

FOR IMMEDIATE RELEASE

Contact: Kristen Finstad – Discover Wisconsin

kristenf@discovermediaworks.com

715.338.8622 (cell)



DISCOVER WISCONSIN NAMES PEP'S DRAFTHAUS ORIGINAL "WISCONSIN'S PIZZA"
Discover Wisconsin and Pep's Pizza Announce New Partnership

Madison, WISCONSIN – (August 29, 2018) – Discover Wisconsin, the state's leading media brand and tourism TV show, has announced its partnership with Pep's Drafthaus Original Pizza, establishing the historic, Wisconsin-grown company as the Official Pizza of Wisconsin. Pep's Drafthaus Original is owned by Green Bay-based Hansen Foods.

"For 31 years, the Discover Wisconsin brand has been showcasing the very best of our state. And now, we couldn't be more thrilled to be working with Hansen Foods," said Mark Rose, CEO of Discover Mediaworks, which produces Discover Wisconsin. "Pep's Drafthaus Original is the best pizza hand-crafted right here in Wisconsin."

Discover Wisconsin and Pep's Drafthaus Original will be collaborating to produce content that will be released via Discover Wisconsin's broadcast and digital channels.

"We are delighted to be part of the Discover Wisconsin family," said Craig Bower, Marketing Director of Hansen Foods. "There is no better partner to help us share the delicious tradition that is Pep's Drafthaus Original Pizza throughout Wisconsin and beyond."

Joseph "Pep" Simek Sr, a businessman originally from Ogema, Wis., and his brother, Ron, became co-owners and bartenders of the Tombstone Tavern in Medford, Wis. in 1962. The brothers set up a side

business making pizzas at the tavern, and with the popularity of the pizzas came Tombstone Pizza, of which Pep served as the CEO until the business was sold to Kraft Foods in 1986. Pep went on to open a second Pizzeria, Pep's Pizza, and expanded to work with Hansen Foods to produce a frozen line and expand sales beyond Wisconsin. Hansen Foods purchased Pep's Pizza upon Pep's passing in 2013, and continues to honor the tradition with Pep's Drafthaus Original Pizzas and Pep's Flatbread Pizzas.

Discover Wisconsin reaches a broadcast network of 600,000 viewers across the upper Great Lakes region, including Wisconsin, Minnesota, Iowa, Northern Illinois and Upper Michigan, as well as a large following on digital and social platforms. The show can be streamed online at discoverwisconsin.com and on Roku TV.

About Discover Wisconsin

As the state's leading media brand, *Discover Wisconsin* can be seen online at discoverwisconsin.com, on Roku TV and statewide on Fox Sports North (FSN) Saturday mornings at 10 a.m. For more on this and other episodes or the broadcast schedule in other areas please visit www.discoverwisconsin.com. Connect with Discover Wisconsin on [Facebook](#), [Instagram](#), Snapchat ([discover.wi](https://www.snapchat.com/add/discover.wi)), [Twitter](#) and [YouTube](#).

About Pep's Drafthaus

Joseph "Pep" Simek Sr, a Wisconsin businessman, and his brother, Ron, became co-owners and bartenders of the Tombstone Tavern in Medford, Wis. in 1962. The brothers set up a side business making pizzas at the tavern, and with the popularity of the pizzas came Tombstone Pizza, of which Pep served as the CEO until the business was sold to Kraft Foods in 1986. Pep went on to open a second Pizzeria, Pep's Pizza, and expanded to work with Hansen Foods to produce a frozen line and expand sales beyond Wisconsin. Hansen Foods purchased Pep's Pizza upon Pep's passing in 2013, and continues to honor the tradition with Pep's Drafthaus Original Pizzas and Pep's Flatbread Pizzas.