

Underground Donut Tour Launches Milwaukee & Madison Donut & Sweet Treats Tours

Award-winning food tour company expands into Wisconsin with two new experiences celebrating local flavors, history, architecture, and culture

MILWAUKEE & MADISON, WI, UNITED STATES, August 31, 2026 /EINPresswire.com/ -- The Underground [Donut Tour](#), the world's leading donut tour company, is excited to announce its expansion into Wisconsin, launching its delicious donut and sweet treats tours in Milwaukee and Madison.

The two new tours mark the company's first locations in Wisconsin, giving locals and visitors a fun and delicious new way to explore two of the state's most iconic cities. Guests will enjoy a curated selection of donuts, pastries, coffee, and other sweet treats while discovering the history, architecture, neighborhoods, and local culture that make Milwaukee and Madison unique.

Founded in Chicago in 2015, the Underground Donut Tour has grown from a single tour into an international food tour company with experiences across the United States and around the world. Known for combining delicious food with entertaining storytelling and city exploration, the Underground Donut Tour has earned more than 10,000 five-star reviews from guests worldwide.



Beautiful Wisconsin state capital



Delicious donuts from local bakeries

"Wisconsin has been on our list for a long time, and we're incredibly excited to launch Milwaukee and Madison together," said Jeff Woelker, Founder of the Underground Donut Tour. "Both cities have fantastic food scenes, incredible local businesses, beautiful architecture, and distinct personalities. They're close to where we started in Chicago, but each offers a completely different experience. We can't wait to introduce guests to both cities through some amazing donuts and sweet treats."

Discover Milwaukee One Bite at a Time

The [Milwaukee food tour](#) takes guests through the heart of downtown and into the Historic Third Ward, combining the city's rich history and distinctive architecture with plenty of delicious tastings along the way.

Guests will explore Milwaukee's historic streets while learning about the people, industries, and immigrant communities that helped shape the city. The experience highlights the transformation of the Historic Third Ward from a warehouse and manufacturing district into one of Milwaukee's most vibrant neighborhoods.

The tour also takes guests through the Milwaukee Public Market, where they can experience the city's thriving modern food culture. Throughout the tour, guests will enjoy a curated selection of donuts, pastries, coffee,



Delicious Greek donuts on a rooftop terrace



Hot and fresh donuts, made to order



Having a fantastic time at the Milwaukee Public Market

and other sweet treats from local businesses.

Explore the Sweeter Side of Madison

The [Madison food tour](#) showcases Wisconsin's capital through its food, history, architecture, and unmistakable college-town energy.

Beginning near Capitol Square, guests will enjoy delicious sweet treats while learning about Madison's history and taking in the impressive Wisconsin State Capitol. From there, the tour continues through downtown toward State Street, the lively pedestrian-friendly corridor connecting Capitol Square with the University of Wisconsin-Madison campus.

Along the way, guests will discover how local businesses, students, farmers, makers, and generations of Madison residents have helped shape the city's unique personality and culinary culture. Tastings include a rotating selection of donuts, pastries, coffee, and other sweet treats from local favorites.

Both tours are designed to offer much more than a traditional food tour. Guests get an introduction to the neighborhoods, architecture, landmarks, stories, and local culture that make Milwaukee and Madison unique, with plenty of delicious stops along the way.

The Milwaukee and Madison launches represent a natural expansion for the Underground Donut Tour, which began just south of Wisconsin in Chicago more than a decade ago. Bringing the company's signature experience to Wisconsin allows the Underground Donut Tour to continue its growth while staying connected to its Midwestern roots.

Both tours are approximately two hours and are designed for locals and visitors alike. The experiences are family-friendly and perfect for couples, families, groups of friends, corporate outings, celebrations, and anyone looking for a fun and delicious way to explore Milwaukee or Madison.

Tickets for the Milwaukee and Madison tours are available now through the Underground Donut Tour website.

About the Underground Donut Tour

Founded in Chicago in 2015, the Underground Donut Tour is the world's leading donut tour company, offering guided walking tours that combine delicious donuts and sweet treats with local history, architecture, neighborhoods, and culture.

What began as a single Chicago tour has grown into an international experience with tours across the United States and around the world. The Underground Donut Tour has earned more than 10,000 five-star reviews from guests and continues to introduce locals and travelers to cities

through one of the most universally loved foods: donuts.

For more information or to book the Milwaukee and Madison tours, visit the Underground Donut Tour website.

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