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FOR IMMEDIATE RELEASE

VON TRIER TO UNDERGO RENOVATIONS, BUILD ON ITS HERITAGE AND GERMAN ROOTS

Starting renovations Sunday, 1/28/19, this Milwaukee Institution plans to be here for years to come

Milwaukee, WI (January 5th, 2018) – For over 39 years, Von Trier has occupied the southwest corner of North and Farwell on Milwaukee's East Side. Thousands of patrons over the years have had their first dates, second dates, engagements, graduations, or wedding rehearsals in the German-centric East Side Institution. Last summer, in response to the idea of Von Trier closing its doors and rebranding, a tremendous outcry and outpouring of community support helped to persuade owners John and Cindy Sidoff to reconsider their decision to deviate from the Von Trier concept.

"In order to better serve customers both now and in the future, a renovation and re-launch will help improve the guest experience, provide the classic Von Trier feel, and improve the quality of life for our patrons," says General Manager Stephen Schultz. "The message was heard loud and clear; Milwaukeeans want Von Trier to stay. This is a place we want to be able to bring friends and family for years to come."

The last day of normal business operations before Von Trier starts its renovations will be Saturday, January 27th, 2018. Von Trier will close the following day to start work on the facility, with the construction and renovation work spanning just fewer than two weeks. Improvements to the facility include re-launching a German-centric food menu, installing a new mahogany bar top and updating the woodwork, updating the restrooms, better lighting and a new sound system, as well as new furniture and table tops. The renovations are planned to be completed in just under two weeks time, with Von Trier reopening shortly thereafter.

With a more focused and German-centric approach, Von Trier will be reopening its kitchen following the renovation. An impressive assortment of German sharable tavern food including Large Pretzels, Currywurst, Schnitzel, Spätzle, Pork Shanks, Salads, and a variety of Wurst will help to better serve the appetites of those Milwaukeeans seeking sharable German fare. The menu will be both accessible and authentic, with both shareable fare as well as center-of-the-plate German entrées.

Von Trier will remain steadfast in its commitment to staying German-centric and serving Milwaukee's East Side. Featuring a stand-out German draft beer program, a superb craft beer selection, a tap wine system, and an extensive bar and cocktail list, Von Trier will continue to be a gathering place for both Milwaukeeans and their friends for years to come.

For more information on Von Trier's upcoming changes and offerings, please visit www.vontriers.com or [facebook.com/vontriermke](https://www.facebook.com/vontriermke).

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A longtime bar staple on Milwaukee's East Side, Von Trier is a German establishment that serves a carefully curated list of German, import, and craft beers with an impressive wine and cocktail selection. Von Trier's interior is decorated with custom-made stained glass, wood carvings and antlers hailing from the German town of Trier, the former owner's hometown and bar's namesake.