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Third Space Brewing Partners with SipMilwaukee and Usinger's for "The World's First Growler-Sausage Drive-Thru"

Third Space Launches the First Growler-Sausage Drive-Thru

Milwaukee, Wisconsin (April 17, 2017) – The weekend of April 21-23rd, Third Space Brewing, SipMilwaukee, and Usinger's are coming together to launch something very special (and very Milwaukee) to baseball fans heading to the ballpark: "The World's First Growler-Sausage Drive-Thru."

Prior to the Friday, Saturday, and Sunday baseball games, April 21-23, against St. Louis, tailgate-bound fans can make a pitstop at Third Space Brewing and grab the two most essential ingredients for a successful tailgate: Milwaukee-made beer and brats. Third Space Brewing is conveniently located just off the highway between downtown and the stadium, at 1505 W. St. Paul Avenue.

Cars will pull into the Third Space parking lot, place their orders, and swiftly be on their way with a full supply of flavorful craft beer and traditional German sausages. For each of the three games, the drive-thru will operate for one hour leading up to tailgate time (details below).

Helping organize and document the launch of the drive-thru, SipMilwaukee will be officially kicking off their online video series "The Rebirth of Brew City" in collaboration with the event. The new video series shines light on the stories behind beverage brands across Milwaukee, emphasizing the craft beer renaissance unfolding in 2017.

Also bringing the drive-thru to life, Usinger's will be offering discounted packs of their authentic German sausages. Usinger's has been a staple in Milwaukee since 1880 and their participation in the drive-thru bridges the gap between Milwaukee's rich history and the city's up-and-coming craft beer scene.

And, of course, to wash down the brats, Third Space will be dishing out growlers of its Upward Spiral IPA and growlers and six packs of its Happy Place Midwest Pale Ale, which are both also available at the ballpark this year.

Drive-Thru Details:

Friday, April 21

Drive Thru Open @ 5:00-6:00 pm

Game Starts @ 7:10pm

Saturday, April 22

Drive Thru Open @ 4:00-5:00 pm

Game Starts @ 6:10pm

Sunday, April 23

Drive Thru Open @ 11:00 am -12:00 pm

Game Starts @ 1:10pm

Location

Third Space Brewing

1505 W St. Paul Ave

Milwaukee, WI 53233

Background Information:

Opening its doors in September of 2016, Third Space Brewing has established itself as one of the premier craft breweries in Milwaukee, recently winning RateBeer's award for the Best New Brewer in Wisconsin in 2016. Third Space's blend of bold West Coast flavors and Midwest drinkability is the perfect match for a tailgate brew.

SipMilwaukee is a new online video series documenting the stories behind Milwaukee's beverage brands, covering everything from beer to coffee and spirits. Their emphasis on the booming craft beer scene is sparking a social media movement around the "Rebirth of Brew City."

Founded in 1880, Usinger's is one of Milwaukee's staple historic brands, producing a variety of meats. Their signature sausages sport traditional 19th century German recipes and are a crowd favorite for tailgating and sporting events.

Photos options for promo (Photo Credit: SipMilwaukee)

