WISCONSIN BREWERS GUILD

BLACK FRIDAY GUIDE



1. 3 SHEEPS BREWING
Sheboygan

2. AHNAPEE BREWING
Algoma / Suamico

3. BOULDER JCT. BREWING CO.
Boulder Junction

4. BREWFINITY BREWING
Oconomowoc · Pewaukee

5. DELAFIELD BREWHAUS
Delafield

6. EARTH RIDER BREWERY
Superior

7. THE EXPLORIUM BREWPUB
Greendale · Milwaukee · Wauwatosa

8. THE FERMENTORIUM
Cedarburg

9. FOXTOWN BREWING
Mequon

10. THE GARAGE BIKES + BREWS
River Falls

11. HILLSBORO BREWING COMPANY
Hillsboro

12. INDEED BREWING COMPANY
Milwaukee

13. LAKEFRONT BREWERY
Milwaukee

14. LONE GIRL BREWING
Waunakee

15. MCFLESHMAN'S
Appleton

16. MOSINEE BREWING COMPANY
Mosinee

17. NOSEY NEIGHBOR BREWING
Milwaukee

18. OPE! BREWING CO
West Allis

19. OPE! NORTH
Appleton

20. RAISED GRAIN BREWING
Waukesha

21. ST. FRANCIS BREWERY
St. Francis

22. STILLMANK BREWING COMPANY
Green Bay

23. STEVENS POINT BREWERY
Stevens Point

24. TAILWINDS BREWING COMPANY
Union Grove

25. THIRD SPACE BREWING
Milwaukee

26. VAULT 202 BREWERY & TAPROOM
Appleton

WISCONSIN CRAFT BEER BLACK FRIDAY BREWERY CHALLENGE!

Turn to the FINAL PAGE of this guide for details and how to earn **1 FREE GA TICKET** to **Sip & Savor Wisconsin!**

wibrewersguild.com
@wisconsinbrewersguild

3 SHEEPS BREWING

1837 North Ave | Sheboygan



11/27: BLACK FRIDAY BEER RELEASE

New *The Wolf* Imperial Stout Variants:

18-Year Elijah Craig Bourbon Barrels (14.2%)

Rich caramel, roasty cinnamon and dark berry notes in this extra-special barrel-aged release.

Chocolate Turtle Wolf (13.8%)

Aged 18 months in 8-year Elijah Craig barrels, then finished with cocoa nibs, pecans and Belgian candi sugar. Think dark chocolate, buttery pecan and caramel.

12 DAYS OF BEER ADVENT CALENDAR

A perfect gift for the beer lover! Twelve Wisconsin beers, including four barrel-aged, four core favorites and four limited releases, plus a few extra surprises.

11/27 - 11/28: HOLIDAY MARKET · 11 AM–5 PM

Shop local artisans, find unique holiday gifts, and enjoy discounts on 3 Sheeps beer and merchandise!

AHNAPEE BREWING

1824 Parkfield Court | Suamico



11/27: BLACK FRIDAY BEER RELEASE

CHERRY WOOD: A rich, dark Baltic-style porter aged on Door County cherry wood. Smooth, bold and full of character, this limited release is one to look forward to this Black Friday!

BOULDER JCT. BREWING CO

5135 County Road H | Boulder Jct.



11/27: BLACK FRIDAY

Boulder Jct. Brewing Co. will be hosting the Lion's Club Christmas Walk hot cocoa and S'mores in the beer garden! Additionally we will be releasing our very special **Luedtke Strong Belgian Dark Ale** and will be putting the fire pits to good use!

We are introducing **Bierstacheln** to Boulder Junction, featuring the *Belgian Dark* and special new ceramic mugs! Beer poking—known in German as Bierstacheln (pronounced as "beer shtahll") is a 400-year-old tradition where a red-hot metal rod is plunged into a malty beer, instantly caramelizing sugars and creating warm, creamy, marshmallow-like foam.

Come enjoy a "warm" beer by the fire to celebrate the start of the holiday season with us!

BREWFINITY BREWING

N58 W39800 Industrial Road | Oconomowoc

203 Wisconsin Ave | Pewaukee



11/27: BLACK FRIDAY BEER RELEASE

Black Friday calls for something special! Join B*rewfinity Brewing Company* on November 27 as two barrel-aged favorites make their debut: Bourbon Barrel Aged Belgian Tripel and Bourbon Barrel Aged Vanilla Porter. Both beers will be tapped starting at **NOON** at both the Pewaukee and Oconomowoc taprooms**. Stop in, grab a pour, and celebrate Black Friday with something a little different!

DELAFIELD BREWHAUS

3832 Hillside Dr | Delafield



11/27: BLACK FRIDAY

Sleigh Wreck Winter Ale

A Delafield Brewhaus holiday tradition since 2016! Sleigh Wreck is a unique blend of Scotch Ale, Barleywine and Imperial Stout, aged in charred bourbon barrels. Expect rich notes of dark chocolate, toffee, dark fruit, vanilla and winter spice, with a warming 11.5% . -

Pre-orders are available at the host desk or by calling ***262-646-7821***. Payment is required at ordering. Bottles and draft available starting at **11 AM on Black Friday.** *$19.50 per 22 oz. bottle.*

11/27 - 12/31: HOLIDAY GIFT CARD SPECIAL

For every $50 gift card purchased, receive a $10 Delafield Brewhaus Holiday Certificate! Use it right away, save it for a future visit or give it as a gift. Gift cards never expire. Offer ends December 31 at closing.



EARTH RIDER BREWERY

1715 N 3rd St | Superior



11/27: BLACK FRIDAY

Black Friday concert at 8 PM featuring the *Black Eyed Snakes* with opener *Stella*. PLUS a **Black Friday beer release** at 5 PM to welcome back - after 5 years - our

Blackbecrush Tart Wheat Ale with Blackberries, Blackbecrush is a kettle-soured wheat ale blended with pail-loads of blackberries. Refreshing and deliciously tart. All happening at Earth Rider's Cedar **Lounge Taproom!**

THE EXPLORIUM BREWPUB

Greendale | Third Ward | Wauwatosa



11/27: BLACK FRIDAY

Black Friday marks the 8th annual release of ***Milwaukee County Stout!*** This year's lineup features five barrel-aged versions of the beloved imperial stout, along with a special barrel-aged honey beer, available November 27 at all three Explorium locations.

THE 2026 MILWAUKEE COUNTY STOUT LINEUP

- ***MCS Gold:*** Aged in Blanton's bourbon barrels (12%)
- ***MCS Silver:*** Aged in Barton's 1792 bourbon barrels (12%)
- ***MCS Green:*** Aged in Buffalo Trace bourbon barrels (12%)
- ***MCS Red:*** Aged in Buffalo Trace rye whiskey barrels (12%)
- ***MCS Proprietor's Blend:*** A special blend aged in Willett Family Estate Rye, High West Rye, Seagram's 17-year and other barrels.
- ***Barrel-Aged War Drum (12.3%):*** A honey beer and mead hybrid brewed with nearly 70 pounds of honey per barrel. Aged 21 months in Buffalo Trace Mash #1 barrels, with notes of honey, dates, rose hips and tobacco

TAKE HOME THE COLLECTION

Individual 12 oz. cans are $10 each, or grab all six Explorium releases for $54.

BLACK FRIDAY LOCATIONS & HAPPENINGS

Greendale: Opens at 8 AM. Brunch at opening; Dog House Charlie: 3-6 PM.

Third Ward: Opens at 9 AM. Brunch at opening.

Wauwatosa: Opens at 9 AM. Brunch at opening.

A LITTLE BACKSTORY BEHIND THE NAME

Milwaukee County Stout is a playful nod to Goose Island's famous Bourbon County Stout. Here's the irony: Bourbon County Stout isn't actually brewed in Bourbon County. It's made in Chicago, in Cook County. So Explorium figured Milwaukee deserved better than a FIB. Their stout is actually brewed right here in Milwaukee County. Our Illinois friends will understand. Eventually.



THE FERMENTORIUM

7481 WI-60 | Cedarburg

11/25: DRINKSGIVING!

Celebrate Drinksgiving on Wednesday, November 25! Fermentorium is open noon–10 PM with four special beer releases, available on tap and in cans.

DRINKSGIVING SPECIAL RELEASES

- ***Underwater Panther (11%):*** Triple IPA with honey and Citra hops
- ***Dubai Chocolate Sweater Weather (~9%)***: Imperial Milk Stout with pistachio, cocoa nibs and Mexican vanilla.
- ***Orange Chocolate Sweater Weather (~9%):*** Imperial Milk Stout with orange, orange peel, cocoa and Mexican vanilla.
- ***Horchata Sweater Weather (~9%):*** Imperial Milk Stout with cinnamon, Madagascar vanilla and Mexican vanilla.

Also available on tap: the original Sweater Weather and last year's Black Forest Sweater Weather. Dubai Chocolate Sweater Weather will also be available in stores!



THANKSGIVING WEEKEND SPECIALS

- ***11/25-29 - Mixed Case Sale:*** Build your own case and save 20%! Excludes Sweater Weather and its variants.
- ***11/27 - Black Friday Record Store Day:*** Shop exclusive Record Store Day releases from noon–4 PM, plus a large drop of fresh used records. Spend $20 on records and receive a free half-pour token!
- ***11/28 - Small Business Saturday:*** Purchase a $50 gift card and receive a $10 bonus certificate. Limit five bonus certificates per customer.

THANKSGIVING WEEKEND HOURS

- Wednesday, Nov. 25: 12–10 PM
- Thursday, Nov. 26: Closed
- Friday, Nov. 27: 12–10 PM
- Saturday, Nov. 28: 12–10 PM
- Sunday, Nov. 29: 12–6 PM

FOXTOWN BREWING

6411 W Mequon Rd | Mequon

11/27: BLACK FRIDAY

Join us for Black Friday Beer Caves at Foxtown Brewing! We'll be taking things underground from **11 AM–4 PM**, with special sales and samples of three incredibly limited barrel-aged releases. Each beer comes from a single oak barrel, making these truly small-batch releases you won't want to miss!

FEATURED BEER RELEASES

10 oz draft pours: $9 *500ml bottles to go: $15 each*

- **CASK & CORDIAL:** Barrel-Aged Wheat Wine with Cherry & Vanilla (11%)
- A wheat wine aged for five years in a single whiskey barrel, developing notes of stone fruit, candied raisins and toffee. Finished with Madagascar vanilla and cherries for a rich, smooth beer with a nice, dry finish.
- **HOLD YOUR TEMPER:** Barrel-Aged Stout with Chocolate & Hazelnuts (11%)
- A rich, dark imperial stout aged for three years in a Great Lakes Distillery bourbon barrel. Finished with generous amounts of tempered chocolate and hazelnuts for a deep, sweet and flavorful beer.
- **SPIRIT OF THE RYE:** Barrel-Aged Rye Wine (11%)
- A rye wine aged for five years in a single whiskey barrel. Big rye flavors are balanced with notes of light caramel, dark fruit, vanilla and baking spices, finishing sweet, warm and boozy.

All three featured beers will be available on draft and in 500ml bottles. After 4 PM, any remaining bottles will be available for purchase from the retail cooler.

A LITTLE SOMETHING EXTRA... If we're lucky, there may be one more special release hiding in the caves! Any remaining bottles of Foxtown's 7th Anniversary Rye As A Fox Double Barrel Rye Stout from their anniversary celebration two weeks ago will also be available for purchase.



THE GARAGE BIKES + BREWS

109 W Cedar Street | River Falls



11/27: BLACK FRIDAY

Riverdazzle Chili Crawl
We are participating in the River Falls Chamber of Commerce Chili Crawl and Riverdazzle Parade. Free chili samples available 1-5pm, TLP food truck 4-7pm, and Ryan Sullivan Live Music 6-9pm.

Belligerently Biased Black IPA Release
Annual release day for our Black IPA!

HILLSBORO BREWING COMPANY

206 E Madison St. | Hillsboro



11/28: HILLSBORO HOLIDAY MARKET

Join Hillsboro Brewing Company for its **6th Annual Holiday Market** on Small Business Saturday at Willow & Oak Event Center, upstairs at the brewery!

Shop local makers and small businesses featuring gifts, treats, home décor, jewelry, clothing and more. Enjoy special beer releases, including 12 Beers of Christmas variety packs, Holiday Joe Porter and exclusive barrel-aged beers.

Santa will also be stopping by for photos and collecting food pantry donations. Bring the family and shop local for the holidays!

INDEED BREWING COMPANY

530 South 2nd St. | Milwaukee



11/27: BLACK FRIDAY

Taproom opens at 10am. This year's Black Friday beer is a continuation of our C.R.E.A.M. series, and the beer will be on tap and on sale to-go in 750mL bottles. It is a Sugar Plum Cake Imperial Cream Ale, 8% with plum, chai spices, sea salt, and vanilla. We'll also have some seasonal releases including a Maple Cream Ale and a Cranberry Spruce Kölsch.

LONE GIRL BREWING COMPANY

114 E Main S | Waunakee



11/27: BLACK FRIDAY

The Lone Girl Brewing Company is bringing back our holiday beer release series, kicking off Black Friday, November 27! We're unwrapping five limited-release specialty brews, one each week, available exclusively at our Waunakee Brewpub.

2026 HOLIDAY BEER RELEASE SCHEDULE

- Friday, 11/27: Apple Brandy Barrel-Aged Imperial Stout | 12.5%
- Friday, 12/4: Butter Pecan Holiday Brown Ale | 7%
- Friday, 12/11: Barrel-Aged Coffee Stout with Toasted Coconut | 11.5%
- Friday, 12/18: Spicy Chocolate Chestnut | 7%
- Thursday, 12/24: Armageddon Highway | 11.5%

LAKEFRONT BREWERY

1872 N. Commerce St | Milwaukee



11/27: BLACK FRIDAY

Lakefront's rarest beers return for one day only! Four Black Friday releases in collectible Four Horsemen-themed 19.2 oz. cans. No purchase limit!

FOUR BLACK FRIDAY RELEASES

Imperial Stout: Bourbon barrel-aged (13.38%)

$20 | 1,500 cans

Triple Black IPA: Citra, Chinook & Centennial hops (9.12%)

$15 | 750 cans

Coffee & Cacao Nib Stout: Bourbon barrel-aged (13.44%)

$25 | 750 cans

5-Year Imperial Stout: Aged five years in bourbon barrels (15.72%)

$25 | 750 cans

NEW! BREWERS' RESERVE

Gluten-Free Cranberry Sparkling Mead aged in Wollersheim White Port Barrels. $4 per 12 oz. can or $20 per six-pack, plus tax. While supplies last!



WARM HEARTS COAT DRIVE

Donate a clean, gently used coat for youth ages 3–14 starting at 7AM and receive one retro Black Friday beer (21+). Maximum two rewards per donor. Winter gear and bill round-ups also support local students, including George Washington Carver Elementary. Coat donations are subject to condition approval.

BLACK FRIDAY SCHEDULE

6 AM: Burritos & coffee at the CurdWagon

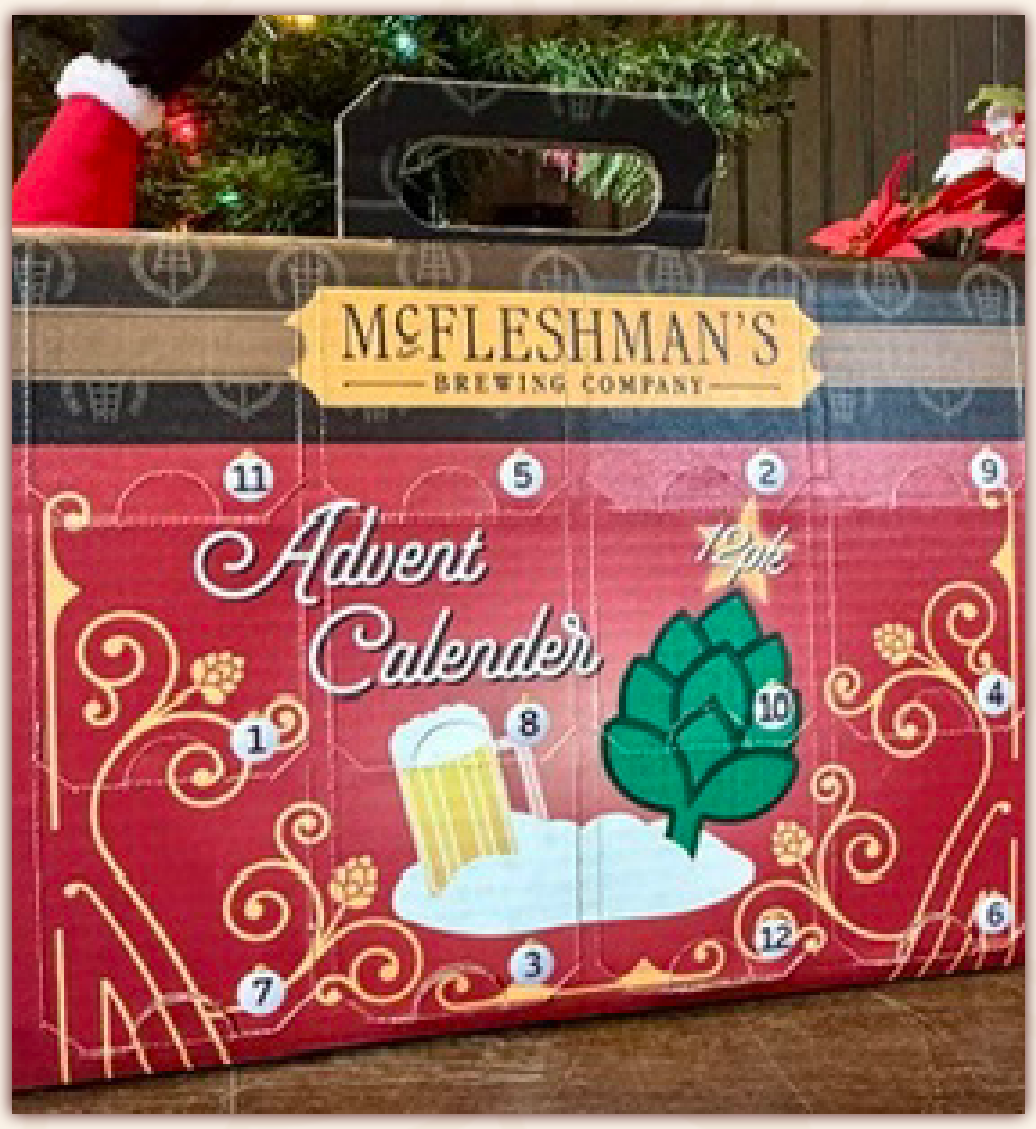
7 AM: Coat drive begins

8 AM: Doors and kitchen open

Visit Lakefront Brewery's Black Friday webpage for details.

McFLESHMAN'S

115 S State St. | Appleton



11/13: INAUGURAL ADVENT CALENDAR RELEASE

Make the holidays a little more hoppy with McFleshman's Brewing Company's first-ever ***12-Pack Advent Calendar!*** Launching November 13, these festive calendars will be available exclusively in the taproom while supplies last.



11/27: BLACK FRIDAY

Mark your calendar for Black Friday, when McFleshman's releases **Vantage Point Imperial Stout**, a special hand-bottled release perfect for savoring during the holiday season. Two great reasons to stop by McFleshman's this November!

MOSINEE BREWING COMPANY

401 4th St. | Mosinee



11/25: 8th ANNIVERSARY PARTY!

Celebrate eight years of great beer at Mosinee Brewing Company's 8th Anniversary Party on Wednesday, November 25 (Thanksgiving Eve)!

The celebration kicks off at 4:30 PM, with live music by Brad Emanuel from 6–9 PM.

Two special beer releases will be available for the occasion:

- **Maple Bock (6%)** - Available on tap and in crowlers to go.
- **Sugar Plum (6.5%)** - A festive pastry sour brewed with red plums, almond and vanilla. Available on draft and in 4-packs to go.

Stop in, raise a glass and help Mosinee Brewing celebrate eight years!

NOSEY NEIGHBOR BREWING

530 South 2nd St. | Milwaukee



11/27: BLACK FRIDAY

"Breakfast At The Brewery" is our Imperial Coffee Stout featuring Madagascar Vanilla & Dark Sumatra Tokengun coffee from Milwaukee's Anodyne Coffee. Expect layers of rich dark chocolate, freshly roasted coffee, hints of dark fruit, and smooth vanilla for a latte-like finish. At 8.8%, it drinks like a smooth cup of rich coffee without an overly thick or boozy bite.

OPE! BREWING

530 South 2nd St. | West Allis



11/27: BLACK FRIDAY

Ope! opens at 9 AM on Black Friday with two new barrel-aged releases available in 12-ounce cans and on tap. Early risers may also enjoy morning snacks from Grebe's Bakery!

Barrel Aged Full Send 2026: A rich barleywine aged in a blend of Four Roses bourbon and red wine barrels.

Barrel Aged Plum Full Send 2026: A barrel-aged barleywine rested over a year in Four Roses bourbon barrels, finished with plum for a touch of stone fruit flavor.

OPE! NORTH

1932 W College Ave | Appleton



11/27: BLACK FRIDAY

Black Friday November 27th 9 am-3 pm! We're OPEning at 9 am on Black Friday for beers n breakfast!!! Take a break from shopping and grab some Wandering Table food truck breakfast and sample some of our new barrel aged beers. A great way to get away from your in-laws that are staying with you for Thanksgiving- or bring 'em with! We're open 9 am-10 pm!

ST. FRANCIS BREWERY

530 South 2nd St. | St. Francis



11/27: BLACK FRIDAY

BEER RELEASE

- ***Christmas on Kinnickinnic Weizenbock*** 7.5% ABV
- ***Christmas on Kinnickinnic Weizenbock Cranberry Orange varient*** *(only available in 750mL wax topped bottles.)*

GIFT CARD SPECIAL

Buy $50 in gift cards, get $5 back

RAISED GRAIN BREWING CO.

725 Dolphin Dr | Waukesha



11/25: SPECIAL DRINKGIVING RELEASE ON WEDNESDAY

- **NEW! Barleywine 2026 Aged in Bulleit Bourbon Barrels:** Barleywine is a strong ale that has a massive combination of malt and hops, turning it into an extremely complex beer... we've been aging this one in Bulleit bourbon barrels since 2024. This one could get you put on the naughty list. *Available in 4pk 16oz cans and on tap.*

11/27: BLACK FRIDAY RELEASES

- **Doc's Old-Fashioned Brandy Barrel-Aged Imperial Red Ale**: An Imperial red ale aged in brandy barrels and then doctored with spices, orange peel, and cherries. This is our take on a Brandy Old-Fashioned, a true Wisconsin classic. *Available in 4pk 16oz cans and on tap.*
- **Doc's Old-Fashioned Bourbon Barrel-Aged Imperial Red Ale:** Same Imperial red ale but a more traditional Old-Fashioned aged in bourbon barrels and it tends to have more notes of vanilla and oak. *Available in 4pk 16oz cans and on tap.*
- **Santa's Sack Christmas Ale**: Brewed with four spices–nutmeg, cinnamon, fresh ginger, and star anise–this Christmas Ale is like a gift from St. Nick's bag of presents. Well-balanced and delightful for the Christmas holiday. Pairs extremely well with desserts. *Available in 4pk 16oz cans and on tap.*

RG MYSTERY BOX

Give the gift that every beer lover will appreciate. Inside this box is a pint of one of our fabulous brews. It's great for a gift or when you can't decide what beer to drink. Grab one or two. The mystery awaits. It could be any of our current beers or maybe even a vintage barrel-aged from the past. These boxes are limited. Find them in the To-Go cooler

STEVENS POINT BREWERY

2617 Water St | Stevens Point



11/20: FRIENDSGIVING

We are hosting a Friendsgiving event in our tap room! The Friendsgiving is a free-to-attend event on Friday, November 20 from 7-10pm. We will have Thanksgiving-themed Bingo from 7-8pm, and live music from 8:30-10pm.

11/27: BLACK FRIDAY

We will have several merchandise items going to clearance in our store for Black Friday that can be purchased in-person or online.

STILLMANK BREWING COMPANY

215 N Henry St | Green Bay



11/27: BLACK FRIDAY: KEGS & EGGS EVENT

Taproom opens: 8AM
Beer Release: Red IPA aged on Tequila soaked Cypress Spirals
Band: Pocket Kings playing 9 to Noon
Food: Booyah Shed - Brunch and Linner

TAILWINDS BREWING COMPANY

1035 Main St. | Union Grove



11/27: BLACK FRIDAY BEER RELEASE
Tailwinds Brewing Company is proud to release ***Bandit 39***, our limited-edition ***Bourbon Barrel Aged Russian Imperial Stout***. Named for the call sign of brewery friend Rob "Z-Man" Zettel, this beer honors the former MiG pilot who helped train U.S. pilots to face enemy aircraft as part of a top-secret mission. Available in 22oz bottles our ***Bandit 39*** is described as rich chocolate, subtle vanilla and bourbon, toasted coconut, and malted milk notes come together in this remarkably smooth, balanced 12% ABV stout, rounded out by a long, complex roasted finish.

11/27 - 12/16: Purchase a $50 gift card and receive a $10 bonus certificate.

TAILWINDS BREWING THANKSGIVING WEEKEND HOURS

- Wednesday, Nov. 25: 4–9 PM
- Thursday, Nov. 26: Closed
- Friday, Nov. 27: 12–10 PM
- Saturday, Nov. 28: 12–10 PM
- Sunday, Nov. 29: 12–6 PM

THIRD SPACE BREWING

1505 W St Paul Ave | Milwaukee



11/27: BLACK FRIDAY (12pm - 10pm)

Special Beer Releases *(available on draft and in 4pks to go)*

- ***Gingerbread Man*** [Bourbon Barrel-Aged Imperial Stout Brewed with Molasses and Spices (13%)
- ***Sugar Plum Sour*** [Fruited Sour Brewed with Plum, Orange Peel and Spices (6.5%)

Food Truck: Cha House from 1-6
Live Music: Bo Randall Band; 3-5pm
Toys for Tots Toy Drive

VAULT 202 BREWERY & TAPROOM

202 W. College Ave | Appleton



11/27: BLACK FRIDAY

Releasing two Barrel Aged beers in 500ml Euro bottles.

- ***Anything Different is Good*** - Baltic Porter (J. Henry Wisconsin Straight Bourbon Barrel Aged)
- ***Vie Passée - Belgian-Style Tripel*** (J. Henry Wisconsin Straight Rye Whiskey Barrel Aged)

Extremely limited amount of each. On sale as soon as we open Friday the 27th at 11 A.M. Only available in the taproom.

WISCONSIN CRAFT BEER BLACK FRIDAY CHALLENGE!

VISIT 5. SNAP 5. SHARE. SCORE A FREE TICKET!

Ready for a little Wisconsin brewery adventure? We're challenging you to visit **FIVE participating breweries** featured in this guide and we'll reward you with a ticket to Sip & Savor Wisconsin!

HOW TO PLAY

1. **VISIT FIVE:** Stop by five different breweries featured in this Black Friday Guide. Check out their taprooms, try something new, and support Wisconsin craft beer!
2. **SNAP A PHOTO:** Take a photo at each brewery! Show off your visit, your favorite beer, or a Black Friday special.
3. **SHARE & TAG US:** Post your photos on social media and tag **@wisconsinbrewersguild** so we can follow along with your brewery adventure!

YOUR REWARD? One **FREE General Admission Ticket** to Sip & Savor Wisconsin!

Visit five breweries and share your photos by **FRIDAY, DECEMBER 4** to earn your free ticket! Thanks for supporting Wisconsin breweries. Happy hopping!