

LOWER WISCONSIN RIVER VALLEY SENTINEL

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WE CARE MORE.

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Lake Louie Brewing announces 'major water relocation project' with the move of Lake Louie from Arena to Verona

Paul Verdu, Lake Louie Brewing / Wisconsin Brewing Company

Lake Louie Brewing Company announced that they plan to relocate the body of water known as Lake Louie, from Arena Wisconsin to Verona Wisconsin. The moving of the lake will reunite it with the brewery that produces Lake Louie Brewing beers.

Lake Louie Brewing was founded by Tom Porter in 2000 when he cashed in his 401K to start a brewery out of his garage in Arena, WI. He named the brewery after the lake that sits on his property, which was named after his Uncle Louie. Later in 2019, Tom sold Lake Louie Brewing to Wisconsin Brewing Company (WBC) based in Verona. Tom shuttered his brewery and all of Lake Louie Brewing beers are now



Photo contributed by Wisconsin Brewing Company

Pictured is Tom Porter, founder of Lake Louie Brewing, which was started in Arena in 2000.

produced in Verona. Despite this sale and closure of his facility, the body of water known as Lake Louie still sits on Tom's property, far away from the new home of its namesake brewery.

In the fall of 2022, Wisconsin Brewing Company announced that they would be putting all of their attention and investment behind Lake Louie Brewing and announced a new visual identity

for the brand at the same time. "We are putting all of our focus on Lake Louie Brewing," says Paul Verdu, President of WBC. "Having Lake Louie so far away from our brewery just doesn't make sense. We have no choice but to move the lake."

Thus, planning for this historic lake relocation project has been underway for months. On Saturday, May 6, 2023, Lake Louie will be moved from Arena to WBC's beautiful property in Verona. "Sure, I'm a little sad to see it go, but I still love Lake Louie Brewing, and it needs to be next to Lake Louie lake," said Tom Porter. "Plus, maybe they'll finally leave me alone now."

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Valley Sentinel announces the 2023 Best of the River Valley reader poll, nominations open now

Valley Sentinel is excited to announce our 3rd Annual **Best of the River Valley** reader poll! Again, drawing inspiration from cities like Eau Claire, Madison and Milwaukee, we're excited to facilitate this reader poll that showcases your voice in sharing the best of what our area has to offer to our community and those who visit it.

As with last year, with winners announced in June, the Best of the River Valley is designed to maximize engagement with area businesses and attractions heading into the busy summer months.

The poll results will be on stands during the Spring Green Arts & Crafts Fair and for the season opening of American Players Theatre.

The Best of the River Valley is not only a complement to existing guides that help community and newcomers alike navigate our area, but also — especially now more than ever — a time to share where you believe the area is headed,

what the area needs to focus on, and also a place to brag about your business or your favorite Old Fashioned, with a healthy competitive spirit.

As voting opens towards the end of May, tools will be made available to businesses and those interested to share the poll and get out the word and drum up support for their favorites. But no funny business! Literally. Exchanging free or discounted goods and services for votes is prohibited.

The poll will focus on the goings-on of the past year, from June 2022 to May 2023. Nominations will generally be limited to 15 miles around the Spring Green area — Arena, Lone Rock, Plain and Spring Green — unless stated as regional. The poll will cover various categories from the staple business services, to outdoor adventures, to arts and culture. Winners will range from businesses to

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Lake Louie Brewing announces 'major water relocation project' with the move of Lake Louie from Arena to Verona

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How will this happen you ask? “We racked our brains trying to figure out how to move the lake,” said Kirby Nelson, Brewmaster of WBC. “Then it came to us. Red solo cups and beer have always gone well together. So, let’s move the lake using red solo cups and a 30-mile relay to move the lake.”

The move will take several hours and requires 30 or more ‘volunteers’. The relay will make its way from Arena to Verona, stopping halfway at Riley Tavern from noon to 1:30pm for a “pitstop”. Once they arrive at Verona,

Kirby Nelson will pour the water from the solo cups into the unnamed lake on their property in Verona. From that point forward Lake Louie, the lake will be in its new home. They will celebrate this historic occasion with a big party in Verona from 4:00pm to 8:00pm. A special brew called Louie’s Lake Water will be tapped to commemorate this special moment, and tunes from Dead Henry! will keep the party going into the evening.

“Moving a lake is no small task. I am super proud of our team for making this dream a reality and helping us

join the ranks with many other historic water relocation projects in the state of Wisconsin,” said Paul Verdu.

Download this video to learn more: <https://we.tl/t-PqswQ5CWdS>

Wisconsin Brewing Company (WBC) began in August of 2013, later joining forces with Lake Louie Brewing in 2019. WBC operates out of their world class facility and taproom situated on a beautiful property in Verona, WI.

IF YOU GO

Interested in checking out Tom Porter passing along the lake water? Area fans are welcome to join for the ceremonial first hand off at the end of Tom’s driveway on Pine Road in Arena at 7:30 AM - May 6.



Photo contributed by Wisconsin Brewing Company
Pictured is Tom Porter, founder of Lake Louie Brewing, in front of the original Lake Louie on May 3 in Arena. “Maybe they’ll finally leave me alone now,” says Porter.



Photo contributed by Wisconsin Brewing Company
Pictured is the new Lake Louie, at the Wisconsin Brewing Company in Verona.

LAKE LOUIE
VERONA WI • USA
BREWING

WE'RE MOVING A LAKE!

LAKE LOUIE BREWING
Arena, WI

LAKE LOUIE BREWING
- VERONA • WI -

From Arena, WI to Verona, WI

SATURDAY, MAY 6TH

8AM - 4PM
MOVE THE LAKE
Participants will help carry the cup full of lake water to Verona, similar to the Olympic torch relay.

NOON - 1:30PM
RILEY TAVERN PATIO OPENING PIT STOP PARTY
8205 Klevenville-Riley Rd, Verona, WI 53593

4PM - 9PM
LAKE LOUIE RECHRISTENING & DERBY DAY PARTY
at Wisconsin Brewing Company, the new home of Lake Louie!
1079 American Way Verona, WI 53593
Featuring **LIVE MUSIC** by Dead Henry! - deadhenry.com

SPECIALTY BEER RELEASE: **LOUIE'S LAKE WATER**

FOOD BY: **JONNYO'S PIZZERIA**
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SEEKING OFFICE SPACE

Valley Sentinel is seeking office space in the downtown area of Spring Green. Flexible ideas for the space include a newsroom, co-working space for small businesses and entrepreneurs, local retail/consignment, local art exhibition/gallery space and (eventually) working collaboratively with area businesses to provide extended hours coffee and potentially grab-and-go food.

We want to create a space that truly serves the entire community. Please let us know if you have any vacant or soon-to-be vacant commercial space, know of any space, or have any creative ideas or partnership opportunities. We'd be happy to look at a land contract arrangement to reduce your tax burden. By phone at 608-588-6694 or by email at editor@valleysentinelnews.com.