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SUMMERFEST MARKETPLACE OFFICIALLY OPENS AT MKE

New store features Wisconsin apparel, accessories, décor, and Summerfest merchandise.

MILWAUKEE (January 15, 2020) – Milwaukee County Executive Chris Abele, along with Airport Director Brian Dranzik, Milwaukee World Festival, Inc. President and CEO Don Smiley, and Paradies Lagardère President and CEO Gregg Paradies today unveiled the first-ever Summerfest merchandise store outside the grounds of Henry Maier Festival Park. At 3,466 square feet, Summerfest Marketplace, located inside the main terminal of Milwaukee Mitchell International Airport, is the largest retail space at MKE. It features Summerfest t-shirts, drinkware, hats, a one-of-a-kind Summerfest-branded guitar, a Harley-Davidson motorcycle display, and unique merchandise from more than 30 other local vendors.

Summerfest Marketplace brings the flavors, feels, and looks of Cream City to MKE with products from House of Harley-Davidson®, Brew City Brand, Drink Wisconsinly, and more than 15 Wisconsin artisans and small business owners. The brands were brought together at MKE in collaboration with Paradies Lagardère, a longtime MKE concessionaire, and their Airport Concessions Disadvantaged Business Enterprise (ACDBE) partner, Mark II, LLC.



“Summerfest is synonymous with Milwaukee, and we are thrilled that MKE was chosen as home to the first and only Summerfest store outside the festival grounds,” said County Executive Chris Abele. “This partnership reflects Milwaukee County’s commitment to providing travelers at MKE with a distinctly Milwaukee experience, showcasing our beloved city to millions of visitors each year from all over the world.”

“Each year Summerfest brings people from all over the world together to celebrate music and culture, and we couldn’t be more excited to extend the Summerfest experience to MKE, and showcase not only Summerfest, but other great local brands, at our first ever location away from Henry Maier Festival Park,” said Don Smiley, President and CEO of Milwaukee World Festival, Inc.

“Paradies Lagardère is delighted to help bring one of Milwaukee’s most iconic brands to MKE,” said Gregg Paradies, president and CEO of Paradies Lagardère. “We are passionate about marrying rich, local brands with the travel experience by partnering with Summerfest and other authentic Wisconsin products.”

Summerfest Marketplace is part of a major transformation of nearly two dozen shops and restaurants at MKE. The project is scheduled to be fully completed in June and will significantly enhance the travel experience for the approximately seven million travelers who choose MKE each year. The Airport's agreement with Paradies includes 30% participation from local Disadvantaged Business Enterprises, which exceeds the County's goal of 25%. This partnership highlights Milwaukee County's commitment to racial equity by supporting local businesses owned by women and people of color.

About Milwaukee Mitchell International Airport:

MKE currently offers nonstop flights to 37 destinations coast-to-coast, and 190 international destinations are available from Milwaukee with just one connection. MKE is served by Air Canada, Alaska, American, Apple Vacations/Funjet Vacations, Delta, Frontier, Southwest, and United. The complete list of nonstop cities can be found at mitchellairport.com.

Milwaukee Mitchell International Airport is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the Milwaukee County Executive and the County Board of Supervisors. The Airport is entirely funded by user fees; no property tax dollars are used for the Airport's capital improvements or for its day-to-day operation.

About Summerfest presented by American Family Insurance

Following its 1968 debut, Summerfest presented by American Family Insurance has evolved into what is now recognized as "The World's Largest Music Festival" and Milwaukee's cornerstone summer celebration, hosting the music industry's hottest stars, emerging talent and local favorites along with approximately 800,000 people from Milwaukee and around the world each year for an unforgettable live music experience. During the festival, the spotlight shines on over 800 acts, over 1,000 performances, 12 stages, delectable food and beverages and interactive activities, all in a world-class festival setting. Summerfest takes place June 24-June 28 and June 30-July 5, 2020, closed on Monday, June 29. For more details, visit Summerfest.com, or Facebook, Twitter and Instagram: @Summerfest.

About Paradies Lagardère:

Paradies Lagardère specializes in three key airport concessions areas: Food and Beverage, Travel Essentials and Specialty Retail. Within Travel Essentials and Specialty Retail, we offer a diverse mix of categories including fashion, luxury, electronics, convenience, sports, luggage, jewelry, and souvenirs. Paradies Lagardère also delivers high-end restaurants, quick-serve and casual restaurants, and quality bars, including local, national and international brands that provide travelers delicious dining options. For more information, visit www.paradieslagardere.com, and find us on Facebook, Twitter, Instagram and LinkedIn.

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Local Brands Available at Summerfest Marketplace

Anderson's Maple Syrup | Pure maple syrup, including flavored and organic syrups. Cumberland, Wisconsin. andersonsmaplesyrup.com

Bavlnka Brands | Handmade scarves, jewelry, and accessories. Milwaukee, Wisconsin. bavlnkabrand.com

Becky's Blissful Bakery | Award-winning caramels handmade in New Berlin, Wisconsin from all-natural, gluten-free ingredients. Beckysblissfulbakery.com

Buddy Squirrel | Cheese popcorn, nuts, chocolate and confections. Milwaukee, Wisconsin. buddysquirrel.com

Chef K Clark | Unique locally-sourced pickles and preserves. Dane County, Wisconsin. chefkclark.com

Drink Wisconsinbly | Wisconsin-themed apparel, drinkware, flags, signs, and knickknacks. Milwaukee, Wisconsin. drinkwisconsinbly.com

Dynamo | Handmade jewelry and accessories. Milwaukee, Wisconsin. shopdynamoonline.com

Halo Soap | Handcrafted soap, bath products, artisan skin care, and candles. Milwaukee, Wisconsin. halosoap.com

Hills of Clay Pottery | Handcrafted ceramics. Franksville, Wisconsin. hillsofclaypottery.com

House of Harley-Davidson | Official Harley-Davidson® licensed apparel and accessories. houseofharley.com

Linden Studios | Custom wood-burned artwork and décor. Appleton, Wisconsin. etsy.com/shop/LindenStudios

Milwaukee Beer Gear | High-end beer paraphernalia including Wisconsin and Milwaukee-branded coasters, apparel, pint glasses, and magnets. Milwaukee, Wisconsin. milwaukeebeergear.com

Milwaukee Candle Company | Milwaukee-branded homemade candles including scents like Lake Park Breeze, Third Ward Java Dark Chocolate, and Whiskey Old Fashion. Milwaukee, Wisconsin. milwaukeeecandle.com

Oil & Ash Soap Company | Small-batch, handmade soaps using all-natural butters and oils. Milwaukee, Wisconsin. oilandash.com

Orange Pops | Handmade Wisconsin-branded stencil and embroidery, coasters, magnets, tea towels, wall décor, and socks. Milwaukee, Wisconsin. orange pops.com

Orchard Street Press | Custom screen-printed Milwaukee-branded apparel. St. Francis, Wisconsin. orchardstreetpress.com

Paper Pleasers | Papersmith boutique specializing in rustic and modern laser cut décor, and custom handcrafted stationary and invitations. Milwaukee, Wisconsin. paperpleasers.com

Permanent Baggage | Handcrafted jewelry, accessories, purses, wallets, and coasters. Milwaukee, Wisconsin. permanent-baggage.myshopify.com

Tactile Craftworks | Quality handmade travel-inspired leather goods including passport wallets, flasks, journals, travel mugs, and clutches. Milwaukee, Wisconsin. tactilecraftworks.com



