

WISCONSIN STATE FAIR

JULY 31-AUGUST 10, 2025 Presented By  uscellular

FOR IMMEDIATE RELEASE

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WISCONSIN STATE FAIR PARK DAIRY BUILDING'S UPGRADE WILL BE COMPLETE IN TIME FOR THIS YEAR'S WISCONSIN STATE FAIR

WEST ALLIS, Wis., July 14, 2025 – The home to [Wisconsin State Fair's](#) iconic desserts is ready to write a new chapter in the history books. After 11 months of sweet renovations, The Dairy Building, formerly known as The Original Cream Puff Pavilion, has been restored to its original name and glory with a new look for all who visit the Wisconsin State Fair, which kicks off later this month on Thursday, July 31.

The Dairy Building first opened its doors back in 1909 with the landmark ovens first firing up in 1924 to produce a food item that would showcase Wisconsin's famed dairy industry. For more than 100 years, The Dairy Building has turned out millions of Original Cream Puffs, delighting Fairgoers of all ages as they enjoy one of Wisconsin's time-honored traditions. The renovations were carefully thought out as The Dairy Building proves to be one of the most-visited buildings during the State Fair thanks to these tasty treats.

Fairgoers and event attendees alike will enjoy the ample natural light that now radiates throughout the building. Another key improvement is the installation of a new, state-of-the-art bakery that will allow for more creativity and, more importantly, will increase the capacity and speed at which Cream Puffs are created throughout the run of the State Fair.

This year, Fairgoers will be excited to be one of the first in line to enjoy the all-new Celebration Strawberry Cream Puff presented by UScellular®. This limited-edition treat was created to mark the two organizations 20 years of partnership. Of course, the Original Cream Puff will be available every day of the State Fair, and thanks to the brand-new bakery, Fairgoers can take it up a notch by adding Chocolate Cream Puffs to their order. Plus, double the deliciousness with a Combo Box of Original & Chocolate Cream Puffs for a discounted price.

Media and special guests will attend a special ribbon-cutting ceremony which will be held on Thursday, July 31 at 9:30 a.m. before the Opening Ceremonies kick off the 2025 Wisconsin State Fair at 10:15 a.m.

"Cream Puffs are not just a sweet treat found at the State Fair," said Shari Black, CEO of the Wisconsin State Fair Park. "Since we know everyone loves the unique taste of Wisconsin's favorite dessert, we had to make sure we honored the history and tradition of this Fairgoer favorite when we decided to undertake The Dairy Building renovations. We also took this opportunity to introduce a more streamlined ordering and pick-up system to help ensure those 400,000-plus Cream Puffs delivering smiles each year get into

your hands even quicker. Be sure to put a visit to this stunning structure, which blends its 1920s architecture with a modern twist, on your to-do list for this year's State Fair. This landmark building, which is brimming with memories from State Fairs of yesterday and features eye-catching artwork adorning the walls, is such an iconically Wisconsin space that we are excited to share."

After the Wisconsin State Fair concludes on Sunday, August 10, The Dairy Building will be available for galas, weddings, meetings and more. This striking event space will quickly prove to be a unique, popular choice for events throughout the year as the Wisconsin State Fair Park earns the distinction of being one of Wisconsin's premier events destinations. To learn more or to book your event, visit wistatefair.com/wsfp/book-your-event.

That's not the only improvement Fairgoers will notice during the best 11 days of the summer. Immediately upon entering, Fairgoers will notice the upgrade to the recognizable UScellular Main Entrance. North Point, where key Fair experiences such as livestock displays, SpinCity rides, and great food and drink offerings meet has been given a facelift to make it into a more dynamic and welcoming space with better flows and other upgrades.

A number of restrooms have also been upgraded with Family/All-Gender restrooms and adult-sized, adjustable changing tables found at the Central Mall restrooms, The Dairy Building, the Exposition Center, and corner of Grandstand Avenue and First Street.

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About the Wisconsin State Fair

The 2025 Wisconsin State Fair, presented by UScellular®, takes place July 31 – August 10. 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 [social media](#).