



Welcome to Best Place at the Historic Pabst Brewery

Nestled in the heart of the original Pabst Brewery in Milwaukee, Best Place is a stunning, historic venue offering two beautifully restored event halls dating back to the 1800s. We are proud to provide a warm, professional, and fun atmosphere where unforgettable events come to life.

Whether you're planning a wedding ceremony or reception, a birthday or retirement party, a corporate seminar or workshop, or even a performance or special celebration—Best Place is the perfect venue. We've hosted a wide variety of events, including holiday parties, fundraisers, bridal and baby showers, lectures, and more.

But don't just take our word for it—our catering and event planning partners say it best:

"As a catering company and as event planners, our clients frequently ask us to recommend a place to hold their events. Best Place at the Historic Pabst Brewery has joined the top of our list as a captivating and historic venue for professional and social occasions."

— **Jim Kasper, Saz's Catering**

"I see this as a unique venue where Old World charm and contemporary style combine to make any event a memory. It's a caterer's dream and a host's dream-come-true!"

— **Scott Shully, Shully's Cuisine and Events**

As a small, family-run business, we are dedicated to preserving the legacy of Jacob Best, who began brewing on this site in 1844, and Frederick Pabst, who carried the tradition into the 20th century. We care deeply for these historic buildings—and for every guest who walks through their doors.

With thoughtful attention to detail and a commitment to exceptional service, we ensure each client's event is memorable, meaningful, and truly one of a kind. It's no wonder we're known as one of the **BEST** wedding venues in the country!

Warmly,

Jim, Karen, and Joshua Haertel

Owners and Chief Stewards



Blue Ribbon Hall & The Captain's Courtyard

907 W Juneau Ave. Milwaukee WI

Take a step back in time as you enter Blue Ribbon Hall, the corporate VIP center of the historic Pabst Brewery. This German beer hall-style space comes complete with an outdoor courtyard that we call "Captain's Courtyard", a second-story balcony, hand-painted fresco murals, iron chandeliers, hand-blown glass windows, and hand-carved decorative wood trim.

Blue Ribbon Hall:

Seated Capacity: 120 people main hall, 20 people balcony

Square Footage: 2000

Room Dimensions: 40' x 50'

Ceiling Height: 14'

Dance Floor: 25' x 25'

Head Table: Up to 12 people

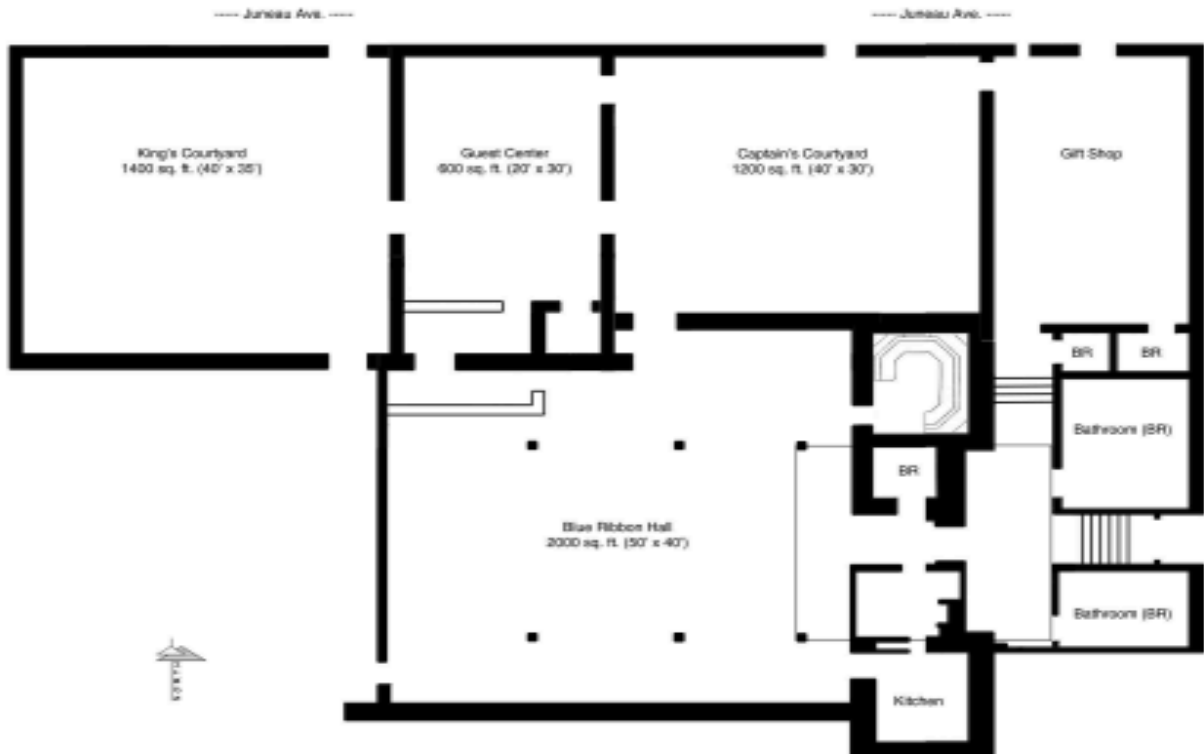
Captain's Courtyard:

Seated Capacity: 100 people

Square Footage: 1350

Room Dimensions: 30' x 40'

Open Air Dance Floor: 25' x 25'



Blue Ribbon Hall & Related Areas

Scale: 1/16" = 1'-0"



The Great Hall & Speakeasy

923 W Juneau Ave. Milwaukee WI

Built in 1880, The Great Hall was the original corporate headquarters of the Pabst Brewery. This space includes Frederick Pabst's office, the prohibition-themed "Speakeasy" bar, original stained-glass windows, original woodwork, and cream city brick exterior.

The Great Hall:

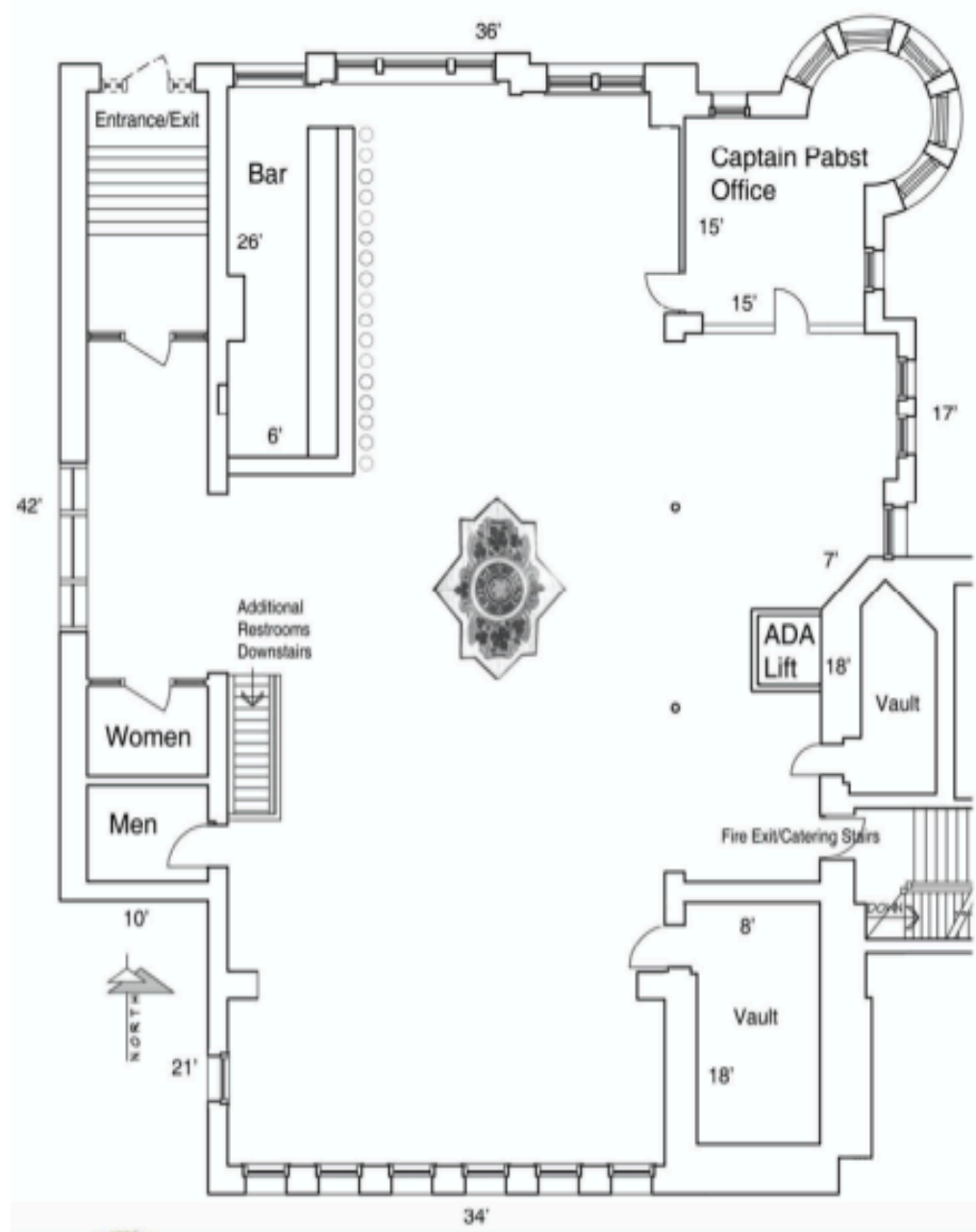
- Seated Capacity:** 250 people
- Square Footage:** 4800
- Room Dimensions:** 60' x 80'
- Ceiling Height:** 18'
- Dance Floor:** 25' x 25'
- Head Table:** Up to 14 people
- King's Table:** Up to 28 people
- Bridal Suite:** Included
- Ceremony Seating:** 200

Upper Level Features:

- ADA Lift and ADA restrooms
- Bar from 1890
- Captain Pabst's original office
- 1880 skylight/stained-glass

Lower Level Features:

- Former Pabst internal hospital renovated to be a Speakeasy
- Private bridal suite with restroom
- Original Pabst Vault including "The Jail Cell"





Rental Rates and Price Information

Please contact our team for current rental rates. Our rental fee includes more than most venues: tables and chairs, full bar capability, bartenders, water station, room setup and cleaning*, A/V, projector, screen, microphones, podiums, and the historic event spaces themselves.

Add-Ons (Optional):

Additional Hours - \$500.00 per hour weekdays, weekends \$1000.00 per hour GH \$1500 BRH
Ceremony fee - \$500.00 with room rental,
\$1000.00 per hour of occupancy without room rental
Beer History Tour - \$200.00 per special tour request
Stage rental - \$200.00

Additional Charges (Required):

Sales Tax - 7.9% applied to room fee, add-ons, and bar bills
Gratuuity - 20% on any hosted bar bill
Saturday rates apply for Holiday weekend events

Beverage Information

We have very reasonable beverage pricing, and we don't have rigid drink packages. We like to let you customize a bar package for your event. On average, when events host beer, wine, and soft drinks, the price per person is about \$35. When cocktails are added to that, the price per person goes up to about \$50 for rail (Absolut, Tanqueray, Bacardi, Jose Cuervo, Seagrams 7, and Christian Brothers brandy) and about \$70 for a full open bar including premium/top shelf liquors. We do not have a minimum purchase requirement for private event rentals.

\$2.00 - Bottled Water and Soft drinks (Coke products)
\$4.00 - Draft Pabst and Schlitz, Sprecher Root Beer, Juice, and Non-alcoholic Pabst
\$4.00 - 16 oz Tallboy cans of Pabst, Schlitz, Old Milwaukee, and others
\$6.00 - Hard Seltzers including White Claw and others
\$6.00 - Craft Beer including Lakefront, Central Waters, and other Wisconsin breweries
\$7.00 - \$9.00 - Wine selections including Cabernet, Merlot, Pinot Noir, Chardonnay, Sauvignon Blanc, Pinot Grigio, Prosecco and Moscato
\$8.00 - 13.00 - Mixed Drink and Spirit selections

**Pricing is subject to change based on market conditions



LOCAL ATTRACTIONS IN PROXIMITY

Pabst Mansion | 1 Mile - 2000 West Wisconsin Avenue
Discovery World at Pier Wisconsin | 2 Miles - 500 N. Harbor Dr.
Fiserv Forum | 3 Blocks - 1111 Vel R. Phillips Ave.
Harley-Davidson Museum | 10 Blocks - 400 W. Canal St.
Marcus Center for the Performing Arts | 6 Blocks - 929 N. Water St.
American Family Field | 3 Miles - 201 South 46th Street
Milwaukee Art Museum | 2 Miles - 750 North Lincoln Memorial Drive
Milwaukee County Zoo | 6 Miles - 10001 West Bluemound Road
Milwaukee Public Market | 10 Blocks - 400 N. Water St.
Milwaukee Public Museum | 6 Blocks - 800 West Wells Street
Milwaukee Repertory Theater | 6 Blocks - 108 E. Wells St.
Milwaukee Riverwalk | 6 Blocks - Downtown Milwaukee
The Domes | 2 Miles - 524 S. Layton Blvd.
Old World 3rd St. | 6 Blocks - Old World 3rd St.
Potawatomi Bingo Casino | 2 Miles - 1721 W. Canal St.



Approved Event Caterers

	Contact	Phone	Website
Antigua	Jennifer Santiago	414-321-5775	antiguamilwaukee.com
Chef Jack's Catering	Candy Curly	262-549-5558	chefjacks.com
Davians Catering	Andi Salmon	262-781-8507	davians.com
From Scratch Catering	Addie Erickson	262-618-4661	fromscratchcatering.com
Irene's Catering	Mark	414-645-4469	irenescatering.com
Mader's Creative Cuisine	Ben Stilp	414-271-3377 x228	madersrestaurant.com
Matty's Catering	Tara Lee	414-858-4357	mattyscatering.com
Nobel Catering		414-988-1554	noblecateringco.com
Prime Minister Catering	Lisa Deiss	262-873-5617	pmcatering.com
Red Lion	Sandy Gillespie	414-431-9009	redlionpubmke.com
Saz's Catering	Katie Hoffman	414-256-8765	sazs.com
Shully's Cuisine	Nina Darling	262-242-6633	shullyscuisine.com
Smoke Shack Catering & Blue Bat Kitchen	Benson's Catering & Events	414-585-8930	smoke-shack.com/catering https://bluebatkitchen.com/catering
Tall Guy and a Grill Catering	Alissa Dries	414-777-0770	tallguyandagrill.com
Tuscan Hall		262-292-1322	tuscanhallwi.com
Zilli's Hospitality	Candy Zilli	262-547-9447	zillihospitalitygroup.com



Suggested Vendors

Photographers	Contact	Phone	Website
Front Room Photography	Lidia Sharapova	414-294-0800	frphotowedding.com
George Street Photo & Video	Emma Perry	866-831-4103	georgestreetphoto.com
Holen Photography	Dan Holen	262-993-2894	holenphotography.com
M Three Studio Photography	Molly Micheael	262-497-7246	mthreestudioblog.com
Paul Bialas Photography	Paul Bialas	414-704-5600	lakecountyphoto.com
Reminisce Studio	Miranda Kneeland	414-405-6693	capturingyourday.com
Twin Lens Weddings	Sarah Moore	414-628-4773	twinlenswedding.com
Vital Image Studio	Tasha Motto	262-292-9000	vitalimage.com
Roost Photography	Brandon Brown	262-510-5650	Roostmke.com
Florists			
Bank of Memories & Flowers	Melissa Maas	262-253-9111	bankofflowers.net
Bloom Floral & Event Design	Laurel Flannery	414-731-4265	blsoomlovely.com
Feisty Flowers	Jaclyn Millonzi	414-526-5202	feistyflowers.com
Milwaukee Flower Company	Sally Vander-Wyst	414-899-1395	miywaukeeflowerco.com
414loral	Mikel	414-301-3170	414loral.com
Belle Fiori	Amy Reese	414-272-2234	bellefioriflorist.com
Bakery			
Aggie's Cakes & Pastries	Debbie Crivello	414-482-1288	aggiescakes.com
Gigi's Cupcakes	Kevin Wall	414-777-7465	gigiscupcakesusa.com
The Cake Lady	Cecelia Baker-Grade	414-294-4220	cakeladydesigns.com
Simmas Bakery		(414) 257-0998	simmasbakery.com



Suggested Vendors Continued

Party Rentals	Contact	Phone	Website
Arena Rentals		414-831-7000	arenaamericas.com
Brookfield Party Rentals	Debbie	262-786-2666	madfoxparty.com
Canopies	Doug	414-760-0770	canopiesevents.com
Windy City Linen	Tera Stam	224-279-1500	windycitylinen.com
BBJ Linen	Emily Anderson	414-355-9010	www.bbjlatavola.com
Wedding Planning			
Dare to Dream Weddings	Megan Potter	414-232-4391	daretodreamweddingswi.com
Events to a T	Tiara Gomez	262-914-9661	eventstoatmke.com
Blue Fancy Events	Meredith	414-376-3414	bluefancyevents.com
Timeless Events	Kristin Wroblewski	262-751-6355	milwaukeeeventplanning.com
DJ			
A Personal Touch	Jared Stengel	414-588-1868	apersonaltouchdj.net
Airwaves MKE WIS	Ramsey Renno	414-306-8273	milwaukeeairwaves.com
Sound By Design		262-968-9586	soundbydesign.co
David Charles Productions		262-470-1755	davidcharlespro.com
Officiant			
Connie Horvath		262-689-5162	
Judge Derek Mosely		(414) 286-8759	derek.mosley@milwaukee.gov
Other			
Bianca Bridal Boutique (Gowns/Tuxedos)	Kelly Lahti	262-251-5400	biancabridalbtg.com
City Tours MKE (Shuttle Services)	Meghan Miles	414-712-8690	citytoursmke.com
Jewelry Works (Custom	Michael Eubank	262-377-9010	



Wedding Jewelry)			
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Frequently Asked Questions

Is a deposit required?

Yes, a deposit of 25% is required to secure a date immediately. The full balance is due 60 days prior to the event.

How early can we get into the venue?

Typically between 2-2:30pm, though depending on the circumstances we may be able to offer earlier entry.

When can we drop off decorations?

We allow drop-offs the day prior to the event during regular business hours.

When do we have to be cleared out?

We won't boot you out the door when your event ends, though we do ask that you leave within one hour of the end of the contracted event.

Is the venue ADA compliant?

Yes, we are fully ADA compliant. Passageways are 33" wide or more, restrooms are ADA compliant, and the elevator lift is 39" x 60".

What is your cancellation policy?

We will keep the non-refundable 25% deposit per the contract. A sample contract is available upon request.

Are there bar minimums or bar packages?

No, our bar operates on a consumption basis.

We don't have a required minimum purchase, and we don't have rigid drink packages. We like to let you customize a bar package for your event. We can give you examples and a better explanation of a consumption based package upon request.

How many bartenders will you staff?

We staff one bartender per 40 guests.

Is there an on-site caterer?

We do not have an in-house caterer, but we do have an approved list of caterers that we love to work with.

How far in advance must we book your services?

We suggest as soon as possible, we're not a very well kept secret anymore.



Frequently Asked Questions Continued

Do you provide a sound system or A/V?

Yes, we can provide microphones, HD projector and screen, and speakers. Sound production for weddings is not provided.

Are there restrictions on decorations?

Items are not to be placed on the walls or hung from the ceilings (we suggest the use of easels which we can provide). All displays located within Best Place cannot be changed or removed. The use of glitter, confetti, sequins, sequins-confetti or tinsel is prohibited. Tape, nails, tacks & staples are prohibited. Only enclosed candles are permitted. Fogging and bubble machines are not allowed. No candles, glass vases nor lanterns are allowed on the floor.

What is the parking situation for guests?

There is street parking available in front of the venue and in the surrounding Brewery District neighborhood. There is also a parking garage across the street managed by Interstate Parking, you can reserve spaces with that company.

Is there a hotel nearby?

Yes, there are four hotels close to Best Place. The Brewhouse Inn & Suites, and Hyatt Place Downtown are both located within one block of Best Place. The Trade Hotel and Aloft are both in close proximity as well.

Could other events be scheduled the same day?

Yes, we do have beer history tours but they will not conflict with any hall rental event start time. There also may be another event in a different venue.