

ADDISON  
OKTOBER  
FEST 2011



SEPTEMBER 15-18  
ADDISON CIRCLE PARK

One of the most authentic Oktoberfest  
celebrations outside of Munich!

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

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For Immediate Release:

## **TAKE A BITE OF BAVARIA – ENJOY AUTHENTIC GERMAN FOOD AND BEVERAGES AT ADDISON OKTOBERFEST – SEPTEMBER 15-18, 2011 AT ADDISON CIRCLE PARK**

Diners from across North Texas mark their calendars for Addison Oktoberfest, named one of the country's most authentic Oktoberfest celebrations by *USA Today* and *Forbes*, because the festival offers the best of Bavaria including dozens of delicious traditional Bavarian dishes. Once inside the gates at beautiful Addison Circle Park, approximately 65,000 Oktoberfest guests eagerly consume miles of sausages either on a rustic bun or on platters accompanied by other German culinary delights. 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 traditional Bavarian platters, including German potato salad, sauerkraut and a roll, plus the featured German sausage or meat, such as a Weisswurst (white sausage), a Kässler Ribchen (smoked pork loin) and, of course, a bratwurst (regular or smoked). 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. Or, enjoy a glass of authentic German Blüfeld Riesling. Other tasty authentic offerings in the main tent include Bratwurst, smoked pork plus smoked turkey legs and more. Among the favorite desserts are the Cinnamon Laugenpretzels and Black Forest Cake.

## **Celebrate Oktoberfest at the Brau Haus, an authentic Bavarian Dining Experience:**

If you want to share in a very traditional Oktoberfest meal, register for a special seating at the Brau Haus, Addison Oktoberfest's authentic Bavarian Dining Experience! Enjoy the finest full-service Bavarian dining featuring an exclusive and authentic Oktoberfest menu created by the culinary experts at the Crowne Plaza Addison. 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 at [www.addisontexas.net](http://www.addisontexas.net). Walk ups will be accepted on a space available basis. Seatings for the event are Thursday & Friday at 6pm & 8pm; Saturday seatings are at 4 p.m. & 6 p.m. The Brau Haus menu includes:

### ***Appetizer***

- Mushroom Strudel

### ***Entree (Choice of one)***

- Brathaehnchen -- Herb-rubbed chicken half, served with mustard-glazed carrots and roasted potatoes
- Wienerschnitzel – Pork Schnitzel served with potato pancakes and Rotkraut (red cabbage)

### ***Dessert (Choice of one)***

- Black Forest Cake
- Bavarian Crème Cake

### ***Beverages***

Stein filled with Spaten or Franziskaner bier, soda or water (Refills can be purchased for an additional fee)

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

**Have a toast at the Frost Bank 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.

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

## **EVENT SPECIFICS:**

### **What: Addison Oktoberfest**

Named one of the country's most authentic Oktoberfest celebrations by *Forbes* and *USA Today*, Addison Oktoberfest features four days 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 fun run benefiting Wipe Out Kids' Cancer. Guests can register to dine at the Brau Haus for a full service Bavarian dining experience featuring an exclusive menu at [www.addisontexas.net](http://www.addisontexas.net). Brau Haus seatings are \$45 and include admission.

**When:** September 15-18, 2011

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

<b>Cost:</b>	Thursday, September 15, 2011	6 p.m. – 11.p.m.	FREE
	Friday, September 16, 2011	6 p.m. – Midnight	\$10
	Saturday, September 17, 2011	12 noon – 5 p.m.	\$5
		5 p.m. – Midnight	\$10
	Sunday, September 18, 2011	Noon – 5 p.m.	\$5

\$5 anytime tickets available at DFW area Albertsons stores.

**Sponsors:** Spaten, Franziskaner, Blüfeld Riesling, Albertsons, BMW of Dallas and Classic BMW, Time Warner Cable, 100.3 Jack FM, 105.3 The Fan, 1080 KRLD, Briefing, Frost Bank, Coca Cola

**General Info:** Call 1-800-ADDISON, visit [www.addisontexas.net](http://www.addisontexas.net) and follow us on Facebook at [www.facebook.com/Addison.specialevents](http://www.facebook.com/Addison.specialevents).

**Media:** For media inquiries including interviews, photos, b-roll and more, contact Shiroma Southwest at 972.732.6100 x123 or [kelly@shiromasouthwest.com](mailto:kelly@shiromasouthwest.com).

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