

New Glarus

WISCONSIN



Visitor Guide 2023-2024

VISIT SWISSTOWN.COM



A storied history ...

New Glarus Brewing Company has wasted no time establishing itself as a world-class operation. In 1992, Daniel Carey passed the Diploma Master Brewer's Exam at the Institute of Brewing, London - the first and only American to do so since 1978. Deborah Carey, one of life's entrepreneurial spirits, raised the capital for the start-up as a gift to her husband, establishing her as the first woman to found and operate a brewery in the US. In June of 1993, Daniel and Deborah converted an abandoned warehouse in New Glarus into New Glarus Brewing Company's original Riverside Brewery. The first barrels rolled out in November of 1993 - the fastest micro brewery start-up ever.

Dan and Deborah have successfully combined their business management and brewing professionalism with their philosophy based on individuality, cooperation and use of 100% natural ingredients to produce world class, hand-crafted beers for their friends in Wisconsin. Although Daniel and Deborah's goal has never been to be a 'big' brewery, they have expanded to take care of all of their friends in Wisconsin. The most recent, and certainly the largest, expansion is their new Hilltop Brewery. Building from the ground up, Deborah and Daniel designed a brewery that is as functional as it is beautiful. Finding a cozy home on the hill south of town, Hilltop is the

home to their state-of-the-art waste water treatment facility, as well as the birthplace of their year round and seasonal brews. (Riverside is now closed to the general public except for Hard Hat Tours, but continues to brew their specialty lines, such as the Thumbprint and R & D Series.) Together these two breweries yielded approximately 240,000 barrels last year. Winning numerous awards, far too many to list here, regionally and worldwide since their establishment, their list of awards grows longer daily.

Only in Wisconsin.

Producing over 100 beers since their inception, New Glarus Brewing Company's line-up this year includes 14 beer varieties of the world's finest brews. Three beers are offered year round (Spotted Cow, Two Women, Moon Man); other varieties were designed to complement annual holidays and offer seasonal variety throughout

the year (Wisconsin Belgian Red, Serendipity, Raspberry Tart, Totally Naked, Cabin Fever, Staghorn Octoberfest, Scream IIPA) - with a couple of surprises for good measure.

An invitation to visit...

New Glarus Brewing Company beers are sold only in Wisconsin. You're welcome to come by and visit our little brewery in New Glarus. You can stop by for a self-guided brewery tour with tastings available during open hours.

Unfortunately, our parking is limited. Parking for larger vehicles, such as vans, buses, limos, vehicles pulling trailers, mobile homes and many campers, is found at the main entrance at the bottom of the hill. Those visitors will enjoy the scenic hillside hike to the brewery. Comfortable shoes are recommended.

For the brewery's gift shop - tasting/self-guided tours - we ask that you visit our website or our Facebook page for an up-to-date schedule for open days and times prior to your visit. Our days and hours will vary throughout the season, so please check our schedule ahead of your arrival. Vielen Dank!

www.newglarusbrewing.com

2400 State Road 69

New Glarus, WI 53574-0759

(608) 527-5850 • Fax (608) 527-5855



Relax after a tour of our Hilltop Brewery.

+ GRÜEZI, WELCOME TO NEW GLARUS! +

“America’s Little Switzerland”

An original Swiss settlement since 1845

Located in the rolling hills of Southwestern Wisconsin, in the heart of Green County, is the village known as “America’s Little Switzerland.” New Glarus was established as a Swiss colony in 1845, and has retained its Swiss charm in everything from the Alpine-style architecture and colorful flower-filled window boxes down to gourmet food.

Feast upon Swiss and European delicacies such as Weinerschnitzel, Geschnetzeltes & Roesti potatoes, Raclette & Cordon Bleu, or enjoy a fondue of Beef Bourguignonne, cheese or chocolate. Pair them all with a glass of wine from our local winery or a frothy glass of beer from our award-winning brewery, and you’ll have a memorable dining experience.

Our retail shops offer up a wonderful afternoon of shopping entertainment. You will marvel at the Swiss & European craftsmanship of many handmade & imported items, local fine art, beautiful jewelry, home decor and collectibles. Your mouth will water upon discovering ice cream and local cheeses. Your nose will direct you toward the Swiss pastries, hearth-baked breads, and specialty sausages. And all along your trek you’ll hear the soft sounds of carefree and happy Swiss music and polkas to help you enjoy your day.

The surrounding countryside is a biker’s dream of curvy, hilly roads where you’ll pass Brown Swiss cows, historic farmsteads and picturesque scenery around every turn. You can also hike, bike or stroll along the 23-mile Sugar River Trail as it follows the winding Little Sugar River, or take the pathway to the New Glarus State Woods. Golf enthusiasts will discover a scenic course tucked in the rolling hills, and there’s even a miniature golf course complete with live goats.

New Glarus is an exceptional place to visit. Whether you come to escape for a weekend to relax and recharge, to discover a taste of Switzerland, celebrate a special occasion, or an exciting festival – you’re always welcome in New Glarus!



Thanks to New Glarus Chamber of Commerce, Sue Moen (suepics.com), Green County Tourism (greencounty.org or tourism@greencounty.org), Beth Zurbuchen (theswisscenter.org), and Elizabeth Bainbridge for the use of their photographs throughout the book.

Cover photo by: Victoria Johnson

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Produced by: Jerome Mooney Photography LLC

OUR COVER: Find our mural information and selfies submitted by mural viewers on Page 14 of the Visitors Guide.

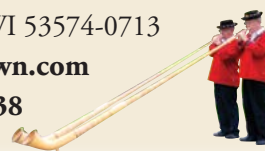
New Glarus – Chamber of Commerce

418 Railroad Street, PO Box 713

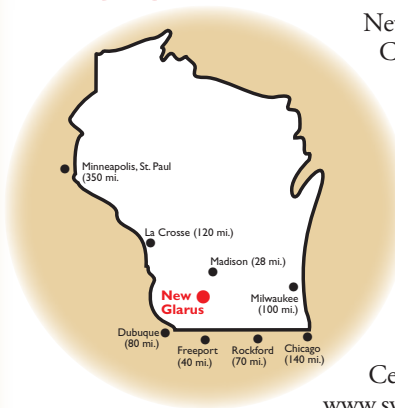
New Glarus, WI 53574-0713

www.swisstown.com

(800) 527-6838



Enjoy the scenic drive to New GLARUS



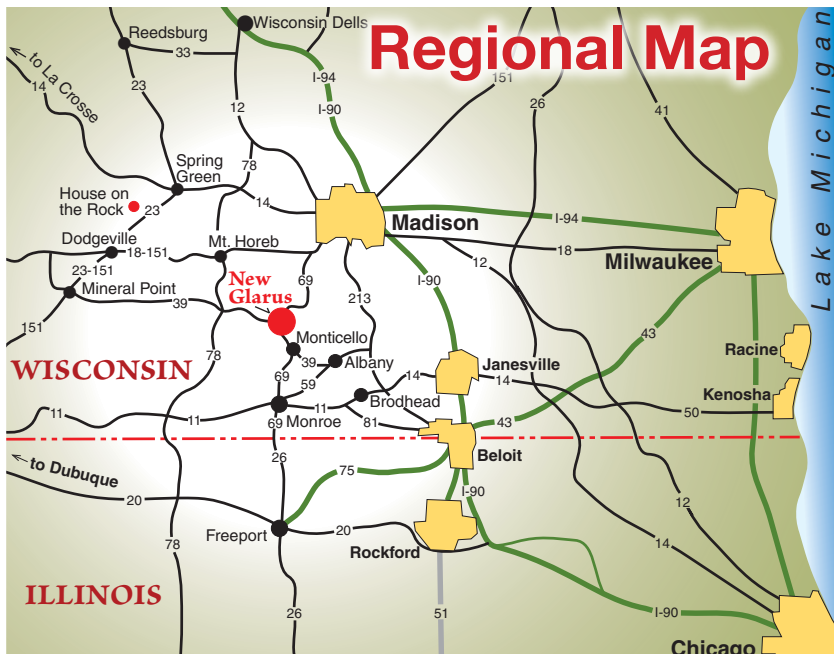
New Glarus is located in the rolling hills of Green County in south central Wisconsin, 28 miles south of Madison, 17 miles north of Monroe on Highway 69. Drive time to New Glarus from the Chicago area is about 2-1/2 hours; 1-3/4 hours from Dubuque or Milwaukee; 30 minutes from Madison; and 20 minutes from Monroe.

New Glarus is well situated as a staging point for regional exploration. New Glarus is close to Cave of the Mounds, House on the Rock, and Frank Lloyd Wright's Taliesin. For more information, contact the New Glarus Chamber Information Center at (800) 527-6838 or (608) 527-2095, or visit www.swisstown.com. Visit New Glarus soon. Stay a weekend, or a week. Return often to enjoy our warm Swiss hospitality!

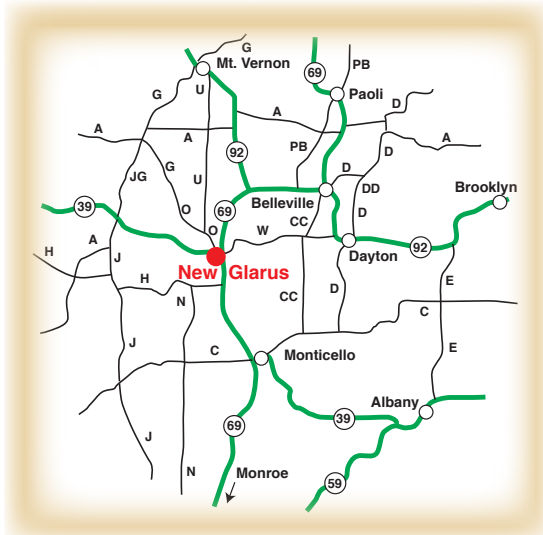
Village Map Key

The numbered locations below correspond to numbered locations on the adjacent village street map.

1. Visitor Information/Chamber Office
~ Sugar River State Trail Headquarters
2. The Floral Clock/Fridolin's Staff
3. Lake Ridge Bank-New Glarus
4. Wilhelm Tell Grounds (on Hwy.W)
5. Hoesly's Meats
6. Roy's Market
7. Woodford State Bank-New Glarus
8. Chalet Landhaus Inn 
9. Swissland Mini Golf
10. Bank of New Glarus / Drive Up
11. Farmers Market Location
12. Swiss Aire Motel (The Blanc Chalet)
13. CENEX Ampride
14. Culver's Restaurant
15. New Glarus Wäsche Center
16. SSM Health Monroe Clinic Medical Group
17. New Glarus Woods State Park
18. New Glarus Brewing Co. - Hilltop Brewery
19. Edelweiss Chalet Country Club
20. First Weber Real Estate
21. Railroad Street Boutique
22. Brenda's Blumenladen
23. Hutch & Hide 
24. Dirty Dog Taphaus
25. Sarah Drew Insurance
26. Kinderladen ~ Anderson Mall
27. Mosher & Associates Insurance 
28. Bank of New Glarus - Downtown
29. New Glarus Bakery
30. Puempel's Olde Tavern
31. New Glarus Post Office
32. Swiss Church/Settlers Monument
33. Kristi's Restaurant
34. Tofflers Pub & Grill 
35. Village Hall/Police Station/Library and New Glarus Fire Station
36. Village Park 
37. New Glarus EMS - (608) 527-5067
38. Wilhelm Tell Shooting Park
39. Swiss Center of North America
40. Bailey's Run Vinyard & Winery
41. Whiskey Run Distillery
42. Swiss Historical Village & Museum
43. Chalet of the Golden Fleece
44. New Glarus Middle School & High School
45. New Glarus Elementary School



Alternate scenic routes to New Glarus



There are many paved county roads meandering through the countryside surrounding New Glarus and area communities. Wisconsin's country roads are popular with cyclists, and motorists. They give a firsthand glimpse of Wisconsin's rural heritage—and eventually get you to where you are heading.

Check this adjoining regional map for alternate county routes, slow down, watch for cyclists, tractors, cows and enjoy our countryside.

New Glarus Street Map



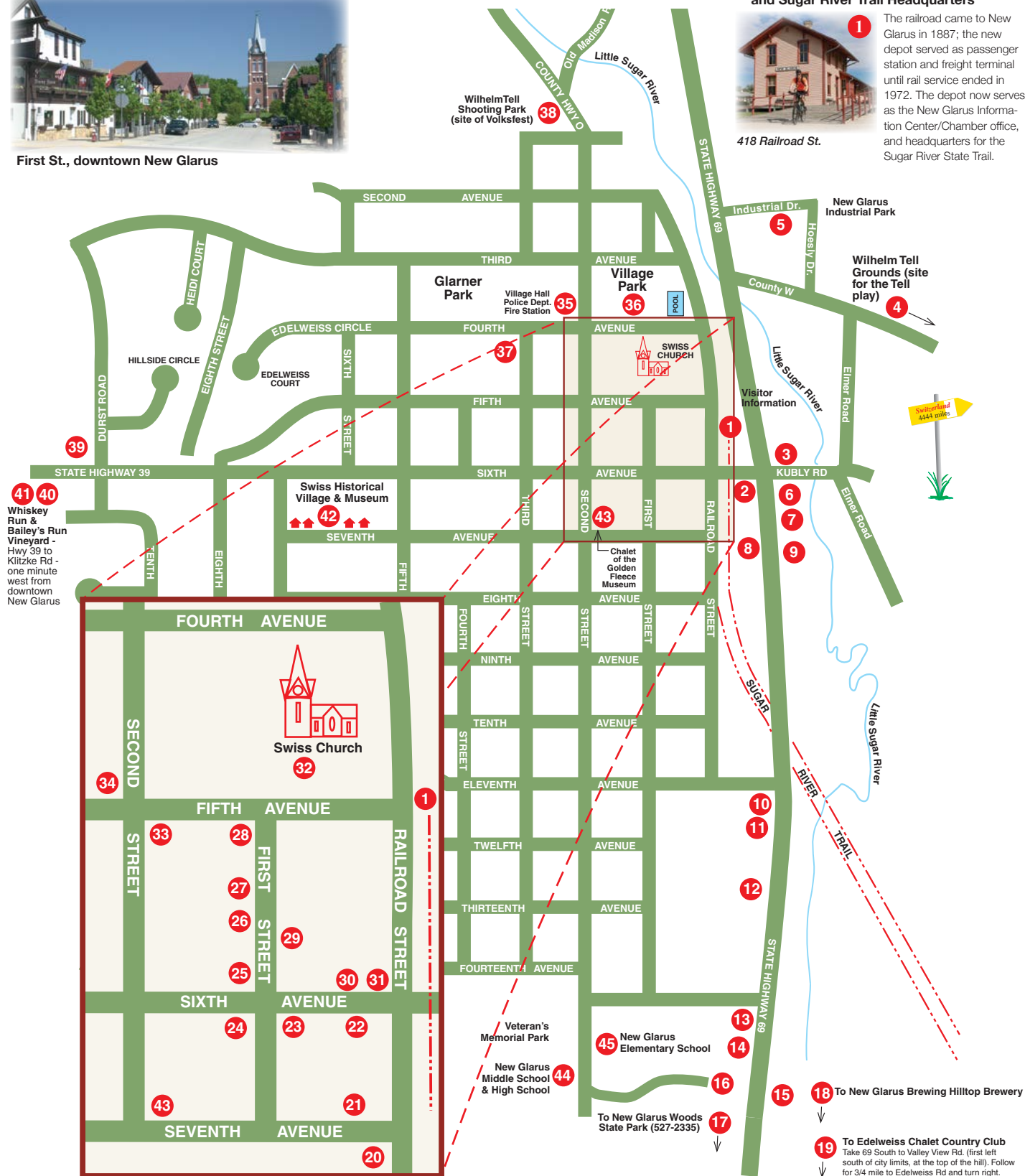
First St., downtown New Glarus

The New Glarus Chamber Office and Sugar River Trail Headquarters



418 Railroad St.

The railroad came to New Glarus in 1887; the new depot served as passenger station and freight terminal until rail service ended in 1972. The depot now serves as the New Glarus Information Center/Chamber office, and headquarters for the Sugar River State Trail.



Expanded view of Downtown New Glarus

The Advertisers' Index is on page 15.

+ NEW GLARUS FESTIVALS AND EVENTS 2023 +

The following gives a brief description of major annual events. For specific information about any event details, and last minute schedule updates, call our Chamber of Commerce office at (800) 527-6838, or visit our website at www.swisstown.com.

Burn The Böögg - April 15

Burn The Böögg is inspired by the Sechseläuten festival in Zurich, Switzerland. Described as the "Swiss Groundhog Day", this event features a large snowman figure (The Böögg) that is built on a bonfire. The amount of time it takes to "Burn The Böögg" will forecast the summer weather. Participants are encouraged to create a costume mask to wear during the festival and there will be a free mask-coloring table for children to create their own! Entertainment will feature singer-songwriter Michael Tulley, polka from DJ Shotski, and Swiss music from D'Schwiizer Gruppe.

New Glarus Polkafest/ Beer, Bacon & Cheese Festival - June 9-10

Polkafest pays tribute to the late Roger Bright, local musician and bandleader who was well loved in the polka world. The event includes a variety of polka music, from regional polka to Bavarian style. Review the Polkafest info on page 7.

On June 10, the **Beer, Bacon & Cheese Festival** presents unlimited samples of beer, meats, and cheeses that are made in Green County and the surrounding area. Tickets go on sale April 1st at www.swisstown.com and sell out fast!

Heidi Festival Weekend Events - June 23-25

Come enjoy the traditional Heidi Play, see the kittens and goats, listen to the Swiss music and have a great time. Check www.swisstown.com for event schedules, locations & times.

Blues, Brews and Food Truck Festival - June 24

Featuring local New Glarus beers, a fantastic assortment of food trucks and free live blues bands on Saturday, June 24. See page 8 for info.

New Glarus Fire Department Firefest - August 5

Join the annual celebration of New Glarus' volunteer fire department. Events include kids and adult water fights, bucket brigade competition, fire truck rides, food, and refreshments. See Firefest on page 8 for info.

Swiss Volksfest - August 6

We celebrate Swiss Independence Day with a program of traditional Swiss entertainment. See "Volksfest Celebration" program details on page 11.

Wilhelm Tell Festival - September 1-3

Share with your family the story of Swiss independence, written by German playwright Friedrich Schiller. Enjoy a live theater presentation with intricate costumes and a live cast that includes goats, cows, and horses. Each colorful performance comes to life in a beautiful outdoor setting, just a short distance from downtown New Glarus.

Other weekend events include an Art Fair, children's lantern parade, live music, library book sale, and more. For performance schedules, event details, for more info, visit www.wilhelmtellfestival.org.

(Continued on page 7)



2023 Schedule of Events

APRIL

- 15 Burn the Böögg - at Bailey's Run Winery

MAY

- 27 Green County Breakfast on the Farm
27 Chalet of the Golden Fleece opens for season
27 Swiss Historical Village & Museum
(visit Swisshistoricalvillage.org for opening hours and event details)

JUNE

- 9-10 Polkafest - Downtown New Glarus
10 Beer, Bacon & Cheese Festival - Downtown
23-25 Heidi Folk Festival
24 New Glarus Blues, Brews & Food Trucks Festival

JULY

- 3 Friends of New Glarus Woods Moonrise Hike at New Glarus Woods State Park
14-16 Maxwell Street Days & Village-wide Garage Sales

AUGUST

- 5 NGFD Firefest - New Glarus Fire Department
6 Swiss Volksfest (Swiss Independence day)
8 Swiss Historical Village First Settlers Commemorative Church Service
19 New Glarus Woods Trail Run



MAY through OCTOBER - New Glarus Farmers Market is held every Friday from 3-5:30 pm in the Hometown Pharmacy parking lot, 1101 Highway 69.

Note: Please check our website www.swisstown.com or call (800) 527-6838 for event details and last minute schedule updates.



SEPTEMBER

- 1-3 Wilhelm Tell Festival & Events
10 New Glarus Family Fest
21-24 New Glarus Oktoberfest

OCTOBER

- 8 Harvest Fest - Swiss Historical Village
TBA Bonfire at the Woods - by Friends of New Glarus Woods State Park
13 Chalet of the Golden Fleece Wine Walk
TBA New Glarus Car, Truck & Motorcycle Show
21 Halloween Brews & Boos Pub Crawl

NOVEMBER

- 30 Holiday Tree Lighting - Chamber RR depot

DECEMBER

- 1-24 Adventsfenster - throughout town
1-3 Christkindli Market - downtown New Glarus

JANUARY 2024

- TBA Winterfest Veterans Rally & Burning of Winter
13 Silvesterchlausen - Swiss Center to downtown

MARCH 2024

- TBA NG Fire Department Kalberwurst Dinner

TBA - Events in planning. Please check the New Glarus Chamber web site www.swisstown.com for up-to-date event dates, times, and last minute changes.

7



Heidi Festival

June 23-25, 2023



The Heidi Play is a classic Swiss Story of a young orphan girl taking on her struggles with a sense of adventure.

Her warmth and charm affects everyone she meets. This wonderful story is enjoyable for the entire family and has been a tradition in New Glarus since 1965.

Come enjoy the traditional Heidi Play, see the kittens and goats, listen to the Swiss music and have a great time. Check www.swisstown.com for event schedules, locations and times.

Please check our website www.swisstown.com or call (800) 527-6838 for event details and last minute schedule updates for all our events.



New Glarus Blues, Brews & Food Truck Festival



In Village Park - June 24, 2023



Spread out your blanket and enjoy the good food and free music in Village Park.

New Glarus Blues, Brews & Food Truck Festival is back on June 24th - featuring New Glarus beers, a fantastic assortment of food trucks, and a free music festival! Bring your blankets and spread out in Village Park while enjoying live blues music all day long.



Get the details of the music lineup and food trucks at Swisstown.com/events!

Join the New Glarus Fire Department for its:

Firefest 2023

at the Feuerwehr Haus - 218 4th Avenue

AUGUST 5, 2023 - All Activities Are FREE



- Fire Truck Rides
- Fire Safety House
- Kids' Water Fights



- Bounce House • Spray House
- NGFD Merchandise
- 50/50 Half Cash Raffles
- Great Food & Beverages



Visit www.swisstown.com or call (800) 527-6838 for more information

Proud sponsor of New Glarus festivals & events



VISIT US AT ONE OF OUR BRANCHES!

Belleville
Brodhead
Juda
Monroe
New Glarus

The Bank of New Glarus
Powering Growth in Our Community

like us on Facebook!

Member **FDIC**



SWISS HISTORICAL VILLAGE & MUSEUM

A PLEASANT JOURNEY BACK IN TIME, EXPLORING THE SETTLEMENT AND GROWTH OF NEW GLARUS

The Swiss Historical Village has been a popular stop for visitors to New Glarus since it first opened in 1942. Now comprised of 14 buildings on neatly kept grounds at 612 Seventh Ave., the Historical Village offers a heartwarming glimpse of pioneer life in the Swiss colony of New Glarus and America's heartland.

Take a journey that recalls the epic migration of the colonists who left their Alpine homes for America in 1845. Self-guided and guided tours show the evolution of agriculture and dairying and explains the community's transformation into a tourist destination. Separate buildings focus on facets of small-town life, among them an authentic 1850's log cabin, an 1890's cheese factory, a one-room school, a fire house, a print shop and a replica of the community's first church.

Heirlooms, equipment and furnishings from the Swiss colony are on display. Among many unusual items are



Replica log church, one of the 14 Historical Village buildings.

a traditional Swiss bee house, a 100 year old fire department ladder and hose cart that is often seen in area parades, and a hand-carved wooden mountain ibex that was part of the Swiss exhibit at the 1893 Columbian Exposition in Chicago. Be sure to spend some time in our newly updated Hall of History to explore the story of our charming village.

Our museum shop features a wide assortment of specialty items and books about New Glarus. Snacks and soft drinks are also available. Whether with a tour group or on your own, we look forward to seeing you!

SCHOOL TOURS – We especially invite school groups to use our Historical Village to study Wisconsin's ethnic history. Guided tours, geared to your class level can be arranged. Give us a call!

GENEALOGICAL RESOURCES – Archives of the New Glarus Historical Society and genealogical information pertaining to Green County's Swiss colony are accessible through the Historical Village. Genealogical requests may be sent to Swiss Historical Village Genealogical Center, P.O. Box 745, New Glarus, WI 53574.



Entrance Building to the Historical Village

Requests can also be submitted through the "contact us" page on our website: www.swisshistoricalvillage.org or emailed to admin@swisshistoricalvillage.org.

SWISS HISTORICAL VILLAGE

Visit our website for updates about special events, including our popular Harvest Fest!



For more information call:
(608) 527-2317

Email: admin@swisshistoricalvillage.org

Visit: www.swisshistoricalvillage.org

or: www.swisstown.com

Swiss Historical Village Hours:

Please visit our website for updates on our hours of operation. A modest admission fee is charged. Ample parking is available.

NOTE: We're happy to schedule Bus Groups/Group Tours of 10 or more May through October. For additional information, call (608) 527-2317 or visit our website:

www.swisshistoricalvillage.org

**Lake Ridge Bank™**

512 WI-69 • New Glarus, WI 53574 • (608) 527-5700 • Member FDIC

Go Far. Go Together.

(Continued from page 7)

Celebrate the New Year twice - Swiss Style Silvesterchlausen - January 13, 2024

Celebrate New Years on December 31, then again celebrate the New Year in the Swiss tradition by the Julian calendar. Follow the Schuppl mummers through New Glarus as they roam the streets, dressed in woodland costume, singing, yodeling, bell ringing, wishing all a Happy New Year.



AMERICA'S LITTLE SWITZERLAND



**Christkindli
MARKET**

DEC 1-3 | DOWNTOWN NEW GLARUS

 VISIT SWISSTOWN.COM 

 **new glarus**

Chalet of the Golden Fleece

A Remarkable House Museum in the Hills of New Glarus



Visit New Glarus' own Swisssonian, a fascinating Swiss Alps chalet-style home.

Edwin Barlow, the founder of the Chalet of the Golden Fleece, filled the museum with artifacts from his travels in the early to mid-20th century. Barlow's life story is compelling, not only an orphan and a WWI veteran, but instrumental in New Glarus becoming America's Little Switzerland!

New Glarus architect Jacob Rieder designed the home with authentic features found in Bern, Switzerland. Today, the Chalet has been awarded a place in both the National and Wisconsin State Registers of Historic Places as an outstanding example of authentic Swiss chalet - one of only three in Wisconsin.

Barlow's love of collecting and old world craftsmanship is unmistakable in the rare and unique antiques he acquired during his 63 Atlantic Crossings and two world tours. His knack for finding the extraordinary is on display in every room. Visitors will learn about mountain life in the Swiss Alps, as well as viewing artifacts from around the world. Guests will be delighted by some of nation's finest Swiss folk art and wood carvings along with relics from ancient Egyptian and Mexican tombs. Visitors

agree that the Chalet of the Golden Fleece Museum is a well-kept secret and are amazed at the collection and architecture.

For more information visit our Facebook page: facebook.com/ChaletOfTheGoldenFleece/ OR our website: www.newglarusvillage.com/recreation/chalet-of-the-golden-fleece

How to Visit:

Drop-In Tours –

Saturdays from Memorial Day weekend thru the End of October from 10 am to 3 pm and Sundays during Festival Weekends (Polkafest, Heidi Weekend, Labor Day Week and Harvest Fest). Chalet of the Golden Fleece is located at 618 2nd street in New Glarus. See # 43 on the street map, page 5.

Private Tours –

Can be arranged by visiting our Facebook Page to schedule an appointment or by calling 608-527-2614. Private tours are available the month of May through November.

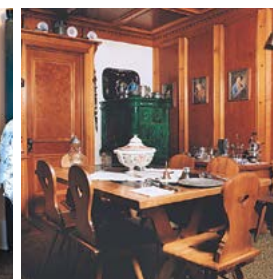
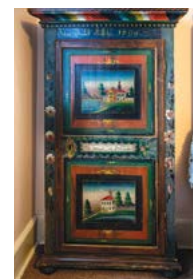
Group Tours –

Call Us At 608-527-2614

AAA and Senior Citizen Discounts

Email us at:

NGgoldenfleece@gmail.com



Photos: The Chalet of the Golden Fleece and part of the unique collection displayed inside.



Celebrating our Culture



Preserving our Heritage



Embracing our Roots

The Swiss Center of North America

507 Durst Road
New Glarus, WI 53574 USA

608-527-6565
info@theswisscenter.org
theswisscenter.org



swiss center
of north america

Culture. Heritage. Roots.

VOLKSFEST- Celebrating Switzerland's Independence Day

Volksfest is August 6, 2023

Each year, in tribute to the traditions brought by Swiss settlers in 1845, New Glarus residents celebrate Swiss Independence Day — the birth of the Swiss nation on August 1, 1291 – at the Wilhelm Tell Shooting Park on County Highway O.

The celebration is held the first Sunday in August. The program of traditional Swiss entertainment includes choral folklore music, yodeling, flag throwing, thalerschwigen, alphorn playing, and accordion music. The entertainment is provided by Swiss performers and musical groups from throughout Green County, including a charming Swiss children's chorus, the New Glarus



Kinderchor. Following the program, everyone is invited to join the fun that continues through the afternoon.

The Maennerchor New Glarus, the official sponsor of Volksfest, is a Swiss men's choral group established in 1928 to preserve traditional Swiss and German four-part men's music. The Maennerchor performs at Volksfest and other area celebrations.

The Volksfest program runs from 1:00 p.m. to 2:30 p.m. A modest admission fee is charged at the gate, kids 12 and under are FREE. Food and beverages are available at Volksfest throughout the afternoon.

Visit swisstown.com for event schedule.

Area Recreation

Swissland Miniature Golf - across from Chalet Landhaus. Call (608) 527-5605.

The Edelweiss Chalet Country Club - 18-hole public golf course. (608) 527-2315.

Bike, Hike, or Snowmobile - The Sugar River Trail and the Badger Trail, see page 13 for web links for more information.

Fishing - Hoesly Pond and many nearby streams offer a variety of fish. Contact the Chamber for more details.

New Glarus Woods State Park - One mile south of New Glarus on Hwy. 69 - camping, hiking, picnicking, snowshoeing and access to the Sugar River Trail and New Glarus. Visit dnr.wisconsin.gov/topic/parks/ngwoods for more information.

Swimming - New Glarus community pool is located in Village Park.

Ski - Downhill ski at Tyrol Basin, 15 miles north of New Glarus, near Mt. Horeb. Call Tyrol information at (608) 437-4135.

Contact the New Glarus Chamber office at (800) 527-6838 for more information.



The Floral Clock, a colorful introduction to our village, is created annually by a group of local horticulturists. The Wilhelm Tell Usherettes surround the clock.

Free Admission to All Oktoberfest Weekend Activities!



Come and enjoy our multi-event weekend celebration downtown New Glarus, featuring music, dancing, food and events in the fest tent.

- Live music - Bavarian, Polka, Rock, Blues & Country
- Beer tent serving local New Glarus beers
- Great food - street vendors & restaurants
- Horse-drawn wagon rides • Chain saw carving
- Plus plenty of New Glarus gemütlichkeit



For Oktoberfest information, call our Chamber Office at 800.527.6838 or visit our website: www.swisstown.com

EXPERIENCE A LEGEND

WILHELM TELL

FESTIVAL WEEKEND

SEPT 1 - 3, 2023

LANTERN PARADE
LIVE MUSIC
SAVORY CUISINE
BOOK SALE
YODEL CONCERT
ART FAIR
WILHELM TELL PAGEANT

FESTIVAL SCHEDULE & PAGEANT TICKETS: WILHELMTELLFESTIVAL.ORG
Please visit our website for event details and updates.

New Glarus Cow Parade

manufactured in Zurich, and New Glarus is in dairy country, the painted cows seemed a perfect fit. Cows were imported from Switzerland and painted with unique designs by area artists. Today, the cows reside in various locations around town. See if you can spot them all (if you need hints, check our local street map)!

The New Glarus "cow parade" got its start when two New Glarus shopkeepers saw a cow parade in the airport in Zurich, Switzerland. One year later, Chicago's Cows on Parade was a big hit. Since the cows are



Moo-sher the Brown Swiss
is painted to resemble a Swiss cow, a breed found in dairy herds throughout Green County. **Mosher and Associates 513 1st St.**

Goldstein
Look above your head to find the "goldstein" cow. The cow wears a belt and bell that add a Swiss touch. **Bank of New Glarus, 501 1st St.**



Bingo the Cow
is painted with a bingo card. This theme was chosen because bingo is an activity greatly enjoyed by many of the residents of the New Glarus Home. **New Glarus Home, 600 2nd Ave.**



Bernese Cow
This cow wears traditional Swiss Bernese folk attire, based on traditional Swiss folkwear. Bernese is near the Bike Trail behind the Chalet Landhaus Inn. **Chalet Landhaus Inn 801 Hwy 69**



Alpine Meadow Cow
Two cows call the Chalet Landhaus home. This cow resides in the Chalet rock garden depicting a Brown Swiss cow lying in the grass and alpine flowers. **Chalet Landhaus Inn 801 Hwy 69**



Udderly Etter
is named after long time school administrator Pete Etter. She is a black and white Holstein, representing Mr. Etter's country of birth. **New Glarus Elementary School, 1420 2nd St.**



Master Chef Cow
Standing in front of the New Glarus Hotel Restaurant, she is painted in traditional chef's garb. **New Glarus Hotel Restaurant, 100 6th Ave**



Appenzell Cow
The cow is dressed in the traditional costume of a man from the Swiss Canton of Appenzell. **Hutch + Hide, 600 First St.**



Chuck
Our cow wears Converse Chuck Taylors in honor of The Jimmys, the best blues band in the land who play @ Tofflers every 1st and 3rd Thursday night of the month. Their trademark is the Chuck Taylor All-Star. Also, Tofflers Pub & Grill uses only Angus Chuck for our burgers. **Tofflers Pub & Grill, 200 5th Ave.**



Recreational Cow
Its design depicts various recreational activities that go on in the park, including music, swimming and soccer. **Village Park, 2nd St. & 4th Ave.**



Alpauzug Annie
Alpabzug, a Swiss tradition, occurs when lowland farmers bring their herds of cattle down from the Alpine pastures. The best cow of each herd is adorned with flowers and a treichel bell, like Annie's. Annie also sports Band-aids, bandages, and a cast signed by the staff of the clinic. **SMM Health Monroe Clinic Medical Group, 1800 2nd St.**



Sunset Cow
Portrays a colorful sunset over the rolling farmland hills of Green County. Sunset grazes at **Lake Ridge Bank, 512 Hwy 69**



Mabel the Cow
The newest parade member - if you look closely, the design shows familiar faces of the Leuthner family past and present. **Country View Veterinary Service, 1106 Hwy 69**

Bike Green County

- The Sugar River State Trail
- The Badger State Trail
- Green County Country Roads

The Sugar River State Trail -

Connects 4 towns - New Glarus, Monticello, Albany and Brodhead - over 23 miles of trail. Bikes are available for rent from trail headquarters, which also serves as the New Glarus Chamber of Commerce office.

The Badger Trail -

Runs from Madison, WI to the Illinois line where it joins the Jane Addams trail to Freeport, IL - the trail is over 53 miles in length. It intersects the Sugar River Trail just east of Monticello. Both trails meander through Green County's picturesque countryside, have great amenities in the towns along the way - family restaurants, fine dining - even cappuccino!

Green County Roads -

Road Bikers: Green County offers some of the best biking in America. You'll enjoy the ride along New Glarus' and Green County's picturesque, paved country roads. For more information contact us at:

New Glarus Chamber of Commerce, P.O. Box 713, New Glarus, WI 53574-0713

Call: (800) 527-6838 or visit www.swisstown.com

Sugar River Trail info: dnr.wi.gov/topic/parks/name/sugarriver/

Badger Trail info: dnr.wi.gov/topic/parks/name/badger/



COVERED BRIDGE ON THE SUGAR RIVER TRAIL NEAR BRODHEAD



BICYCLE TRAIL WEDDING



Bike Rentals

Bike rentals are available at the New Glarus Chamber of Commerce, 418 Railroad Street (Depot building). A reservation is recommended in high season. Book bike rentals online at www.swisstown.com, or just walk in.

May 1st - Oct. 31st - Daily: 9am-4pm weather permitting

Bike Rental Fee: \$25 for a full day. Bikes can be rented online 3 days in advance.

A Trail Pass is required for riding the trails - \$5/daily pass or a \$25/season pass.

Passes can be purchased from the New Glarus Chamber of Commerce or self-registration along the trail at each community bike trail kiosk. Season passes are good for use on any Wisconsin DNR State Bike Trail.



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In 2022, the New Glarus Chamber of Commerce revealed a huge new mural on 2nd Street!

Designed and painted by local artist Chad Caso, the mural can be viewed on the Albion Swords building at 416 2nd Street in downtown New Glarus. A big thanks to Albion Swords and New Glarus Hardware for helping to make it happen; check out the mural for yourself the next time you're in town, and tag your photos with #newglarus so we can admire them!



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Advertisers' Index – The page number following the listing directs you to the business advertisement or business information in this book. To find the business (attraction, park) on the village street map, refer to the MAP KEY and MAP on pages 4-5.

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