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## Lake Country Reporter

### Beer Snobs in Hartland serious about brews



Customers sit at the bar at Beer Snobs Ale & Eats in Hartland. The restaurant is planning a grand opening on June 18.

By Sheila Nero

May 17, 2016

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While Beer Snobs Ale & Eats in downtown Hartland has high standards for its brews, its homey atmosphere isn't snobby at all.

Comfort food is the rule; macaroni and cheese is a signature item on the menu. There's even a mac & cheese "Berg(er)," named for the two owners, Harry Berg and Steve Berger.

The restaurant, which opened in November at 122 Cottonwood Ave., displays Hartland history. Dining room tabletops are made of former bowling alleys at Hartbrook Lanes. The interior pillars and plank floor are original to the building, once the office of the Lake Country Reporter. It was rebuilt in 1910 after a 1907 fire, Berg said.

#### The menu

Appetizers include cheese curds and chicken fingers; sandwiches feature an Italian sausage sandwich and a grilled or crispy chicken sandwich. Pizzas are build-your-own, either 9-inch or 14-inch. The cod fish fry can be deep-fried with batter or citrus baked. The Wisconsin salad combines greens with apples, toasted cashews and other textured toppings.

Beer Snobs offers 24 tap beers, with new offerings announced on Facebook. A recent weekend included Lakefront Klisch Pilsner, Karben 4 Dragon Flute, New Belgium Ranger IPA, Capital Wisconsin Amber, Great Lakes Alberta Clipper and Sprecher root beer. The beer menu is reprinted daily, Berg said, and electronic boards show quick changes. Growlers are sold, along with flights of beer. Monthly beer tastings are planned.

#### The background

Berger, who is a home brewer when he has time, has lived in Hartland for 15 years. Berg has lived in the town of Delafield for 20 years but says, "My backyard touches Hartland." Both families sent their children to Arrowhead High School.

Berg, who handles marketing, is currently part-time at the restaurant while Berger is full time. Berg owns a local trucking company, where Berger worked before they opened Beer Snobs, and Berg is now winding down the trucking operation.

#### The tables

The restaurant's patio, on Haight Drive, is open and a summer grand opening is set for Saturday, June 18, rain or shine on Haight Drive. Children's activities are planned from 11 a.m. to 2 p.m. with Wayne the Wizard providing entertainment. An adult pizza-eating contest at 3 p.m. and a band from 7 to 11 p.m. are scheduled. Admission is free; nonperishable food donations are requested for the Hartland Food Pantry.

At a recent Sunday lunch, most customers wore jeans. The bartender kept a sports conversation going and provided free popcorn and beer samples as a handful of TV sets showed professional sports. A back room accommodates groups of up to 40. Also, garage-style doors can open up to expand the restaurant's space.

*Restaurant Scout profiles Lake Country restaurants to describe ambience, cuisine, price range and clientele. This is a destination feature rather than a food review. Send questions or comments to restaurantscout@gmail.com.*

#### Good to know

WEBSITE: [www.beersnobshartland.com](http://www.beersnobshartland.com)

ADDRESS: 122 Cottonwood Ave, Hartland

PHONE: (262) 36-SNOBS

FARE: Craft beer and comfort food

RESERVATIONS: Walk-ins welcome

PRICE RANGE: \$5 for sidewinders (cheese fries), \$11 for a classic "Berg(er)" with cheese, \$10 or \$13 for the fish fry and \$19 for a large mac and cheese Pizza. Beers are \$3.50 to \$6.75; offerings change often.

HOURS: 4 to 10 p.m. Monday through Thursday, kitchen open 5 to 9 p.m.; 4 p.m. to midnight Friday, kitchen open 5 to 10 p.m.; 11 a.m. to midnight Saturday, kitchen open 11:30 a.m. to 10 p.m.; 11:30 a.m. to 9 p.m. Sunday, kitchen open noon to 8 p.m.

ATTIRE: Casual

GLUTEN-FREE OPTIONS: Yes

KIDS MENU AND HIGH CHAIRS: Yes.

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### Featured this week:

- Water's Edge Open House:** 11 a.m. to 1:30 p.m. May 21, Smokey's Muskie Shop, N27 W27250 Woodland Dr., Pewaukee. Free food and boat rides. See the boats, and meet the staff.
- "Ernest in Love":** 7:30 p.m. May 21, Oconomowoc Arts Center, 641 East Forest Street, Oconomowoc. The musical adaptation of Wilde's classic, "The Importance of Being Earnest." Featuring Angela Iannone as Lady Bracknell. \$30 adults, \$26 seniors, \$14 college students and younger.
- International Musicians:** 3 p.m. May 22, Good Shepherd United Methodist Church, 800 Lake Drive, Oconomowoc. Concert featuring musicians from around the world. Free.
- Jubilate Chorale:** 4 p.m. May 22, Our Savior's Lutheran Church, 145 E. Lisbon Road, Oconomowoc. Concert featuring beautiful music with texts that point to the indomitable human spirit and offer hope for the difficult times we face. The 32-voice Chorale welcomes the Children's Choir of Waukesha and several area instrumentalists as special guests. Visit [www.jubilatchorale.org](http://www.jubilatchorale.org) for ticket information. \$12-17.

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