

WHEREAS; for a century now, since 1924, the Wisconsin State Fair has served the Original Cream Puff, a light and airy sweet treat comprised of a halved choux pastry sprinkled with powdered sugar and filled with fresh whipped sweet cream made by the Wisconsin Bakers Association; and

WHEREAS; the Original Cream Puff was first debuted at the Wisconsin State Fair at the request of former Gov. John Blaine to showcase Wisconsin's proud dairy industry, and to this day, Wisconsin's dairy and agricultural industries continue to play a critical role in the lasting prevalence of the cream puff; and

WHEREAS; every year, during the Wisconsin State Fair, thousands of attendees line up to indulge in a cream puff, and it is estimated that 50 to 60 cream puffs are purchased per minute, totaling more than 400,000 cream puffs consumed during the 11-day fair; and

WHEREAS; the Wisconsin State Fair uniquely presents an opportunity for visitors of all ages to share a cherished Wisconsin dessert and tradition while simultaneously supporting local businesses and industries; and

WHEREAS; in celebration of the Original Cream Puff's 100th anniversary, this year's Wisconsin State Fair will see four new limited-edition flavors available to the first 1,924 fairgoers on select days, and this year's specialty flavors include root beer float, raspberry cheesecake, English toffee, and chocolate birthday cake, in addition to the beloved original; and

WHEREAS; cream puffs can be found at four locations around the Wisconsin State Fair Park, including at their home base in the Original Cream Puff Pavilion, at the Cream Puff Express Window at the north end of the pavilion, and at two Cream Puff To-Go stands along Grandstand Avenue; and

WHEREAS; today, the state of Wisconsin joins fairgoers and cream puff enthusiasts across the state in celebrating the cherished Wisconsin State Fair tradition of the Original Cream Puff;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,  
do hereby proclaim August 10 2024 as

## **CREAM PUFF DAY**

throughout the State of Wisconsin and I commend this observance  
to all our state's residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 29th day of July 2024.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State