



FOR IMMEDIATE RELEASE

**Media Contact:**

Kristen Tracy  
Director of Communications  
262-250-2802

[kristen.tracy@cousinssubs.com](mailto:kristen.tracy@cousinssubs.com)

## **COUSINS SUBS® LAUNCHES ‘BIG GIG GIVEAWAY,’ DEBUTS EXCLUSIVE SUMMERFEST SUB AND SHAKE**

*Sub shop partners with Summerfest on VIP concert promotion and new menu items.*

**MILWAUKEE (May 12, 2025)** – [Cousins Subs®](#) and [Summerfest](#) presented by American Family Insurance have teamed up once again to deliver the ultimate VIP concert experience for music fans across the Midwest.

Through June 8, 2025, fans can enter the *Big Gig Giveaway* for a chance to win a VIP Summerfest experience. Each winner will receive two tickets to a concert at the American Family Insurance Amphitheater, VIP passes, a Summerfest Store gift card, dinner from Cousins Subs, an overnight hotel stay and parking.

Nine winners will be chosen for the following concerts at the American Family Insurance Amphitheater during Summerfest: Def Leppard with Tesla (June 19), Hozier with Gigi Perez (June 20), James Taylor with Jason Mraz and Tiny Habits (June 21), Lainey Wilson with Lukas Nelson and Shane Smith & the Saints (June 26), The Killers with Cold War Kids (June 27), Megan Thee Stallion with Flo Milli (June 28), Benson Boone with Bishop Briggs and The Aces (July 3), Bad Omens with Spiritbox and We Came As Romans (July 4), and The Lumineers with Hippo Campus (July 5).

“Summerfest brings an incredible energy to Milwaukee every year, and we’re proud to be part of the experience,” said Justin McCoy, vice president of marketing at Cousins Subs. “From the music to the food, this is our chance to celebrate what makes summer in the Midwest so special—and our VIP giveaway and exclusive festival flavors help fans make the most of it.”

“Summerfest and Cousins have been a part of our fans’ festival experience for decades and we are thrilled to partner with them again this year,” said Sarah Pancheri, President and CEO of Milwaukee World Festival, Inc. “Whether you’re grabbing your favorite Cousins sub or discovering new artists – hopefully doing both – the nine days of Summerfest are truly the best time of the year in Milwaukee”.

Fans can enter daily at [cousinssubs.com/bigbiggiveaway](https://cousinssubs.com/bigbiggiveaway).

A longtime partner and featured vendor at Summerfest since the early 1980s, Cousins Subs will once again serve up deli-fresh classics from its stand in the Miller Lite Oasis, located across from the stage.

- MORE -

This year, Cousins Subs will also debut two exclusive menu items available only during the nine-day festival:

- The Italian Stallion Sub features pepperoni, ham, capicola ham, Cotechino bologna, Genoa salami, provolone cheese, lettuce, onions, tomatoes, hot pepper relish, mayo, oregano and oil on Italian bread.
- The Big Bang Shake blends a vanilla gelato base with orange-flavored syrup, topped with whipped cream, fruit-flavored crisps and an edible vanilla straw.

Festivalgoers can also enjoy the brand's signature lineup of made-to-order subs, fries, Wisconsin Cheese Curds and shakes.

For more information, visit [cousinssubs.com](https://cousinssubs.com).

# # #

### **ABOUT COUSINS SUBS**

Wisconsin-based [Cousins Subs®](https://cousinssubs.com), a family-owned, fast casual sub shop established in 1972 by Bill Specht and his cousin, is driven by the mission to Believe in Better – both in the quality of food it serves and in the communities it supports. Cousins Subs and its franchisees operate nearly 100 sub sandwich shops in Wisconsin and Indiana, providing guests with quality deli fresh and made to order grilled subs using only the freshest ingredients on its signature bread baked daily. For more information, visit [www.cousinssubs.com](https://www.cousinssubs.com). You can also find Cousins Subs on Facebook, LinkedIn, X, Instagram and TikTok.

### **About Summerfest presented by American Family Insurance**

Summerfest presented by American Family Insurance is one of the most iconic celebrations of music in America, hosting the industry's biggest acts for an unforgettable live music experience. Since its inception in 1968, Summerfest continues to distinguish itself as a premier independent national music festival and has developed an unrivaled reputation, consistently featuring hundreds of performances across 12 stages, throughout the permanent 75-acre festival grounds along Lake Michigan. Summerfest will take place over three weekends – June 19-21, June 26-28, July 3-5, 2025. For the latest information, visit [Summerfest.com](https://Summerfest.com), or Facebook, X, Instagram and TikTok: @Summerfest.

Milwaukee World Festival, Inc., producer of Summerfest, continues to fulfill its nonprofit mission of bringing the community together and providing a showcase for performing arts, activities, and recreation to the public, through music and special events.