



# Kohler Festival of Beer Expands to a Series of Frothy Experiences

KOHLER, WI, USA, April 17, 2014 /EINPresswire.com/ -- [Destination Kohler](#) hosts beer-themed events & educational gatherings hosted during three celebratory weekends – June 7, June 27-29 and October 17

The annual [Kohler Festival of Beer](#) in Kohler, Wis., celebrates one of Wisconsin's top industries and hosts the country's premiere craft brewers and beer fans from around the nation. Traditionally a three-day celebration of malts, hops and the art of craft brewing, the festivities have expanded to a series of three weekends at Destination Kohler, home to the five-star, five-diamond American Club.

"The event continues to be a great success and to best accommodate the interest and excitement for each component, we've chosen to expand the event," said Tricia Rathermel, special events manager for Destination Kohler. "We look forward to this year's lineup and welcoming some of the best and most talented brewers to the event."

The Kohler Festival of Beer Series is tapped on June 7 with the [6th Annual Kohler Beer Challenge](#) and Million Dollar Shootout, presented by Leinenkugel's. The one-day tournament is held at the award-winning Blackwolf Run golf course and features a special beer sampling at all par-threes, closest to the pin and a hole-in-one competition. The cost, which includes golf car fees, tee gifts, hole content and team prizes, is \$150 per player and players must sign up as a foursome. Golfers are invited to enjoy just a day of play or make it a weekend with an overnight stay.

The second installment of the beer-centric series is the Kohler Festival of Beer Grilling Weekend on June 27-29. Local and regional chefs take craft beer to the next level for a distinctive food pairing event focusing on two summer favorites: grilling and beer. The weekend kicks off with a series of cooking demonstrations, beer seminars and crowd favorite events including Cheers to Beers and Shorts and Chefs. Live music and flowing taps will highlight the weekend. Tickets and resort packages will be available for purchase the first week of May.

At the finish line for the 2014 Kohler Festival of Beer series is the 2nd Annual Beer Run on October 18. This scenic and thirst-quenching run follows the beautiful trails of River Wildlife, offering a beer at every mile and awe-inspiring fall foliage. Participants and guests celebrate at the finish line located at The Shops at Woodlake with live music, a costume contest, awards presentation and beer garden. Additional weekend highlights include a Harvest Beer Dinner on Friday, October 17, at Whistling Straits and a farm-to-table-inspired Beer Brunch on Sunday, October 19, at The Wisconsin Room.

Please call 800-344-2838 or visit [www.AmericanClub.com](http://www.AmericanClub.com) for more information. Stay up to date on news and happenings on Facebook [facebook.com/AmericanClub](https://www.facebook.com/AmericanClub) and on Twitter, [twitter.com/theamericanclub](https://twitter.com/theamericanclub).

## About Destination Kohler

The American Club, a 2014 Forbes Five-Star Recipient and the Midwest's only AAA Five-Diamond resort-hotel was named #3 Golf Resort in North America, by Golf Digest Magazine. The hotel is one of only 44 in North America with both the Forbes Five-Star and AAA Five-Diamond distinction. Kohler

Waters Spa in Kohler, Wisconsin is the first and only Forbes Five-Star spa in Wisconsin and one of 41 spas worldwide to hold this distinction. The resort features 12 dining establishments from the Forbes Four-Star Immigrant Restaurant to traditional pub fare at Horse & Plow and rustic Italian at Cucina. The resort is located in the Village of Kohler, Wisconsin, one hour north of Milwaukee and two and a half hours north of Chicago.

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