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## **SHARE YOUR LOVE FOR MKE AT BREW CITY BRAND'S NEW LOCATION**

**MILWAUKEE (August 3, 2017)** – Milwaukee County Executive Chris Abele has announced the grand opening of Brew City Brand's retail kiosk at Milwaukee County's General Mitchell International Airport, offering signature Milwaukee-branded apparel to tourists and travelers.

"Milwaukee County's mission is to think big in everything we do," County Executive Abele said. "That includes developing storefront relationships with iconic Milwaukee businesses within the confines of our hometown Airport. We're thrilled to have Brew City Brand at the Airport to promote the best of what Milwaukee has to offer."

The Airport location is the fourth Milwaukee-based retail location for Brew City Brand, which is well known for its t-shirts tagged with "The Good Land" phrase, as well as its patented "Pop Top" bottle opener t-shirts. "The kiosk location at Mitchell Airport is integral to exposing Brew City Brand to a new audience," said co-founder Frank Keppler. Besides its retail operations, Brew City supplies the destination and resort market, other retailers and corporations looking for branded apparel.

"The new Airport kiosk on Concourse C is an extension of who we are as a company," said George Keppler, who runs the business with his brother, Frank, and father, Rick. "We've always considered ourselves Milwaukee, through-and-through. This kiosk is stocked full of items that scream 'I'm from Milwaukee.' It's a great opportunity to find gifts that show where your heart is."

Brew City Brand is "Incredibly Local." Brew City's products are conceived, designed and printed in Milwaukee's Historic Third Ward. The setup of the Airport shop is similar to Brew City Brand's store in the Milwaukee Public Market and boasts a selection of apparel exclusive to the Airport location. "There is a new vision and new breath of life at General Mitchell International Airport, and we're excited to be a part of it," said Keppler.

### About Mitchell Airport:

*Mitchell Airport offers nonstop flights to 47 destinations coast-to-coast, and 160 international destinations are available from Milwaukee with just one connection. MKE is served by Air Canada, Alaska, Allegiant, American, Delta, Frontier, OneJet, Southwest, United, and Volaris. The complete list of nonstop cities can be found at [mitchellairport.com](http://mitchellairport.com).*

*General Mitchell International Airport is owned by Milwaukee County and operated by the Department of Transportation, Airport Division, under the policy direction of the Milwaukee County Executive and the County Board of Supervisors. The Airport is entirely funded by user fees; no property tax dollars are used for the Airport's capital improvements or for its day-to-day operation.*

### About Brew City Brand:

*Brew City Brand is Incredibly Local. Founded in Milwaukee in 1986 (a.k.a, 'Brew City' and Algonquin for 'The Good Land'), Brew City Brand is an apparel & brand marketing agency with deep roots in consumer marketing. Our Milwaukee-based retail locations provide the perfect testing ground for our latest concepts. We infuse energy into logo promotional items for corporations and other organizations across the country. Our areas of concentration include the destination & resort market, the retail market and the corporate market. Check us out at [www.brewcityonline.com](http://www.brewcityonline.com).*

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