



## Something Special *from* Wisconsin™ Members Win Big at the 2025 Wisconsin State Grand Champion Eats and Treats Competition

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MADISON, Wis. – Members of the Wisconsin Department of Agriculture, Trade and Consumer Protection's (DATCP's) Something Special *from* Wisconsin™ (SSfW) program won nearly three quarters of the awards (31 of 43), including Best of Show, at the 2025 Wisconsin State Fair Grand Champion Eats and Treats competition.

"We congratulate all the winners and participants of the 2025 Grand Champion Eats and Treats competition," said Lois Federman, SSfW program director. "Thank you to the Wisconsin State Fair staff who work to ensure this event is a success and provide an outlet through which Something Special *from* Wisconsin businesses can showcase their culinary creations. These products are not just items on a shelf; they are a testament to the hard work and creativity of local artisans and farmers who take pride in their craft. Bearing the Something Special logo is a mark of quality that brings instant recognition and credibility to products."

Open to Wisconsin's professional food businesses with yearly sales under \$1 million, the Wisconsin State Fair Grand Champion Eats and Treats competition highlights small to mid-size companies in the food processing industry. Judging took place in a variety of categories, including Delightful Dips, Firey Flavors, Fruit Fiesta, Garden Goodies, Marvelous Mixes, Satisfying Snacks, Spice It Up, Superb Sips, Supreme Sauces, and Sweet Sensations. Rounding out the event were the Best of Something Special *from* Wisconsin and Best in Show categories.

SSfW companies won the following awards:

### **Adam's Heirlooms – Mishicot**

- Strawberry Basil Shrub: 3rd Place, Superb Sips

### **Bucket of Bread – La Crosse**

- Traditional White Farm Style Classics Baking Kit: 3rd Place, Marvelous Mixes

### **Confections for Any Occasion – Theresa**

- Root Beer Truffles: 3rd Place, Sweet Sensations

### **Dashelito's Hot Sauces – Madison**

- Honey Soy: 4th Place, Delightful Dips
- Dilly Hot Sauce: 2nd Place, Firey Flavors
- Bourbonaro: 4th Place, Firey Flavors
- Jalachimi Sauce: 3rd Place, Supreme Sauces

### **Emmanuel's Mix LLC – Milwaukee**

- Emmanuel's Mix Door County Cherry: 3rd Place, Satisfying Snacks

### **Fazio's Chocolate – Elm Grove**

- Cheers from Wisconsin Chocolate: Best of Show and 1st Place, Sweet Sensations

### **Gold Coast Candy LLC – Appleton**

- Sweet P's Pantry Toffee Pretzel Bark: 2nd Place, Satisfying Snacks
- Sweet P's Pantry Highlander Grogg Toffee: 4th Place, Sweet Sensations

#### **It's Poppin'! LLC – Westfield**

- Chocolate Sea Salt: 4th Place, Satisfying Snacks

#### **Lazy Eye Hot Sauce – Antigo**

- Lazy Eye Hot Sauce: 3rd Place, Firey Flavors

#### **Mister Burns LLC – Green Bay**

- Tundra Heat BBQ: 2nd Place, Supreme Sauces

#### **Pleasant's Best Sauces – Minocqua**

- GR8 Pepper Sauce: 1st Place, Firey Flavors
- Baled Hay: 3rd Place, Garden Goodies
- Lumberjack Steak Seasoning: 3rd Place, Spice It Up
- Cranberry Bourbon BBQ: Best of Something Special *from* Wisconsin and 1st Place, Supreme Sauces
- Cranberry Mustard: 4th Place, Supreme Sauces

#### **Pop's Kettle Corn – Muskego**

- Pop's Pork Rub: 2nd Place, Spice It Up
- Pop's Bloody Mary Mix: 2nd Place, Superb Sips

#### **Starla's Seasonings, Dips & Mixes – Belgium**

- Key Lime Pie: 1st Place, Delightful Dips
- Sneaky Dill: 2nd Place, Delightful Dips
- Sweet & Spicy Habanero Kosher Dill Pickle Chips: 2nd Place, Garden Goodies
- Mustard Horseradish Kosher Dill Pickle Chips: 4th Place, Garden Goodies
- Garlic & Herb Beer Bread Mix: 1st Place, Marvelous Mixes
- Gluten Free Banana or Beer Bread Mix: 2nd Place, Marvelous Mixes
- Mango Chipotle Seasoning Mix: 1st Place, Spice It Up
- Backyard BBQ Seasoning Mix: 4th Place, Spice It Up

For a complete list of results from the Grand Champion Eats and Treats competition, visit <https://wistatefair.com/competitions/competitive-exhibits-specialty-contests-judging-results>.

#### **About Something Special *from* Wisconsin**

Founded in 1983, Something Special *from* Wisconsin is a trademarked marketing program which provides its roughly 500 members with exclusive benefits, including use of a logo, access to member-only events, educational webinars, and additional publicity through a business profile on the SSfW website. SSfW companies must certify that at least 50% of a product's ingredients, production, or processing comes from or is completed in Wisconsin. The program provides a source for consumers seeking authentic Wisconsin-made items and supports local economies by encouraging consumers to choose Wisconsin-made goods. Learn more and apply for membership online at [www.somethingspecialwi.com](http://www.somethingspecialwi.com).

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