

# WISCONSIN STATE FAIR

AUGUST 1-11, 2024 Presented By 

FOR IMMEDIATE RELEASE

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**FOR THE FIRST TIME IN WISCONSIN STATE FAIR HISTORY, FLAVORED CREAM PUFFS  
WILL BE AVAILABLE DURING THE BEST 11 DAYS OF SUMMER**





*Original Cream Puffs® Debut Four Brand-New, Limited-Edition Flavors Only for 2024*

**WEST ALLIS, Wis.** – June 14, 2024 – As the year-long 100<sup>th</sup> Anniversary Celebration of the iconic Cream Puff continues, the [Wisconsin State Fair](#) and [Original Cream Puffs](#) are thrilled to reveal even more delicious details of this stellar celebration at the Wisconsin State Fair, August 1 – 11 in West Allis.

So much has changed in the world in the last 100 years, but Fairgoers in Wisconsin can always count on the Original Cream Puff. Beginning in 2020, Cream Puffs changed the game with new flavors like cocoa, strawberry, pumpkin spice, Irish cream and more that Fairgoers could only get at specialty events. As the culmination of the 100-year celebration approaches, it only seemed fitting to add even more incredible flavors to the menu - for a limited time.

For the first time in Wisconsin State Fair history, flavored Cream Puffs will be available at the State Fair. Introducing four brand-new Cream Puff flavors is no small feat and these new recipes have been meticulously deliberated and tested with an expert Cream Puff focus group.

These specialty Cream Puff flavors will only be available on select days to the first **1,924** Fairgoers, a number honoring the debut year, 1924, of the Original Cream Puff at Wisconsin State Fair. Wisconsin State Fair anticipates these specialty Cream Puffs will go fast, so Fairgoers should be ready when the Original Cream Puff Pavilion opens at 10 a.m. each day of the State Fair. The fan-favorite original flavor will be available each day in singles, 3-packs, and 6-packs.

-  **August 1 – 3: Root Beer Float** is a refreshing treat that features the nostalgic flavor of root beer in a light and airy pastry shell to bring out the kid in everyone. Picture an Original Cream Puff with its golden brown exterior and filled with a luscious root beer cream!
-  **August 4 – 6: Raspberry Cheesecake** is a luxurious and decadent dessert. Combining the sweet-tart flavor of raspberries, the creamy richness of cheesecake, the lightness of a Cream Puff and crumbled cheesecake crust topping, this puff provides a burst of fruity goodness with every bite.
-  **August 7 -9: English Toffee** gives the Cream Puff a buttery, caramel like flavor with an extra touch of sweetness! This combination of the light pastry shell and the toffee filling creates a delightful dessert that is sure to please any sweet tooth.
-  **August 10: Chocolate Birthday Cake** is a one-day exclusive to celebrate Original Cream Puffs 100<sup>th</sup> Anniversary! It's a chocolate and Cream Puff lover's dream come true with a celebration in every bite,

sprinkled with magic! This fluffy cloud of chocolate is light and airy. Like colorful confetti, each Chocolate Birthday Cake Cream Puff is topped with sprinkles for a fun and crunchy burst of color.

For every specialty Cream Puff sold August 1 – 9, Fairgoers will have a chance to be a Golden Ticket winner. Three Golden Tickets will be awarded each day and winners will receive a 100<sup>th</sup> Anniversary Prize Package. Wisconsin State Fair and Original Cream Puffs invites each Golden Ticket winner back to the Cream Puff Lovin' Celebration, presented by UW Credit Union on Saturday, August 10, where all Golden Ticket winners will have the opportunity to celebrate this grand finale in Central Park.

Wisconsin State Fair has even more in store to celebrate this milestone anniversary:

- Thursday, August 1 – Sunday, August 11: Get Original Cream Puffs [delivered](#) to your office, club, or party
- Monday, August 5 – Friday, August 9: [Cream Puff Drive-Thru](#) | 7am – 9am
- Monday, August 8: [Celebrity Cream Puff Eating Competition](#)
- Saturday, August 10: [Cream Puff Lovin' Celebration](#), presented by [UW Credit Union](#)

Plus, don't miss out on the chance to save on State Fair admission tickets and unbeatable prices on Original Cream Puff 6-packs. Save big with all deals available at [WiStateFair.com](#).

### **About the Wisconsin State Fair**

The 2024 Wisconsin State Fair, presented by UScellular®, takes place Aug. 1 – 11. The State Fair offers a unique experience to all who attend and is an exceptional value. Enjoy dozens of FREE entertainment stages, exciting rides and games in SpinCity, thousands of animals, endless family activities, events, contests, shopping vendors, and culinary delights. For more information, visit [WiStateFair.com](#) or follow us on [Facebook](#), [Instagram](#), and [X](#).

### **Original Cream Puffs®**

Since 1924, the Wisconsin State Fair and the Wisconsin Bakers Association have teamed up to operate the Original Cream Puff Bakery. The Wisconsin Baker's Association proudly manages the operation while the Wisconsin State Fair supports the operation. Approximately 200 employees, commonly known as "Team Cream Puff," work seven days a week during the two-week span the State Fair is held to create, bake, and sell Original Cream Puffs to hungry Fairgoers. With an average of 30,000 Cream Puffs sold per day, the Original Cream Puff is the signature dessert item at the State Fair.