



FOR IMMEDIATE RELEASE

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TEMPT YOUR TASTE BUDS AT HORICON BANK'S TASTE OF FOND DU LAC

(2/16/11)- Horicon Bank's Taste of Fond du Lac is right around the corner and three more restaurants have grabbed the bottles of secret spices. A&W Drive-In, Ala Roma Italian Pizzeria and Pub and La Noria Restaurant of Haveli have lit up their grills in preparation for the event.

A&W Drive-In, 269 Winnebago Dr., will be returning to Horicon Bank's Taste of Fond du Lac with their famous Root Beer Floats. Also being featured at this year's event; Wisconsin Cheese Curds, A&W Cherry Slushee, A&W Blue Raspberry Slushee, Fat Free, Cholesterol Free Vanilla Frozen Yogurt and Corn Dog Nuggets

"We wanted to serve our famous A&W Wisconsin cheese curds because we believe they are the best curds in the market. In addition, they are made locally," said Jim Brajdic of A&W Drive-In. "The Taste of Fond du Lac is a great community event! The Taste is always a great opportunity to get product into consumers hands!"

Ala Roma Italian Pizzeria and Pub, 171 N. Pioneer Rd., has opened the doors on its brand new expanded building and continues to offer delivery for their amazing dishes, as well as catering. At Horicon Bank's Taste of Fond du Lac, the chefs of Ala Roma are setting out to wow the crowd with jaw dropping menu items like; Italian Beef Sandwiches, Portobello Ravioli with Marinara or Alfredo Sauce and Minestrone.

“We wanted to display the Italian Beef and the Portobello Ravioli because they’re two of our best sellers and they’re so good,” said Heidi Jopling, general manager of Ala Roma Italian Pizzeria and Pub. “The Taste of Fond du Lac is a great way to gain exposure and expand our business.”

La Noria Restaurant of Haveli, 281 S. Main St., is making its Horicon Bank’s Taste of Fond du Lac debut this year. Located in downtown Fond du Lac, La Noria Restaurant of Haveli will be featuring the authentic Mexican cuisine including; Tacos, Tortas, Tostadas and Cake at this year’s event.

Horicon Bank’s Taste of Fond du Lac will take place on Sunday, February 27, 2011 at the newly renovated and expanded Fond du Lac Fairgrounds Expo Building from 11 a.m.-6 p.m. The afternoon will feature delicious food samplings from more than 25 area restaurants, a silent auction and live music entertainment.

Horicon Bank’s Taste of Fond du Lac is brought to you by Horicon Bank the natural choice, Stella Artois, Pepsi Americas, WFRV CBS 5, The Reporter, Hopper’s Silk Screening and All-Star Trophy, News-Talk AM 1450 KFIZ, Specht Electric and Communications, Festival Foods and Charter Communications.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac community. The organization, with a great deal of help and support from the community, is responsible for Walleye Weekend, Light Up the City, and Horicon Bank’s Taste of Fond du Lac. These events benefit almost 200 local non-profit organizations.

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