



When you're in Middleton, you're in the middle of it all! Minutes from Madison, Middleton offers group tour-friendly hotels and dining options, as well as outstanding group activities and attractions. Here's a suggested cold-weather two-day sample itinerary that takes you to just a few of Middleton's group tour options.

Day 1: Shop 'Til You Drop

Morning: Start your day exploring downtown Middleton's charming shops, including The Regal Find, featuring books, home décor, art, collectibles and more.

Midday: Stop by Clasen's European Bakery for a treat – this family-owned operation produces more than 300 tasty specialties.

During the holiday season, you'll find their giant gingerbread house, perfect for a photo op!

Early afternoon: Discover a whole new shopping experience at Middleton's chic Greenway Station, featuring a huge variety of shops and retailers, landscaped walkways and a number of restaurants that can accommodate large groups.

Late afternoon: Explore the Bruce Company and browse one of the largest year-round garden centers in the region. Shop for unique garden accessories, patio decorations and gifts for green thumbs and birders. During the holiday season, Bruce Company also features traditional collectibles, unique ornaments and the finest in winter décor, along with a fantastic lighting display and holiday tree promenade.

Evening: Come hungry to Fitzgerald's of Middleton! Fill up on juicy steaks, fresh fish, and succulent lobster; then head back to your hotel to relax the night away.

Stephanie Goth | Tourism Visitor Information Manager

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Day 2: Greenway Station, History & Nature

Morning: Take a step into the past at the Middleton Historical Museum. Housed in an 1867 landmark, the museum tells the story of Middleton's earliest settlers through exhibits and artifacts.

Lunch: Indulge in a hearty and flavorful meal at Abuelo's Mexican Food Embassy, Imperial Garden Chinese Restaurant or Johnny's Italian Steak House.

Afternoon: Tour the one-and-only National Mustard Museum, the international mustard mecca. You'll love this fun and fascinating tour through the universe of mustard. See more than 5,000 jars, bottles and tubes from all 50 states and more than 60 countries.

Need even more reasons to visit Middleton?

Surrounded by some of the region's top group tour attractions, Middleton is the ideal overnight stop or home-base when visiting these nearby attractions:

- **House on the Rock** – Just an hour west on Hwy 18/151
- **Frank Lloyd Wright's Taliesin** – Just 30 miles west of Middleton on Hwy 14
- **Circus World Museum & Devil's Lake State Park** – Less than an hour north on Hwy 12
- **Downtown Madison, State Street, State Capitol, Camp Randall & University of Wisconsin Campus** – Just a 10 minute drive along University Avenue!

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