



For attendee information contact:  
1-800-Addison or [www.addisontexas.net](http://www.addisontexas.net)

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For Immediate Release:

## **BITE INTO BAVARIA – ENJOY AUTHENTIC GERMAN FOOD AND BEVERAGES AT ADDISON OKTOBERFEST – SEPTEMBER 16-19, 2010 AT ADDISON CIRCLE PARK**

Addison Oktoberfest offers the best of Bavaria including dozens of delicious dishes found throughout the event. Once inside the gates at beautiful Addison Circle Park, approximately 70,000 Oktoberfest guests eagerly consume miles of sausages either on a rustic bun or on platters accompanied by other German culinary 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). Follow your taste buds through Addison Circle Park, and enjoy dozens of Bavarian specialties.

### **In the 30,000 sq. ft., air-conditioned “SCHLOSS ADDISON” tent:**

The event’s main tent hosts a giant stage with great entertainment and German specialties. This year, the Dallas Marriott Quorum, Hotel Intercontinental Dallas and Crowne Plaza will be serving delicious platters, including sausages, German potato salad and sauerkraut. Plus, this is the perfect place to find an Oktoberfest Souvenir glass stein brimming with cold Spaten Oktoberfest beer or Franziskaner Hefe Weissen, a wheat beer. Enjoy a glass of authentic German Blüfeld Riesling. Other tasty authentic offerings in the main tent include Bratwurst, smoked pork loin plus smoked turkey legs and more. Among the favorite desserts are the Cinnamon Laugenpretzels, and Black Forest Cake.

### **Celebrate Oktoberfest with an authentic VIP Experience:**

If you want to share in a very traditional Oktoberfest meal, register for the Authentic Oktoberfest VIP Experience! Enjoy the finest of Bavarian full-service dining featuring an

exclusive and authentic Oktoberfest menu. Cost is \$45/person and includes admission, a three course meal, reserved seating, souvenir stein and Spaten giveaways. Seating is limited. Reservations are required and must be made online. Walk ups are accepted on a space available basis. Seatings for the event are Thursday & Friday at 6pm & 8pm; Saturday seatings are at 2 p.m. & 4 p.m.

The 2010 menu includes:

**Appetizer**

- Fresh-Baked Bavarian Style Pretzels & Vegetable Crudites with Creamy Dill Dip

**Entrée (Choice of one)**

- Brathaenchen (*Herb-rubbed chicken half, served with Spargel (white asparagus) & buttered new potatoes*)
- Braised Pork (*Fork-tender slices topped with pan gravy, served with Rotkohl (red cabbage) & house-made potato salad*)
- Oktoberfest Sampler (*Two authentic sausages with house-made potato salad and traditional sauerkraut*)

**Dessert (Choice of one)**

- Apfeltarte - warm apple lattice tart with cinnamon ice cream
- Black Forest Parfait - Kirschwasser-infused cherries layered with Bavarian cream and finished with shaved chocolate

**Beverages**

- Stein filled with Spaten or Franziskaner beer, soda or water, or a glass of Blüfeld Riesling (Refills can be purchased for an additional fee)

**New this year – the Blüfeld Lounge:** Step out of the crowds to enjoy a refreshing sample of Blüfeld Riesling, an authentic German Riesling from the beautiful Mosel Valley. This relaxing oasis is the perfect place to enjoy a break during your Oktoberfest experience.

**Stroll through the Oktoberfest grounds:** Guests who meander through the park can choose from a variety of specialty foods, including smoked prime rib, potato pancakes, schnitzel sandwiches, tasty strudel, skillet potatoes and sweet German Kettle Korn.

**New this year – Have a toast at the SportHalle:** Step into an authentic Munich beer hall with a Texas twist. Enjoy non-stop sports and entertainment on the big screen, traditional German food and beverages, Biers of the World and Weingarten presented by The 500 Inc., plus beer and wine educational seminars.

### 2010 Beer & Wine Educational Seminar Schedule:

Friday, September 17	6:30 p.m.	McKee Smith, The 500 Inc.
	8:00 p.m.	Rebecca Stead, Blüfeld Riesling
Saturday, September 18	2:00 p.m.	McKee Smith, The 500 Inc.
	3:00 p.m.	Julie Sifford, Spaten
	4:00 p.m.	Rebecca Stead, Blüfeld Riesling
	5:00 p.m.	McKee Smith, The 500 Inc
	6:00 p.m.	Rebecca Stead, Blüfeld Riesling
Sunday, September 19	7:00 p.m.	McKee Smith, The 500 Inc
	1:00 p.m.	Julie Sifford, Spaten
	2:00 p.m.	McKee Smith, The 500 Inc
	3:00 p.m.	Rebecca Stead, Blüfeld Riesling
	4:00 p.m.	McKee Smith, The 500 Inc.

**Enjoy an authentic outdoor Bier Garten.** Enjoy a cold Spaten, Franziskaner or Blüfeld Riesling, and meet new friends at umbrella-shaded tables in the beautiful Addison Circle Park.

**MEDIA INFO: For interviews and photographs contact Shiroma Southwest at 972-732-6100 or [kelly@shiromasouthwest.com](mailto:kelly@shiromasouthwest.com). For public information, see [www.addisontexas.net](http://www.addisontexas.net).**

#### EVENT SPECIFICS:

**What:** Addison Oktoberfest  
An authentic recreation of the Munich Oktoberfest featuring more than 30 hours of 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 1 mile kids fun run benefiting Wipe Out Kids' Cancer. Guests can register for special VIP dining experience on Thursday, Friday or Saturday at [www.addisontexas.net](http://www.addisontexas.net). Tickets for the VIP Experience are \$45 and include admission.

**When:** September 16-19, 2010

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

<b>Cost:</b>	Thursday, September 16, 2010	6 p.m. – 11 p.m.	FREE
	Friday, September 17, 2010	6 p.m. – Midnight	\$10
	Saturday, September 18, 2010	12 noon – 5 p.m.	\$5
		5 p.m. -- Midnight	\$10
	Sunday, September 19, 2010	Noon – 5 p.m.	\$5

Discount tickets available at DFW area Albertsons stores. Discount event packages, including admission and food/beverage tickets, available online at [www.addisontexas.net](http://www.addisontexas.net).

**Sponsors:** Spaten, Franziskaner, Blüfeld Riesling, Albertsons, Lincoln Mercury Dealers, Time Warner Cable, 100.3 Jack FM, 105.3 The Fan, 1080 KRLD, Quick, Briefing

#### Enter and

**WIN!:** Entry forms are available at DFW area Albertsons stores for a trip to the Munich Oktoberfest and for a trip to visit Germany's Mosel Valley. Last minute entries are available onsite at Addison Oktoberfest. Guests who purchase their Oktoberfest tickets online will be entered to win a trip to the Los Angeles Oktoberfest.

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