



Alice in Dairyland Invites Consumers to Buy Local and “Savor the Season” with Something Special *from* Wisconsin™

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MADISON, Wis. – As the holiday season approaches, the Something Special *from* Wisconsin™ (SSfW) program can help consumers choose products for meals or gifts that support local Wisconsin businesses.



The red and yellow SSfW logo is a quick, reliable way to identify genuine Wisconsin products. The program’s nearly 500 member companies offer a wide variety of products, including books, gardening supplies, dairy products, snacks, candles, cooking and baking kits, beverages, sweets, and more. For more information and a complete list of SSfW members, visit www.somethingspecialwi.com.

To help consumers “Savor the Season” with the perfect Wisconsin product this holiday season, 78th Alice in Dairyland Sarah Hagenow will be featuring items from 36 SSfW members from across the state in television and radio interviews, newspaper and blog articles, and social media posts through December 12, 2025. A variety of products will be featured, including popcorn, candles, sweet treats, spices and rubs, and more.

“I am so excited to uplift and promote the Something Special *from* Wisconsin program through this holiday campaign,” said Hagenow. “This is a great opportunity to showcase unique novelties from our Wisconsin businesses and help community members everywhere. Follow along with me this November and December to learn how you can ‘Savor the Season’ with Something Special *from* Wisconsin.”

SSfW member businesses participating in the “Savor the Season” campaign include the following:

Ambrosia Flame Candles; Author Corey Geiger; Black Earth Creek Candle Company; Burn Pit BBQ; Carr Valley Cheese Company, Inc.; Charlie’s Caramels; Cracknola; Crave Brothers Farmstead Cheese, LLC; CTL Foods, Inc.; Dairy Diaries, LLC; Dairyland Ginseng; Duck Creek Winery & Denmark Distilling; Emmanuel’s Mix, LLC; Ewe and Me Wool Company, LLC; Fazio’s Chocolate; Honestly Cranberry; It’s Poppin’; Jam Session Honey and Preserves; Kelly’s Pot Pies & More; Mister Burns; Mock and Co.; Moose Lake Mustard; Mrs. Beaster’s Biskits; Oak Creek Hemp Company; Olympia Granola; Palo Popcorn; Pine River Pre-Pack, Inc.; Prairie Junction Co.; Sheboygan Pasty Company; Signature Spice Fusions, LLC; Silver Spring Foods; Two Guernsey Girls Creamery, LLC; Ultimate Confections Chocolates; Widmer’s Cheese Cellars, Inc.; Wisconsin Christmas Tree Producers Association; and Ziegler Winery, LLC.



Follow the “Savor the Season” campaign on the [SSfW Facebook](#) and [Instagram](#) pages or through local media.

About Something Special *from* Wisconsin

Founded in 1983, Something Special *from* Wisconsin is a trademarked marketing program that provides members with a red and yellow logo that is a quick, reliable way to identify genuine Wisconsin products. The nearly 500 participating companies receive exclusive benefits,

including use of the logo, access to member-only events, educational webinars, and additional publicity through a business profile on the program's website. SSfW companies must certify that at least 50% of a product's ingredients, production, or processing is from or completed in Wisconsin. Eligible companies can apply for membership or renew an existing one online at www.somethingspecialwi.com.

About Alice in Dairyland

Alice in Dairyland is a full-time communications professional for the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). The Alice program is supported by several partner organizations, including Dairy Farmers of Wisconsin, Ginseng Board of Wisconsin, Goodman's Jewelers, Kettle Moraine Mink Breeders Association, The Dairy Innovation Hub, Wisconsin Beef Council, Wisconsin Corn Promotion Board, and the Wisconsin Potato Industry Board. For more information about the Alice in Dairyland program, visit www.aliceindairyland.com and follow Alice online on [Facebook](#), [LinkedIn](#), [Instagram](#), and [YouTube](#).

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