

**For immediate release:**

**Contact:** Susanne Thiede-Barnet, 608-242-8895

**Wisconsin Summer Travel Update — New for 2010**

**(April 27, 2010)—Updates and news about Wisconsin Travel Destinations**

**The National Mustard Museum is open in Middleton!**

*Taste, see and discover the fascinating world of mustard*

The National Mustard Museum has relocated its collections to downtown [Middleton](#). The fun and fascinating collection of mustards and mustard-related memorabilia is now open to the public.

Located at the corner of Hubbard Avenue and Parmenter Street in the heart of downtown Middleton, the museum features more than five thousand jars, bottles and tubes from all 50 states and more than 60 countries. You'll have a chance to visit the Mustard Piece Theatre, sing the "Poupon U Fight Song" and shop for more than 400 varieties of mustard.

**New Water Trails in Oneida County**

*Information now available on the area's best paddling routes*

When most people think of [Oneida County](#), they think of lakes: lakeside resorts, clear-blue lakes and boating.

But the area's wilderness rivers and undeveloped flowages also provide outstanding recreational opportunities, particularly for canoeists and kayakers.

To help visitors coming to the area find the best places to paddle, the Oneida County Tourism Council asked local paddling expert Andy Teichmiller at the Chequamegon Adventure Company in Minocqua and Shane Tulowitzky, at Mel's Sporting Goods in Rhinelander, to come up with a short list of "must paddle" opportunities in the area.

Recommended put-ins and take-outs, as well as important hazard information, is now available for the Wisconsin and Tomahawk rivers, as well as the Willow Flowage. The information is included in the newest edition of the Oneida County Trail Guide and on [www.oneidacountywi.com](http://www.oneidacountywi.com).

**An Online Tour of Wisconsin's Wineries!**

*Newly updated [website](#) offers a treasure trove of information on Wisconsin's wineries.*

The winemakers of Wisconsin want people to come and visit. To help people to learn what they can expect when they visit the 35 unique Wisconsin wineries, they've created an interactive website and winery tour booklet.

The new website features video profiles of each of the wineries. The video profiles allow wine-lovers a chance to learn about each winery's offerings and meet the winemakers. The tour booklet, "The Wisconsin Winery Tour," explains each of Wisconsin's unique wine regions and provides trip itineraries to make travel planning easy.

Get information on the National Mustard Museum and Middleton at [www.visitmiddleton.com](http://www.visitmiddleton.com).

Learn more about Oneida County's trails at [www.oneidacountywi.com](http://www.oneidacountywi.com).

To view the video profiles, order the booklet and find out more about touring Wisconsin's wineries, visit [www.wiswine.org](http://www.wiswine.org).

For more information on any of these Wisconsin travel offerings or story ideas about other unique Wisconsin attractions and destinations, contact Susanne Thiede-Barnet at 608-242-8895 or [Susanne@pilchbarnet.com](mailto:Susanne@pilchbarnet.com).

[Download pdf.](#)