



FOR IMMEDIATE RELEASE

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**FESTIVAL FOODS' TASTE OF FOND DU LAC RAISES THE BAR OF
CUISINE EXCELLENCE**

2/2/12- As the excitement for Festival Foods' Taste of Fond du Lac grows, so does the impressive restaurant line-up. The newest additions include, Rocky Rococo Pizza & Pasta, Kelley Country Creamery and BackYard Grill & Bar. As veterans of the Taste of Fond du Lac, they will be showcasing even more delicious menu items at this year's event.

Rocky Rococo Pizza & Pasta, 774 W. Johnson St., has been pleasing customers with their pizza pies ever since the very first one opened in Madison, WI in 1974. As an active participant in community festivals and charity events, Rocky Rococo Pizza & Pasta makes a promising effort to keep their customers happy. At this year's Taste of Fond du Lac they will be serving a Sausage Pizza Slice, Pepperoni Pizza Slice and new menu item Chocolate Sweet Sticks.

"We are very excited for this year's event because we will be debuting our new Sweet Sticks," said Tim Schoeder, general manager of Rocky Rococo Pizza & Pasta. "Rocky Rococo's takes pride in our friendly employees, clean environment and great food."

Kelley Country Creamery, W5215 County Road B., is a family owned business that is known for serving old-fashioned premium ice cream. With its award winning homemade ice cream, Kelley Country Creamery has made a positive mark on the Fond du Lac community. At this year's event they will be spoiling guests with their delectable ice cream flavors including; Barnyard Bash, Cherry Vanilla, Cow Jumped Over the Moon and Chocolate Heath.

“Taste of Fond du Lac is a great opportunity to remind people of Kelley Country Creamery because we reopen on March 2, after being closed January and February,” said Karen Kelly, owner of Kelley Country Creamery. “We a unique ice shop that brings local product right to your ice cream cone.”

BackYard Grill & Bar, 838 E. Johnson St., has proven to be a community favorite with their numerous victories of the Fond du Lac People’s Choice Award. With a wide variety of tasty options, BackYard Grill & Bar’s stays true to their casual dining and serious food attitude. This year at Taste of Fond du Lac they will be tempting guests with their Baby Back Pork Ribs with Bourbon Sauce and Triple Cheese Potato Soup.

“We really like participating in Taste of Fond du Lac because it gives new community members a chance to try our food and hopefully come into BackYard,” said Colleen Trepanier, manager of BackYard Grill & Bar. “All are welcome at BackYard; from families, to kids and even to those looking to kick back at our bar.”

Festival Foods’ Taste of Fond du Lac will take place on Sunday, February 26 from 11 a.m. to 6 p.m. It will be held in the renovated and expanded Fond du Lac County Expo Building. It’s a great opportunity for restaurants to share new or favorite dishes with the community.

Advance tickets are \$1.50 each at Festival Foods locations in Fond du Lac, Oshkosh and Sheboygan, Wegner’s Office Supply and the Fond du Lac Area Convention and Visitors Bureau. Tickets at the door are \$2.00 and children five and younger are free. Food and drink tickets are just \$.50 each. For more information, check out fdlfest.com.

Festival Foods’ Taste of Fond du Lac is brought to you by Festival Foods, Stella Artois, Pepsi Beverages Co., WFRV CBS 5, Action Reporter Media, News-Talk AM 1450 KFIZ, Specht Electric and Communications, Crown Trophy 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, Festival Foods' Taste of Fond du Lac and Light up the City. Through these events, Fond du Lac Festivals is able to benefit almost 200 non-profit organizations.

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