

Draft City Taproom & Eatery Grand Opening Headlines Outlets at the Dells' 20th Anniversary Celebration

Draft City Self-Pour Taproom & Eatery will celebrate its grand opening at Outlets at the Dells on Saturday, August 15, 2026.

WISCONSIN DELLS, WI, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [Draft City Self-Pour Taproom & Eatery](#) will celebrate its [grand opening](#) at [Outlets at the Dells](#) on Saturday, August 15, 2026, adding a new dining and social destination as the center marks its 20th anniversary.

Draft City pairs an interactive self-pour experience with a casual, welcoming eatery. Guests can sample a rotating selection of craft beer, cider, wine and seltzer at their own pace, then settle in for a menu built for groups, families and shoppers looking to recharge. The menu features shareables such as warm pretzels, wings, pizzas, paninis, wraps and salads.



Draft City Taproom & Eatery at Outlets at The Dells

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Heather Ziebell, General Manager

“We couldn't think of a better addition to Outlets at the Dells as we celebrate our 20th anniversary,” said Heather Ziebell, General Manager of Outlets at the Dells. “Draft City gives our guests another reason to spend time here, whether they're taking a break from shopping, meeting friends for food and drinks or looking for a fun place to unwind. We're thrilled to welcome them and celebrate their grand opening with our community.”

The community is invited to join Outlets at the Dells and Draft City on Saturday, August 15, for a day of grand opening festivities featuring a ribbon cutting, live entertainment, giveaways and

prizes. The celebration also gives shoppers and visitors an opportunity to experience Draft City's self-pour concept, explore its food menu and raise a glass to 20 years of Outlets at the Dells.

About Outlets at The Dells

Outlets at The Dells is situated in "The Waterpark Capital of the World!®," Wisconsin Dells. It is a favored shopping destination for tourists and local shoppers alike, known for offering a beautiful shopping experience with savings of up to 70%. The 271,000-square-foot center boasts more than 60 retail brands, offering a distinct blend of national and local retailers, including Nike, Coach, Columbia, Five Below, Ulta Beauty, and T.J. Maxx, among others.

Lucy Kimball

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Outlets *at the Dells*

Outlets at The Dells Shopping center in the Wisconsin Dells

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