

Lowlands Group: Renews support for 2022 Kwik Trip Tour of America's Dairyland

Posted on Thursday, Jun 9, 2022

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MILWAUKEE, Wis. – June 9, 2022– Lowlands Group, a longtime supporter of cycling in Wisconsin, announced its renewed support for the upcoming *Kwik Trip* Tour of America's Dairyland (ToAD) as a series sponsor and title sponsor for three of the most popular races. The series includes the Centraal Bay View Classic in Milwaukee, the historic Café Hollander Otto Wenz Downer Classic presented by Stiegl and the Café Hollander Tosa Village Classic presented by Buckatabon. The U.S.'s largest multi-day bike racing series runs June 16–26. Lowlands Group has supported the series since its inception in 2009.

“We have been supporting ToAD since its inaugural year, and we're thrilled to be a bigger part of it this year than ever before with our three title sponsorships and the amazing “race-within-the-race” that is the Lowlands Lion Prime,” said Eric Wagner, Lowlands Group. “We love to support both our neighborhoods and all things cycling, and this is a perfect way to do that.”

The restaurant group's passion for cycling comes from a love for Dutch café culture and a celebration of the urban spirit of riding between cafés. Over the years, Lowlands Group has supported numerous races, series and bike teams. The group also sponsors the Lowlands Lion Prime Sprint Competition along with Central Standard Craft Distillery.

“We're so grateful for Lowlands Group's unwavering support of cycling in Wisconsin,” said Bill Koch, ToAD executive director. “Their partnership has allowed us to continue growing the series year after year, and together, we'll hopefully celebrate our biggest and best year yet here in 2022, our Lucky 13th.”

The group's full plans for the event include:

Centraal Bay View Classic

2306 S Kinnickinnic Ave, Milwaukee, WI 53207

Monday, June 20th, from 11:00 a.m. to 9:00 p.m.

Back again this year for the first time since 2019, the Centraal Bay View Classic remains a crowd and competitor favorite. Spectators can watch the pros swoop by through quick turns and sprint-worthy straightaways and elbow their way for a spot at Centraal's outdoor bar patio for an epic evening criterium of ToAD's pro men and women under the spotlights and stars.

Café Hollander Otto Wenz Downer Classic Presented by Stiegl

2608 N. Downer Ave., Milwaukee

Saturday, June 25th, from 11:00 a.m. to 9:00 p.m.

Café Hollander will be extending its bier garden to the street in a full block take-over. Spectators are invited to grab a bier and burger, as well as front row seats to the winner's circle for this historic race.

The Otto Wenz Café Hollander Downer Classic presented by Stiegl is the granddaddy of criterium races. Not just for ToAD, but across the country and even the globe. Started in 1969, the Downer Classic has hosted many famous faces for almost 50 years and promises to be one of the highlights of cycling in Wisconsin this summer. With a flat three and one-half corner course, mega crowds and lots to see, this is a must-attend event.

Café Hollander Tosa Village Classic Presented by Buckatabon

7677 W. State St, Wauwatosa

Sunday, June 26, from 12:30 p.m. to 8:30 p.m.

Café Hollander and Buckatabon restaurants team up as the title sponsors for the final race of the series, with a new course through the Village of Wauwatosa. Spectators are invited to grab a bier and some frites and watch the pros swoop by

through “Frank and Larry’s Turn 1” Bier garden and sprint-worthy straightaways past Café Hollander’s outdoor bar patio for an epic evening criterium of ToAD’s pros.

The ToAD Kids Race in Wauwatosa has been one of (if not THE) largest free kids bike races in the country. The Café Hollander Tosa Village Classic Kids Race hopes to continue this legacy with kids 12 and under getting to race down State Street with thousands of people cheering them on. The event will take place between the women’s and men’s professional race series.

Lowlands Lion Prime Sprint Competition

Lowlands Group, and Central Standard Craft Distillery will be upping the stakes by challenging racers to compete in the Lowlands Lion Prime series-wide Sprint Competition. (Prime is pronounced “Preem.”)

This annual sprint competition acts as a “race within the race,” adding another layer of competition to these already challenging criteriums. Halfway through each of the races in the series, a sprint lap is announced. Riders battle for the finish line as the top three of that sprint lap accrue points, with double the points awarded for winners at the Lowlands sponsored race days . At the end of the series, the points are totaled and the racers with the most points get paid prime prizes of \$7,500 provided by Lowlands and Central Standard, as well as the coveted Lowlands Lion Prime Winners Jersey, back again for the first time since 2019.

Full Schedule of Events

Day 1, Thursday, June 16th: Janesville Town Square Gran Prix presented by Blain’s Farm & Fleet

Day 2, Friday, June 17th: East Troy Cycling Classic presented by Klumb Family Foundation

Day 3, Saturday, June 18th: Giro D’ Grafton

Day 4, Sunday, June 19th: Manitowoc Maritime Bay Classic to benefit Ascend Services

Day 5, Monday, June 20th: Centraal Bay View Classic

Day 6, Tuesday, June 21st: West Allis Cheese Wheel Classic

Day 7, Wednesday, June 22nd: Mount Pleasant Momentum (circuit race)

Day 8, Thursday, June 23rd: The Great Brady St. Bike Race benefitting ADHD America

Day 9, Friday, June 24th: Shorewood Criterium Cycling Classic

Day 10, Saturday, June 25th: Café Hollander Otto Wenz Downer Classic presented by Stiegl

Day 11, Sunday, June 26th: Café Hollander Tosa Village Classic presented by Buckatabon (series finale)

For more information about the race and events, visit <https://www.tourofamericasdairyland.com>.

About the Lowlands Group

Lowlands Group owns and operates eight restaurants in Wisconsin including Buckatabon Tavern & Supper Club, Café Benelux, Centraal Grand Café & Tappery, as well as Café Hollanders located on Downer Avenue, the Village in Wauwatosa, Hilldale in Madison, Mequon and Brookfield. Its European-inspired grand cafés feature from-scratch cooking and an impressive selection of Belgian beers. The company prides itself in its passion for cycling, bringing neighborhoods together and giving back to the community. More information can be found at lowlandsgroup.com.

The group also operates the Lowlands Brewing Collaborative; a celebration of beer culture that brings the world's best brewers together to create unique beers available exclusively at the Lowlands Grand Cafés. Learn more at lowlandsbrewing.com.