

Cranberry Growers Association: New fair food cranberry éclair, tribute to state's fruit to debut at Wisconsin State Fair

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WEST ALLIS – With opening day of the 2023 Wisconsin State Fair quickly approaching, the [Wisconsin State Cranberry Growers Association](#) (WSCGA) knows there's one thing on every fairgoer's mind – the food. Today, WSCGA unveiled a new product for cran-fans to enjoy. In partnership with [O&H Danish Bakery](#), WSCGA is debuting the Cranberry Éclair at its booth in the Wisconsin Products Pavilion.

Traditional Éclair choux pastry is filled with deliciously smooth custard blended with tart Wisconsin cranberry filling for a delightfully sweet and tangy flavor and finished by hand with rich fudge frosting. The dessert is the perfect way to satisfy a fairgoer's sweet tooth at this year's festival along with other Fair favorites on WSCGA'S menu board this year.

“We're thrilled to be partnering with O&H Danish Bakery to bring a brand-new food item to our menu at the Wisconsin State Fair,” said Tom Lochner, executive director of WSCA. “The Cranberry Éclair is the perfect mix of sweet and tangy flavors highlighting Wisconsin's state fruit and we can't wait for fairgoers to enjoy. We look forward to the State Fair each year as a way for Wisconsinites to taste and learn more about cranberries.”

Other cranberry food products for the 2023 State Fair include the famous State Fair Cranberry White Chocolate Chunk Cookies, dried cranberry snack packs and various flavors of bottled cranberry juice.

In addition to food sales, the booth, located in the Wisconsin Products Pavilion, will feature educational videos about the state's number one fruit crop, cranberry samples, a cranberry marsh photo opportunity, and the popular interaction mini-marsh, complete with real vines and floating fresh cranberries. Ruby the cranberry mascot will also make appearances at the booth daily from 2-5 p.m.

WSCGA was founded in 1887 and is committed to developing and implementing programs that will assist growers in doing a better job of growing cranberries and strengthening the public support for the industry in Wisconsin. For more information, visit www.wiscran.org, Like WSCGA on [Facebook](#) and Follow on [Twitter](#).