

WISCONSIN New Glarus



Visitor Guide 2024-2025
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 & Rösti 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 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.

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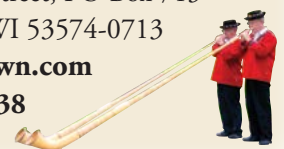
OUR COVER: Recreate this selfie with your own family at the Chalet Landhaus Inn.

New Glarus – Chamber of Commerce

418 Railroad Street, PO Box 713
New Glarus, WI 53574-0713

www.swisstown.com

(800) 527-6838



New Glarus Street Map

The New Glarus Chamber Office and Sugar River Trail Headquarters

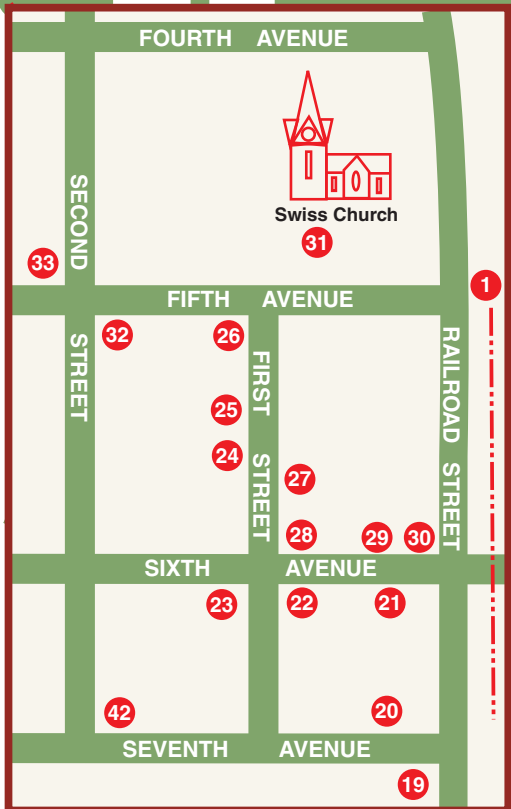
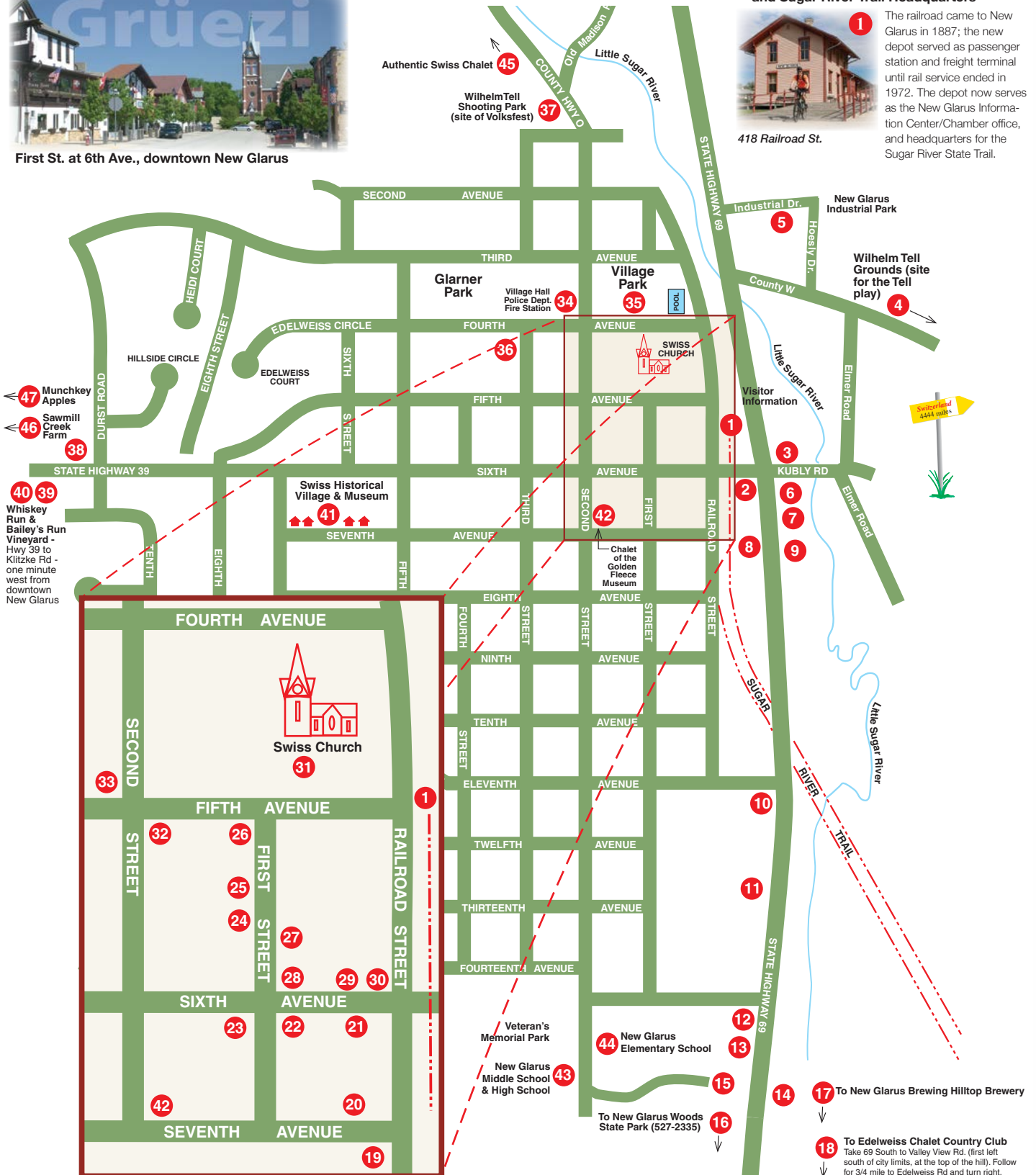


418 Railroad St.

1 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.



First St. at 6th Ave., downtown New Glarus



Expanded view of Downtown New Glarus

The Advertisers' Index is on page 14.



New Glarus Cow Parade
See P. 13 for information & cow locations



Village Map Key

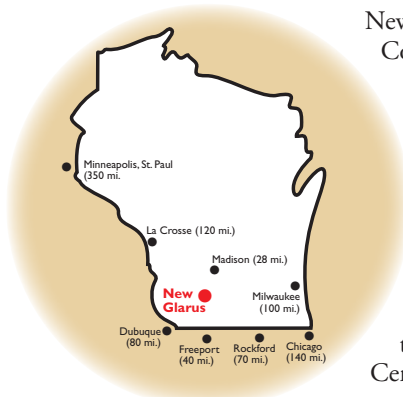
The numbered locations below correspond to numbered locations on the adjacent village street map.

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. The Blanc Chalet
12. CENEX
13. Culver's Restaurant
14. New Glarus Wäsche Center
15. SSM Health Monroe Clinic Medical Group
16. New Glarus Woods State Park
17. New Glarus Brewing Co. - Hilltop Brewery
18. Edelweiss Chalet Country Club
19. First Weber Real Estate
20. Railroad Street Boutique
21. Brenda's Blumenladen
22. Hutch & Hide
23. Dirty Dog Taphaus
24. Anderson Mall
~ Happy Little Stitch Shop
~ Kinderladen
25. Mosher & Associates Insurance
26. Bank of New Glarus - Downtown
27. New Glarus Bakery
28. Chalet Cheese Haus
29. Puempel's Olde Tavern
30. New Glarus Post Office
31. Swiss Church/Settlers Monument
32. Kristi's Restaurant
33. Tofflers Pub & Grill
34. Village Hall/Police Station/Library and
New Glarus Fire Station
35. Village Park, Swimming Pool
36. New Glarus EMS
37. Wilhelm Tell Shooting Park
38. Swiss Center of North America
39. Bailey's Run Vinyard & Winery
40. Whiskey Run Distillery
41. Swiss Historical Village & Museum
42. Chalet of the Golden Fleece
43. New Glarus Middle School & High School
44. New Glarus Elementary School
45. Authentic Swiss Chalet
46. Sawmill Creek Farm, Blanchardville
47. Munchkey Apples, Mt Horeb



New Glarus Cow Parade -
See P. 13 for info & cow locations

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!



Swiss-Style architecture

Take note while exploring the streets of New Glarus - the skyline includes a variety of classic Swiss architectural styles. The Bernese Mountain Chalet is the most widely recognized Swiss design characterized by its white plaster foundation, brown-stained wood siding, geranium-filled flower boxes and intricately detailed woodwork in the interior. Notable examples include The Chalet of the Golden Fleece Museum and the New Glarus Hotel. The Chalet Landhaus Inn and Chalet Cheese Haus are contemporary examples of the Bernese style.

The Kubly home, at 301 12th Avenue, shows the sweeping roof lines and curved fascia characteristic of the Swiss Emmental style. Other contemporary designs include the New Glarus Village Hall, The Bank of New Glarus, Lake Ridge Bank - New Glarus and Woodford State Bank. The style variations capture the essence of modern Swiss mountain towns.



+ NEW GLARUS FESTIVALS AND EVENTS 2024 +

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/events.

New Glarus Polkafest/

Beer, Bacon & Cheese Festival - June 7-8

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 8, 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 swisstown.com/events and sell out fast!

Heidi Play - June 8

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 29

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 3

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 4

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

Wilhelm Tell Festival - August 31 - September 1

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.

New Glarus Family Fest - September 8

A family-oriented event with live entertainment, bands, car show, carnival rides, prizes, brats, hot dogs and more ... ALL FREE. Sponsored by Grace Church of New Glarus and regional businesses. Information - NewGlarusFamilyFest.com or (608) 527-5664

New Glarus Oktoberfest - September 26-29

Music lovers will enjoy the wide variety of free live music all weekend in the festival tent. Horse-drawn wagon rides,

(Continued on page 7)



2024 Schedule of Events

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



MAY

- 17-19 World Euchre Championship
- 25 Chalet of the Golden Fleece opens for season
- 25 Swiss Historical Village & Museum
(visit Swishistoricalvillage.org for opening hours and event details)

JUNE

- 7-8 Polkafest - Downtown New Glarus
- 8 Beer, Bacon & Cheese Festival - Downtown
- 8 Heidi Play
- 9 Edelweiss Bike Ride
- 29 New Glarus Blues, Brews & Food Trucks Festival

JULY

- 12-14 Maxwell Street Days & Village-wide Garage Sales
- 20 Friends of New Glarus Woods Moonrise Hike at New Glarus Woods State Park

AUGUST

- 3 NGLFD Firefest - New Glarus Fire Department
- 4 Swiss Volksfest (Swiss Independence day)
- 10 Swiss Historical Village First Settlers Commemorative Church Service
- 17 New Glarus Woods Trail Run

AUGUST (continued)

- 31 Wilhelm Tell Festival & Events

SEPTEMBER

- 1 Wilhelm Tell Festival & Events
- 8 New Glarus Family Fest
- 26-29 New Glarus Oktoberfest

OCTOBER

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

DECEMBER

- 1 Holiday Tree Lighting - Chamber RR depot
- 1-24 Adventsfenster - throughout town
- 6-8 Christkindli Market - downtown New Glarus

JANUARY 2025

- 9-12 Winterfest Veterans Rally & Burning of Winter
- 11 Silvesterchlausen - Swiss Center to downtown

MARCH 2025

- TBA NG Fire Department Kalberwurst Dinner

Please check the New Glarus Chamber web site swisstown.com/events for up-to-date event dates, times, and last minute changes.



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.

NEW GLARUS FESTIVALS AND EVENTS 2024

chainsaw carving, petting zoo, and the tapping of the wooden keg Friday and Saturday nights. See ad on page 11.

New Glarus Car, Truck & Motorcycle Show - October 6

Held in downtown New Glarus, the Car, Truck & Motorcycle Show is a great chance to view beautifully restored classics. For more information, contact ngcarshow@gmail.com

Swiss Historical Village & Museum Harvest Fest - October 13

The Swiss Historical Village & Museum presents old-time crafts with hands-on demonstrations that include cheese making, sausage making, bee keeping, broom making, and blacksmithing using a collection of antique equipment, and more. There is something for the whole family! See the *Swiss Historical Village & Museum* on page 9 for information.

Adventsfenster - December 1-24

Enjoy the reveal of a new, life-sized advent window each night around New Glarus. Visit swisstown.com for locations.

Christkindli Market - December 6-8

Our outdoor Christmas market hosts decorated mini chalets offering a variety of high quality, locally made and sourced

gifts, as well as Christmas decorations and foods. Shop local and support local businesses, while enjoying Christmas lights and music.

Winterfest Veterans Rally - January 9-12, 2025

Veterans, their families and friends gather for a weekend of socializing and remembrance. Events include the Burning of Winter Ceremony, a village-wide poker run, the famous Winterfest Auction, buffet banquet and dance. All Veterans are welcome!

Celebrate the New Year twice - Swiss Style

Silvesterchlausen - January 11, 2025

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.



New Glarus Polkafest

June 7-8 – FREE ADMISSION

Join us in beautiful Downtown New Glarus for lots of good music, food, and beverages – enjoy our famous New Glarus Gemütlichkeit!

FRIDAY, JUNE 7

Free music & dancing under the tent - 5:00 p.m. to 10:00 p.m.

Live music at local bars & restaurants - check swisstown.com for schedule

SATURDAY, JUNE 8

Free music & dancing under the tent - 11:00 a.m. – 7:30 p.m.

Live music at local bars & restaurants - check swisstown.com for schedule



Please visit www.swisstown.com prior to Polkafest for a list of bands and performance schedules.

BEER, BACON & CHEESE
 ONE WRISTBAND. UNLIMITED GOODNESS.
 JUNE 8, 2024 | 1 - 5 PM | \$50 NEW GLARUS, WI | SWISSTOWN.COM

of sampling some of the region's most unforgettable flavors — craft beer, specialty meat and artisan cheese — while you wander the charming streets of historic New Glarus.

BBC wristbands are \$50 per person and may be purchased starting April 1st at swisstown.com/events (Wristbands will not be sold the day of the event). Make it a BBC and New Glarus Polkafest weekend. Come and enjoy the BBC yum and all the polka fun!



Saturday, June 8, 1-5 p.m.

Attention foodies and anyone else with a love for some of the greatest flavors known to man – Beer, Bacon & Cheese Fest (BBC)! One \$50 wristband entitles you to an afternoon

Woodford
 STATE BANK
 618 State Rd 69, New Glarus, WI 53574
 (608) 325-7766
www.woodfordstatebank.com

Proud sponsors of Polkafest & Beer, Bacon & Cheese

Visit us at one of our branches!

Darlington
 15815 State Road 81
 Darlington, WI 53530

Monroe
 403 West 8th Street
 Monroe, WI 53566

Argyle
 101 Spruce Street
 Argyle, WI 53504

Blanchardville
 319 South Main Street
 Blanchardville, WI 53516

South Wayne
 212 West Hwy. 11
 South Wayne, WI 53587



New Glarus Blues, Brews & Food Truck Festival



In Village Park - June 29 2024



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 29th - 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!



Heidi Play

June 8, 2024



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.



Join the New Glarus Fire Department for its:

Firefest 2024

at the Feuerwehr Haus - 218 4th Avenue

AUGUST 3, 2024 - 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

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130 YEARS

- Belleville
- Brodhead
- Juda
- Monroe
- New Glarus

www.thebankofnewglarus.bank

The Bank of New Glarus





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

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.



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



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

Go Far. Go Together.

Lake Ridge Bank[™]

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

Give your friends a gift from New Glarus. Give New Glarus...

"Chamber Bucks"

New Glarus Chamber of Commerce gift certificates are redeemable at any New Glarus merchant.

Order Chamber Bucks online at Swisstown.com or visit the Chamber depot office at 418 Railroad St.

AMERICA'S LITTLE SWITZERLAND

Christkindli MARKET

DEC 6-8 | 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 Memorial Day weekend thru the End of October, 10 am - 3 pm, Wednesdays, Noon - 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 # 42 on the street map on page 4.

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.

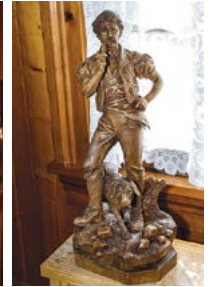
Group Tours –

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 4, 2024

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 recreated 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

Aug 31 - Sept 1, 2024

- 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.



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/bikerentals, or just walk in.

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

Bike Rental Fee: \$25 for a full day. Bikes must 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.



SUGAR RIVER TRAIL HEADQUARTERS IN THE HISTORIC DEPOT IN NEW GLARUS.

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New Glarus Cow Parade

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 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; a “Cow Parade Location Map” is available at the Chamber office.

New additions to the herd will soon be off to the artists’ studios for a posh street look. Search for the strays around town.



Sunset Cow
Lake Ridge Bank



Appenzell Cow
Hutch + Hide



Blanc Chalet Cow



Penny - Woodford State Bank



Mabel the Cow
Country View Veterinary Service



Alpine Meadow Cow
Chalet Landhaus Inn

The Cow Finder

BUSINESS	ADDRESS	COW NAME
Art & Soul/Ott Haus	412 2nd St	TBD
Bailey’s Run Vineyard/Whiskey Run	N8523 Klitzke Rd	TBD
Bank of New Glarus - Highway	1101 Hwy 69	TBD
Bank of New Glarus - Downtown	501 1st St	Goldstein
Blanc Chalet	1200 Hwy 69	TBD
BNG Investment Services	1101 Hwy 69	TBD
Chalet Landhaus Inn	801 Hwy 69	Bernese Cow
Chalet Landhaus Inn	801 Hwy 69	Alpine Meadow Cow
Country View Veterinary Service	1106 Hwy 69	Mabel the Cow
Hutch + Hide	600 First St	Appenzell Cow
Kristi’s Restaurant	119 5th Avenue	Wine Stein
Lake Ridge Bank	512 Hwy 69	Sunset Cow
Mosher and Associates	513 1st St	Moo-sher the Brown Swiss
New Glarus Elementary School	1420 2nd St	Udderly Etter
New Glarus Home	600 2nd Ave	Bingo the Cow
New Glarus Hotel	100 6th Ave	Master Chef Cow
Sportsmans Reloaded	506 1st St	TBD
Swiss Center of North America	507 Durst Rd	Switzerland
Swiss Historical Village & Museum	612 7th Ave	Buttercup
SSM Health	1800 2nd St	Alpauzug Annie
Tofflers Pub & Grill	200 5th Ave	Chuck the Cow
Village Park	2nd St & 4th Ave	Recreational Cow
Woodford State Bank	618 Hwy 69	Penny

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