing sharp bite.

Schuaplattln (Schuhplatteln) -- Athletic Bavarian folk dance in which the men alternately hit their shoes with their hands and stamp their feet on the ground, accompanied by a raucous brass band. It's even harder than it looks.

Schunkeln -- Locking arms with your neighbor and swaying from side to side at the table in time to the music. A great ice-breaker and impressive to behold when practiced in large numbers.

Schweinsbratn (Schweinebraten) -- Roast pork, which the Bavarians have made their national specialty. Try it braised to a crust in dark beer to savor Bavaria at its culinary best.

Servus -- A multi-purpose greeting and farewell, as versatile as "Aloha" in Hawaiian. Literally, it means "your slave" in Latin.

Steckerlfisch -- Mackerel or trout roasted on a spit and consumed in huge quantities at every Oktoberfest.

Tracht -- The generic term for folk costume, male and female. See the Oktoberfest's opening-day parade for a glimpse at Bavarian "Tracht" in all its richness and variety.

Weißwurst (Weißwurst) -- Literally "white sausage," a perishable Bavarian delicacy served with sweet mustard especially for breakfast. Peeling the skin off these little things is a high art requiring lots of practice.

Wiesn (Wiese) -- Name of the field where Oktoberfest is held each year. Mecca to some. Wiesn to you.

Wiesn-Herzerl -- A huge gingerbread cookie shaped like a heart and sold at Oktoberfest, usually with a saying written on the front. It makes a great souvenir - if you can stop from eating it yourself.

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 17, 2009	5 pm – 11pm
	Friday, September 18, 2009	5 pm – Midnight
	Saturday, September 19, 2009	12 noon – Midnight
	Sunday, September 20, 2009	12 Noon – 6 pm

Where: 4970 Addison Circle Dr. Free parking located at 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" Spaten 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 and Tom Thumb 1 mile fun run for the kids benefiting Wipe Out Kids' Cancer.

Cost: \$5 for ages 4 and older; **FREE admission 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.

Sponsors: Spaten, Franziskaner, Quick, Time Warner Cable, 100.3 Jack FM, The Fan 105.3, 98.7 KLUV, Tom Thumb, Kretschmar Deli

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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