

# WISCONSIN STATE FAIR

JULY 31-AUGUST 10, 2025

Presented By  uscellular

FOR IMMEDIATE RELEASE






FOR MORE INFORMATION CONTACT:

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## CHOCOLATE CREAM PUFFS AVAILABLE ALL 11-DAYS OF WISCONSIN STATE FAIR

*Plus, see what else Original Cream Puffs is baking up this year*

WEST ALLIS, Wis. – June 17, 2025 – [Wisconsin State Fair](#) and [Original Cream Puffs](#) are sweetening summer with the return of incredible offerings and adding some new ones as well.

-  [Chocolate Cream Puffs](#) | Thursday, July 31 – Sunday, August 10 | Alongside Original Cream Puffs and Celebration Strawberry Cream Puffs, presented by UScellular®, decadent Chocolate Cream Puffs will be added to the menu for State Fair.
-  [Original Cream Puffs Deliveries](#) | Thursday, July 31 – Sunday, August 10 | Be the office favorite or the hero of the cookout with Cream Puffs delivered straight to you. Plus, impress with insulated totes and of course, cow print hats.
-  [Cream Puff Drive-Thru](#) | Monday, August 4 – Friday, August 8 | Didn't get enough Cream Puffs during your visit? Head to the Drive-Thru for pick up orders to take home and enjoy.
-  [Celebrity Cream Puff Eating Competition](#) | Thursday, August 7 | The annual showdown returns as your favorite Wisconsin personalities compete for the winning title. This competition is sure to be fast-paced, high-stakes, and full of familiar faces.
-  [Cream Puff Lovin' Celebration](#), presented by [UW Credit Union](#) | Saturday, August 9 | Central Park will once again be the home of the Cream Puff Lovin' Celebration. This sweet celebration, centered around a State Fair staple, allows Fairgoers the opportunity to take the stage in the Fairgoer Cream Puff Eating Competition.

Plus, don't miss out on the chance to save \$5 on each State Fair admission ticket through Sunday, June 29. Save big with all deals (including Original Creams 6-Packs) available at [WiStateFair.com](#).

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### **About the Wisconsin State Fair**

The 2025 Wisconsin State Fair, presented by UScellular®, takes place July 31 – August 10. The State Fair offers a unique experience to all who attend and is an exceptional value. Enjoy dozens of FREE entertainment stages, exciting rides and games in SpinCity, thousands of animals, endless family activities, events, contests, shopping vendors, and culinary delights. For more information, visit [WiStateFair.com](#) or follow us on [Facebook](#), [Instagram](#), and [X](#).

### **Original Cream Puffs®**

Since 1924, the Wisconsin State Fair and the Wisconsin Bakers Association have teamed up to operate the Original Cream Puff Bakery. The Wisconsin Baker's Association proudly manages the operation while the Wisconsin State Fair supports the operation. Approximately 200 employees, commonly known as "Team Cream Puff," work seven days a week during the two-week span the State Fair is held to create, bake, and sell Original Cream Puffs to hungry Fairgoers. With an average of 30,000 Cream Puffs sold per day, the Original Cream Puff is the signature dessert item at the State Fair.