



NEWS RELEASE

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FOR IMMEDIATE RELEASE

September 8, 2025

Discover Wisconsin's New Prime Rib Trail: A Celebration of Beef and Supper Club Tradition

VERONA, Wis. — Wisconsinites know there's nothing quite like a classic supper club dinner, and now there's a new way to experience one of the state's most beloved traditions. The Wisconsin Beef Council, in partnership with Gather Wisconsin, is excited to introduce the Prime Rib Trail—a statewide guide to restaurants serving up perfectly prepared prime rib.

The Prime Rib Trail showcases restaurants and supper clubs across Wisconsin, inviting families, travelers, and beef enthusiasts to enjoy this timeless cut of beef. From Northwoods favorites to hidden gems in small towns, the trail highlights the flavor and hospitality that make Wisconsin dining unique.

The trail was inspired by input from beef lovers across the state. Earlier this year, the two organizations sought suggestions on social media, asking Wisconsinites to share their go-to prime rib spots. The result is a trail built not only by tradition, but by community recommendations.

"Prime Rib is a dish that brings people together," Wisconsin Beef Council Director of Communications and Outreach Kaitlyn Kesler said. "This trail not only celebrates Wisconsin's supper club culture, but also connects consumers with the beef that's raised with care by farm families."

Fans can nominate their favorite Prime Rib restaurants for consideration in the 2026 Prime Rib Trail [online](#) or by commenting on [social media](#) to keep this culinary journey fresh and evolving.

To start your journey on the Prime Rib Trail, visit <https://www.beeftips.com/resources/prime-rib-trail>, or find the trail on Gather Wisconsin's [website](#).

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The Wisconsin Beef Council is a producer-directed non-profit organization funded by the \$1.00 per head assessment on all cattle sold in the state of Wisconsin per the Federal Beef Promotion and Research Act & Order. Half of one dollar remains in Wisconsin for local beef promotion, while the





other half is forwarded to the Cattlemen's Beef Board. The purpose of the Council is to fund beef promotion, research and consumer education activities supporting Wisconsin's \$2.1 billion beef industry. The WBC operates under the guidance of its Board of Directors. The Board is comprised of representatives from cattle-related organizations around the state of Wisconsin.

