

**Between the Bluffs Beer, Wine & Cheese Festival**  
**Saturday, April 22, 2017**  
**La Crosse, WI**



All tickets go on sale March 3<sup>rd</sup>, 2017.

**TICKETS**

- **VIP tickets** are \$80.00 each and are available online ONLY at <http://beerwinecheese2017.eventbrite.com>
  - Tickets go on sale at **7:00 am** on March 3<sup>rd</sup>
- **General Admission tickets** are \$50.00 in advance, \$55.00 day of event (don't wait, we sell out) and may be purchased online or at any of our ticket outlets which include:
  - Online at [www.betweenthebluffsbeerfest.com](http://www.betweenthebluffsbeerfest.com)
  - Festival Foods in La Crosse (Copeland Ave and in the village), Onalaska, and Holmen
  - Hy-Vee in Winona
  - Tickets go on sale at 7:00 am on March 3<sup>rd</sup>
- **Bacon Bloody Brunch** is a new event in 2017! \$15
  - From 10am-1pm on Sunday, April 23, jump back on the horse and enjoy delicious brunch complete with bacon, beer bloodies and beermosas, pancakes, live music, and much more!
  - Tickets available online at <https://beerwinecheese2017.eventbrite.com> or at Festival Foods in La Crosse (Copeland Ave and in the Village), Onalaska, and Holmen as well as Hy-Vee in Winona

**General Admission Tickets include:**

- Souvenir sampling glass
- Sampling of Beer, Wine, and Cheese
- Live Music
- Tasters Eve events on Friday, April 21
- Free shuttle for Tasters Eve events and on day of Fest from and to Host Hotels
- Voucher for La Crosse County Tavern League "Safe Ride Home" upon request

**VIP Tickets Include:**

- ALL GENERAL ADMISSION PERKS PLUS:
- VIP and Brewers Reception at City Brewery Beer Stube on Friday, April 21
- Private access from 12:00 – 2:00 PM on before the general admission entry at 2:00pm
- On-site VIP parking
- VIP special gift
- VIP tent to enjoy private sampling of specialty items offered by the beer, wine and cheese exhibitors as well as catered meal in VIP tent

**DESIGNATED DRIVER Wristbands:**

- Designated Driver WRISTBANDS are \$25.00 each and do **NOT** include a souvenir tasting glass. Designated Driver WRISTBANDS are sold at the gate on the day of the event. Because we do not allow ANYONE under the age of 21 into the fest grounds, designated drivers **MUST** be 21, and you will be asked to provide proof of your age just like everyone else. Designated Drivers get free soda and water with the wristband, and enjoy the live music and cheese sampling.
  - Designated Drivers are **NOT** allowed to taste or sample any alcohol. Violation of this will result in immediate removal from grounds, no refund, and lifetime ban from event