

## **A Festival for Food Lovers**

The Freshwater Food & Wine Festival aims to provide an immersive experience that goes beyond merely tasting food and wine. Organizers envision a lively atmosphere filled with chef demonstrations, themed tasting rooms, and a farmers-market-style marketplace. Guests can look forward to engaging culinary presentations that not only showcase the talents of local chefs but also allow attendees to learn new cooking techniques and discover innovative flavor pairings. This blend of education and enjoyment promises to create a weekend that is both elevated and relaxed, perfectly suited to the scenic lakefront setting.

## **Venue and Programming Details**

Henry Maier Festival Park, located right on the shores of Lake Michigan, will serve as the perfect venue for this culinary gathering. With its stunning views and spacious grounds, attendees can enjoy the fresh air while indulging in gourmet food and fine wine. The festival's website is already buzzing with activity, inviting vendors and chefs to apply for participation and encouraging prospective festival-goers to sign up for ticket updates. Early programming details shared by the Milwaukee Business Journal highlight a format that pairs live cooking demonstrations with curated tasting experiences, ensuring that every moment spent at the festival is enriching and enjoyable.

## **The Team Behind the Festival**

Revolve Experience Marketing, a company known for crafting memorable events, is leading the charge in bringing this festival to life. CEO Wes Shaver expressed his excitement about the opportunity to host both the Freshwater Food & Wine Festival and other celebrations at Henry Maier Festival Park. Collaborating with Milwaukee World Festival, Inc., the team is focused on creating an event that attracts diverse audiences to the city's beautiful waterfront. Local chef Adam Pawlak, known for his exceptional pasta dishes in Bay View, is co-producing the festival, further emphasizing the commitment to spotlight local culinary talents.

## **Local Flavor Meets National Recognition**

One of the festival's standout features will be its celebration of Midwestern artisans and local producers. The curated marketplace will spotlight regional flavors, allowing attendees to sample and purchase unique offerings from local vendors. With chef-driven challenges and sommelier pairings, the festival will not only highlight Milwaukee's rich culinary talent but also create opportunities for collaboration and connection among chefs and attendees alike. This emphasis on local talent alongside nationally recognized chefs and TV personalities is what sets the Freshwater Food & Wine Festival apart, promising a dynamic experience that fosters community while celebrating the art of cooking.

## **Why the Freshwater Festival Matters**

As Milwaukee continues to establish itself as a vibrant cultural hub, events like the Freshwater Food & Wine Festival play a crucial role in enhancing the city's culinary landscape. The addition of this festival to Visit Milwaukee's 2026 calendar reflects a growing recognition of the importance of food and beverage events in promoting tourism and community engagement. By bringing together local and national talent,

the festival not only elevates Milwaukee's profile on the culinary map but also fosters a sense of pride among residents, celebrating the rich food heritage of the region.

## **Conclusion**

The Freshwater Food & Wine Festival is set to be an unforgettable experience on Milwaukee's lakefront, combining food, wine, and live entertainment in a way that highlights local talent. As the city prepares to welcome attendees for this inaugural event, the excitement and anticipation are palpable. Mark your calendars for September 19-20, 2026, and get ready to indulge in a culinary journey that showcases the best of what Milwaukee has to offer. Whether you're a food enthusiast, a wine lover, or simply looking for a fun weekend outing, this festival promises to be a celebration worth attending.