



Milwaukee Downtown, Business Improvement District #21

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FOR IMMEDIATE RELEASE

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Taste & Toast returns February 23-27 with deals at 30+ restaurants

MILWAUKEE (February 10, 2026) – Downtown Milwaukee’s invitation to sip and sample is back! Milwaukee Downtown, BID #21 will host its 11th annual Taste & Toast, February 23-27. The happy hour and small plate event will feature specials from 4 p.m. to 7 p.m. at more than 30 locations. Menus will feature deals on mixers, brews, wines, and spirit-free drinks, along with appetizers that accommodate a range of dietary needs.

This year’s participants include: Avli, the Bar at Saint Kate – The Arts Hotel, Blue Bat Kitchen & Tequilaria, Central Standard Crafthouse & Kitchen, Cubanitas, The Edison, Electric Lime, Elsa’s on the Park, Explorium Brewpub, Flourchild, Foy’s, The Knick, Las Gardenias, Lobby Lounge at The Pfister Hotel, McGillycuddy’s Bar & Grill, Merriment Social, Mo’s Irish Pub, Mo’s...A Place for Steaks, MOTOR[®] Bar & Restaurant, Oggie’s Kitchen & Bar, Old German Beer Hall, Onesto, Red Rock Saloon, Smoke Shack, The Social American Tavern, Third Coast Provisions, Tre Rivali, Tupelo Honey Southern Kitchen & Bar, Upper Bar, Ward’s House of Prime, The Wicked Hop, and Your Office.

“The growth of Taste & Toast has been phenomenal,” said Matt Dorner, CEO of Milwaukee Downtown, BID #21. “We’re excited to roll out our largest edition yet, with over 30 restaurants, pubs, and lounges participating. This week is a wonderful opportunity to support local businesses while connecting with friends, family, and coworkers over some delicious bottles and bites.”

As a bonus incentive for participating in Taste & Toast, four diners will each be awarded \$200 in dining gift certificates. To enter, participants will be asked to complete a Taste & Toast survey about their experience at www.TasteToastMKE.com. At the conclusion of the event, four winners will be randomly drawn. Surveys must be completed by Wednesday, March 4.

In addition, Interstate Parking will offer discounted parking to Taste & Toast patrons at select lots. Participating lots and promo code info will soon be posted on the event’s webpage.

Menus of Taste & Toast participants are available for preview at www.TasteToastMKE.com. Reservations are encouraged where accepted.

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About Milwaukee Downtown, BID #21

Milwaukee Downtown, Business Improvement District #21, is an organization established in 1998 to support the interests of the downtown Milwaukee business community. Created through private sector leadership, Milwaukee Downtown is a management district organization that oversees 150 square blocks representing approximately 500 property owners in the center of downtown Milwaukee. The organization funds specific initiatives aimed at creating a clean, safe, and welcoming downtown. More info available at www.milwaukeedowntown.com.