

For its debut weekend, The Spread launched with a streamlined menu, promising patrons a taste of what's to come. According to WISN, a full menu featuring an array of crowd-pleasing dishes and cocktails will be introduced in the near future. The establishment emphasizes its commitment to showcasing every game of the men's NCAA tournament, creating a dynamic atmosphere enriched by extensive game-day programming and specialty cocktails tailored for major sporting occasions.

## **Prime Location in the Heart of the Deer District**

Strategically located at the intersection of Martin Luther King Jr. Drive and W. Juneau Avenue, The Spread benefits from its proximity to Fiserv Forum. The Deer District is well-known as a year-round hub for dining and entertainment, attracting steady foot traffic that The Spread aims to capitalize on. Its placement within this bustling neighborhood makes it an accessible and convenient gathering spot for fans attending Bucks games, Marquette events, and tournament nights.

## **What Fans Can Expect on Game Days**

Inside, visitors will find a lively space outfitted with a bank of oversized televisions and adorned with vintage sports memorabilia, creating a nostalgic yet energetic ambiance. The menu is crafted for sharing, focusing on group-friendly eats and cocktails ideal for watch parties. Management has indicated plans to expand kitchen operations and extend hours as the venue grows more established.

By adding another vibrant option to downtown Milwaukee's collection of sports bars and restaurants, The Spread offers fans a close-in, spirited venue to enjoy the thrill of live sports. Its initial lean setup—with an emphasis on big screens and a buzzing bar atmosphere—lays the foundation for a fuller dining experience in the weeks ahead, making it a promising new fixture in the local sports and entertainment scene.