

• FAMILY-OWNED AND OPERATED •  
**UPPER LAKES FOODS**  
EST 1967

2025 ISSUE

# OKTOBERFEST

We've got everything you  
need for Oktoberfest  
celebrations at  
your place!



UPPER LAKES FOODS | 801 INDUSTRY AVENUE | CLOQUET, MINNESOTA 55720  
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# Wunderbar!

## A BRIEF HISTORY OF OKTOBERFEST

*Oktoberfest is a world-famous beer festival held annually in Munich, Germany. Its history dates back to the early 19th century. The festival has become an iconic event, drawing millions of visitors from around the globe to celebrate Bavarian culture, food, music, and, of course, beer.*

The origins of the Oktoberfest can be traced back to the wedding of Crown Prince Ludwig (later King Ludwig I) and Princess Therese of Saxony-Hildburghausen, which took place on October 12, 1810. The wedding celebrations were held on the fields in front of the city gates of Munich and lasted for five days, ending with various horse races. The citizens of Munich were invited to attend the festivities, and the event was so popular that it was decided to repeat it the following year.

In 1811, the citizens of Munich organized a similar celebration, which included horse races, agricultural exhibitions, and amusements for the general public. This event marked the birth of the Oktoberfest tradition. Over the years, the festival grew in size and scope, attracting more participants and visitors from all over Bavaria and beyond.

The festival was initially held in October to take advantage of the pleasant autumn weather in

Munich. However, as the weather in October could sometimes be unpredictable, it was eventually moved to the end of September, where it still takes place today. This change also allowed for longer daylight hours and better weather conditions for outdoor activities.

One of the central attractions of the Oktoberfest is the beer tents, where various breweries set up large pavilions to serve their traditional Bavarian beer. These beer tents are now a significant part of the festival's culture, with each tent having its own unique atmosphere and entertainment.

Today, the Oktoberfest in Munich is one of the largest and most famous beer festivals in the world. It typically runs for about 16-18 days, starting in late September and ending on the first Sunday in October. The festival continues to be a cherished tradition, celebrating Bavarian culture, beer, and the spirit of community and enjoyment with millions of attendees each year.

### MARKETING TIP

#### START EARLY AND BUILD ANTICIPATION

Begin teasing your Oktoberfest menu 2-3 weeks before launch. Use behind-the-scenes prep photos, chef tastings, or beer list reveals to build momentum on social media and in your email newsletter.

#### SAMPLE SOCIAL MEDIA PROMO CAPTION

*The pretzels are hot, the beer is cold, and our Oktoberfest menu is only here for a limited time. Prost!*

## Quick Bites



**BREADED WISCONSIN CHEESE CURD**  
705560 - 2/5 lb.



**WHITE CHEDDAR CHEESE CURD**  
706754 - 2/5 lb.

**DILL PICKLE CHEESE CURD**  
706704 - 2/5 lb.



**DILL PICKLE CHIPS**  
203914 - 54/1 oz.



**BACON CHEDDAR CHEESE CHIVE TATER KEG**  
702576 - 106/1.5 oz.

**CHEDDAR CHEESE CHIVE TATER KEG**  
702577 - 160/1 oz.

**NEW! KANDIED SWEET POTATO TATER KEG**  
702581 - 1/10 lb.

**NEW! JUMBO REUBEN TATER KEG**  
702578 - 106/1.5 oz.



**BAVARIAN SOFT PRETZEL TWIST**  
716212 - 10/16 oz.

**BAVARIAN SOFT PRETZEL TWIST**  
716210 - 4/10 ct. 5 oz



## FLAVORS THAT MAKE YOUR MENU



**GRILL READY 14-16 APPLE  
SMOKED BACON**  
549243 - 2/7.5 lb.



**CUBED PORK STEAK**  
579031 - 40/4 oz.



**CENTER CUT STRAP-ON  
BONELESS PORK LOIN**  
520037 - 5/10.17 lb. avg.



**RAW PORK BRAT SAUSAGE PATTY**  
669406 - 9/6 ct. 4 oz.

**FULLY COOKED ULTIMATE BRAT**  
694413 - 2/5 lb. 5-1  
694419 - 2/5 lb. 4-1



**AUSTIN BLUES COOKED  
SMOKED PULLED PORK**  
553560 - 2/5 lb.

**COOKED FLAT DELI PASTRAMI**  
558630 - 2/6 lb. avg.

**FIRED BRAISED COOKED  
ST. LOUIS PORK RIBS**  
566140 - 12/2 lb. avg.



**GARLIC BOLOGNA RING** GF  
584276 - 12/1 lb.

**ORIGINAL BOLOGNA RING** GF  
584143 - 12/14 oz.

**5-1 COOKED SKINLESS  
BRATWURST** GF  
584045 - 2/5 lb.

**5-1 COOKED NATURAL  
CASING BRATWURST** GF  
584086 - 2/5 lb.



**BEEF STEW MEAT**  
518531 - 2/5 lb.

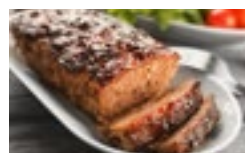
**FROZEN 80/20 GROUND  
COARSE PORK**  
507921 - 4/5 lb.

**N/D BONELESS PORK CUTLET**  
507916 - 40/4 oz.



**IQF BEEF MEATLOAF PATTY**  
512121 - 40/4 oz.

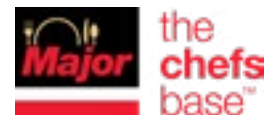
**FRESH AMISH CHICKEN**  
673242 - 12/4-4.5 lb. avg.



**BEEF MEATLOAF**  
512113 - 2/5 lb.

**IW BONELESS PORK CHOPS**  
508234 - 32/5 oz.

## AMP UP THE FLAVOR!



**SUPERB NAMSG  
BROWN GRAVY MIX**  
294328 - 8/1 lb.



**1000 ISLAND  
DRESSING**  
463345 - 6/32 oz.



**COOKED ROUND  
TOP CORNED BEEF**  
553401 - 2/7 lb. avg.

GF GLUTEN FREE  
V VEGETARIAN  
VG VEGAN

Reuben Soup



Scan to view this  
recipe and more  
Oktoberfest  
inspiration!

# BETTER WITH BREAD

Promotion Idea for Oktoberfest

## CREATE A BEER & BRAT COMBO MENU

Offer prix fixe pairings or sampler platters that match brats, schnitzel, or pretzels with specific beers. Guests love guided flavor experiences.



**5/8" MARBLE RYE BREAD**  
716178 - 6/2.27 lb. 19 sli.

**4.5" SLICED SQUARE  
CIABATTA BUN**  
716543 - 8/6 ct. 2.5 oz.



**6-7" SLICED HINGED  
WHITE BRAT BUN**  
716003 - 12/6 ct.



**3/4" CARAWAY RYE BREAD**  
717824 - 6/2 lb. 14 sli.

**3/4" PUMPERNICKEL BREAD**  
717826 - 6/2 lb. 14-15 sli.

**4" SLICED VEGAN WHITE  
HAMBURGER BUN**  
719184 - 1/72 ct.

**SLICED ROUND PRETZEL BUN**  
716208 - 12/8 ct.

**6" NON SLICED PRETZEL BUN**  
730907 - 12/6 ct.



**6" SLICED WILD RICE HOAGIE**  
717113 - 6/8 ct.





## PRETZELS



**BAKED KING SIZE PRETZEL**  
741199 - 50/5 oz.

**HOLLERIN' JALAPENO PRETZEL**  
748582 - 4/6 ct. 6.25 oz.

**JALAPENO PRETZEL POPPERS**  
741218 - 8/30 ct.



**SOFT BAVARIAN PRETZEL**  
714208 - 12/10 oz.

**SOFT BAVARIAN SOURDOUGH PRETZEL**  
748597 - 64/3.2 oz.

**SOFT BAVARIAN PRETZEL STICK**  
714204 - 72/2.4 oz.

**MINI BAVARIAN PRETZEL STICK**  
714202 - 100/1.2 oz.

**NEW! MINI HOT DOG WRAPPED IN PRETZEL**  
768560 - 60/1 ct.

## SAUCE IT UP



**NEW! BEER CHEESE DIP**  
787048 - 4/5 lb. bag



**SMOOTH DIJON MUSTARD**  
274246 - 1/9.5 lb.



**QUESO BLANCO 2.0 CHEESE SAUCE**  
214091 - 6/60 oz.

**ZTF AGED CHEDDAR CHEESE SAUCE**  
214097 - 6/106 oz. pouch



**BISTRO SAUCE** **GF**  
463059 - 1/1 gal.



**NEW! BREW PUB STYLE MUSTARD SAUCE**  
274981 - 2/1 gal.

A dash of **INSPIRATION** for your menu

Sampler  
Platter



Scan to view  
this recipe and  
more Oktoberfest  
inspiration!

**SMOKED MAASDAM  
GOUDA CHEESE**  
213141 - 1/6 lb. avg.

**SOFT BAVARIAN  
SOURDOUGH  
PRETZEL**  
748597 - 64/3.2 oz.



**BEER CHEESE DIP**  
787048 - 4/5 lb. bag

## CHARCUTERIE BOARDS

Swap out the crackers in a traditional charcuterie board for soft, piping-hot pretzels. Then load your board with cured meats, cubed cheeses, fresh and pickled veggies, tangy honey mustard, and warm cheese sauce for dipping.



## The makings of a great meal ITEMS THAT COMPLETE THE PLATE



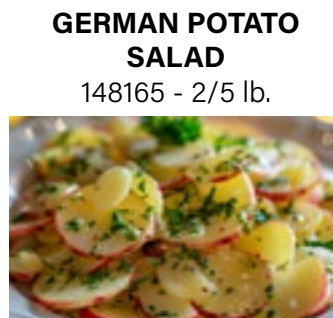
**WISCONSIN  
CHEESE SOUP**  
776211 - 3/4 lb. tub



**FIRED ROASTED  
BRUSSELS SPROUTS**  
760333 - 6/2.5 lb.



**COOKED SMALL  
SPAETZLE DUMPLING**  
763094 - 4/3 lb.



**GERMAN POTATO  
SALAD**  
148165 - 2/5 lb.

**OR BAKED POTATO  
SKINS**  
701169 - 4/4.25 lb.



**FULLY COOKED  
CANNED WILD RICE**  
381244 - 6/#10 can

**MINNESOTA  
CULTIVATED WILD RICE**  
381247 - 6/16 oz.



**MASHED RED SKIN  
POTATOES**  
701954 - 6/4 lb.



**RED SWEET & SOUR CABBAGE**  
283183 - 6/104 oz.

**SHREDDED SAUERKRAUT**  
283194 - 1/2 gal.  
283187 - 1/5 gal.  
283191 - 24/14 oz.  
283199 - 6/#10 can



## OKTOBERFEST FACT

Albert Einstein worked at the festival in Germany! Einstein once worked as an electrician and helped to set up one of the beer tents in 1896.



**SPICY GARLIC  
PICKLING MIX**  
294262 - 1/1 gal.

*Pickling has never been easier.*

Add one jug to prepared veggies for endless possibilities. From appetizers and sandwiches to charcuterie boards and epic Bloody Mary bars, pickles and pickled veggies upgrade basic dishes with spice and tang giving your customers tasty options to customize their meals.

## OKTOBERFEST NACHOS

- 2 oz. McCain Skin-On Flat Potato Chips (701384)
- 3 oz. Cloverdale Pulled Pork (553544)
- 2 oz. Rancher's Legacy Bavarian Bratwurst, Cooked and Sliced (586770)
- 3 oz. JTM Beer Cheese Dip (787048)
- 2 oz. Silverfloss Shredded Sauerkraut (283191)
- 2 Tbsp. Mann's Green Onion, Diced (138884)
- 3 oz. Major Superb Brown Gravy (294328)

**PREP** | Deep fry chips at 325°F until golden and crisp. Remove from oil.

In sauté pan, heat pork, bratwurst and sauerkraut. Place half the chips on serving plate, top with half of the sauteed items, half of the brown gravy, and half of the beer cheese. Then make a second level in the same manor. Garnish with green onions and serve.



Scan to view this recipe and more Oktoberfest inspiration!





# BUILD A SAUSAGE AND CHEESE SAMPLER

SERVE THEM COLD



GRANDELI TANGY SUMMER SAUSAGE  
549160 - 2/5 lb. avg.  
TANGY SUMMER SAUSAGE <sup>GF</sup>  
549149 - 6/2 lb. 0.5 sli.

CHEESE, PLEASE!



BRIGHTON FARMS SLICED SWISS CHEESE  
210333 - 6/1.5 lb. .75 oz. sli.  
C. ANDOLINA GORGONZOLA CHEESE WHEEL  
212598 - 1/7 lb. avg.  
ELLSWORTH WHITE NATURAL CHEESE CURD  
211863 - 1/5 lb.

ROTH KASE PLAIN HAVARTI CHEESE LOAF  
211703 - 1/9 lb. avg.  
ROTH KASE HAVARTI CHEESE W/DILL  
213110 - 1/9 lb. avg.

SERVE THEM HOT



9" POLSKA KIELBASA SAUSAGE  
584525 - 4/3 lb.



QUESO BLANCO 2.0 CHEESE SAUCE  
214091 - 6/60 oz.



WHOLE GRAIN DIJON MUSTARD  
274276 - 1/9.3 lb.

Hofbrauhaus  
Hot Beef  
Sandwich



Scan to view this recipe and more Oktoberfest inspiration!

## ADD FLAVOR WITH Produce & Dressing



MEDIUM MUSHROOMS  
129008 - 1/5 lb.



GREEN CABBAGE  
126607 - 1/40 lb.

JUMBO CARROTS  
127100 - 1/25 lb.

DICED GREEN & RED CABBAGE W/CARROTS  
143422 - 1/5 lb.

BRUSSELS SPROUTS  
126409 - 1/25 lb.

GALA APPLES  
100720 - 1/12 ct.

GRANNY SMITH APPLES  
100834 - 1/12 ct.

SWEET POTATOES/YAMS  
142307 - 1/40 lb.



CREAMY COLE SLAW DRESSING  
463435 - 4/1 gal.

ZTF CREAMY COLESLAW DRESSING  
463440 - 4/1 gal.



Marketing Tip

A factor in determining a seasonal menu's potential for success is its scarcity — how long it will be available. Limited availability of an item creates urgency for the consumer who believes that they need to act soon or miss out on the experience.

Source: The Art of a Successful Restaurant LTO, September 2021.



# DON'T FORGET DESSERT!



Sweet  
Ginger  
Cake

Marketing Tip



Scan to view  
this recipe  
and more  
Oktoberfest  
inspiration!

Diners say they're too full for dessert? Offer a small portion of dessert for a lower price point and call it a "taster." Who can resist just a few bites?

**LYONS**

**DESIGNER CHOCOLATE  
TOPPING**

350658 - 12/16 oz.

**DESIGNER CARAMEL TOPPING**

350654 - 12/17 oz.



**NEW! DEEP DISH CARAMEL  
GRANNY SMITH APPLE PIE**

794012 - 2/14 sli.

**RICH'S**

**BAVARIAN CRÈME FILLING**

383589 - 1/31 lb. pail



**12"X16" UNCUT ICED GERMAN  
CHOCOLATE CAKE**

738759 - 4/75 oz.


**12"X16" APPLE STREUSEL CAKE**

729012 - 3/4.875 lb.



**9" THREE LAYER CARROT CAKE**

736917 - 2/96 oz.

**DIVINE CHOCOLATE  
LAVA CAKE** 

736462 - 2/12 ct. 5 oz.

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