

WHEREAS; National Bratwurst Day provides an opportunity to celebrate Wisconsin’s unique contributions to American cuisine and the state’s leadership in the meat processing industry; and

WHEREAS; a nod to Wisconsin’s rich German history, bratwursts, otherwise known as brats, have long been a staple of Wisconsin’s culinary heritage and may be paired with sauerkraut, potato salad, fries, or any other number of special Wisconsin delicacies, including a beer selection from one of Wisconsin’s approximately 250 nationally renowned and local breweries; and

WHEREAS; although the bratwurst has been around for centuries, the iconic spiced sausage was first introduced in Sheboygan, Wisconsin, by German settlers during the mid-19th century, and in 1970, the town of Sheboygan was officially bestowed the title of “Bratwurst Capital of the World”; and

WHEREAS; a yearlong delicacy, bratwursts are especially popular during Wisconsin’s summer grilling season, and each year, the World’s Largest Brat Fest takes place during Memorial Day weekend in Madison, where thousands of brats are sold to celebrate the beginning of the summer season and raise money for local charities; and

WHEREAS; similarly, bratwursts are a beloved component of festivals like Oktoberfest, and are often found being sold at sporting events from little leagues to professional baseball, football, tailgating, and concession stands across the state; and

WHEREAS; more than just a meal, bratwursts symbolize a deep-rooted tradition of hospitality and quality cuisine, bringing together family, friends, and neighbors to indulge in an iconic food staple that honors the state’s cultural identity and supports local businesses and industries; and

WHEREAS; today, the state of Wisconsin joins all Wisconsinites and bratwurst enthusiasts across the state in celebrating the bratwurst;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim August 16 2026 as

NATIONAL BRATWURST 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 23rd day of July 2026.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State