

Johnsonville: The Heart of Wisconsin Summer

Across the parking lot there are endless rows of pickup trucks with their tailgates open and SUVs with their hatches up. Games of cornhole and catch can be seen in every aisle. Camp chairs and tables are set up with fans sporting their navy and gold, excitedly talking about the season that is just getting underway. The unmistakable smoke from a grill lazily meanders towards the sky while the scent of Johnsonville bratwursts and sausages fill the air. Radios can be heard playing upbeat music or broadcasting the pregame show. These are the sights and sounds of Brewers opening day, and what will be considered by many as the much anticipated start of the summer season in Wisconsin. Johnsonville Bratwursts, Brewers baseball, and tailgating are staples of summer in the state of Wisconsin and one of my favorite things about living in this state.

Johnsonville Sausage is headquartered in Sheboygan Falls, Wisconsin, where it began as a small butcher shop in 1945. Johnsonville is the largest sausage producer in Wisconsin as well as the largest bratwurst producer in the world, with their sausages being sold in over 45 countries. Guided by their principle of the “Johnsonville Way,” their commitment to charitable work in our great state is at the forefront of everything they do. Johnsonville Sausage maintains a charitable campaign they call the Careville Program. This program centers around supporting organizations where Johnsonville employees volunteer their time with monetary and food donations. Further, employees can nominate local non-profits for Johnsonville Sausage to support through their annual Giving Drive. Johnsonville continues their charitable reach with their Big Taste Grill program, which has raised over \$4 million dollars for various charities as well as supporting national programs such as the United Way and the Boys & Girls Clubs of America.

Johnsonville Bratwursts, while almost synonymous with Wisconsin, can actually be found worldwide. While brats may be a close second to cheese for Wisconsin's claim to fame, it is not just Brewer tailgates where these delicious sausages are staples in Wisconsin.

Wisconsinites love to spend quality outdoor time with their families after a long, cold winter. A huge part of that is spending time at the lake, grilling out and having get-togethers. Whether it is Mother's Day, Memorial Day, Father's Day, Fourth of July, or Labor Day, there is not a summer holiday that is not centered around a cookout and Johnsonville Sausages in Wisconsin.

Beyond holiday cookouts, Johnsonville Sausages get in on the excitement for Wisconsin's largest fair, the Wisconsin State Fair. Anyone that has ever attended the Wisconsin State Fair could tell you that the main attraction is not actually the rides, but rather the food. This is especially true of the wild and crazy combinations that are often featured in a contest called the "Sporkies" or for anything that can be found "on a stick". There is no bad variation of the classic pretzel wrapped Johnsonville bratwurst on a stick at the Wisconsin State Fair. Other recent delicacies have combined arguably the best things our state has to offer in a cheese curd & Johnsonville brat taco—it doesn't get more "Wisconsin" than that!

Living in Wisconsin showcases the best attributes that the midwest has to offer in kind and genuine people, family first prioritization, and a love for all things "Wisconsin." Johnsonville Sausage genuinely embodies everything that Wisconsin residents stand for. Wisconsinites take great pride in our state and are keen to have the country and the world see everything Wisconsin has to be proud of and passionate about. There is no shortage of commitment to our Wisconsin sports teams and our fantastically entertaining state fair, all of which would not be what they are without Johnsonville Sausages. Johnsonville has always been a staple of Wisconsin summers and will continue to be a Wisconsin source of pride for many

years to come.

Work Cited

Welcome to Johnsonville | America's Favorite Sausage, <https://johnsonville.com/>. Accessed 20 May 2025.