



THE TRAVELER

2025 EDITION

FREE

DISCOVER *the Seasons on Wisconsin's West Coast*

Wisconsin's west coast, spanning the scenic stretch between Bay City and Nelson, offers visitors an enchanting experience throughout the year. Each season brings its own unique charm, inviting visitors to explore, relax, and rejuvenate amidst nature's splendors.

WINTER – HYGGE SEASON

Winter on Wisconsin's West Coast is the epitome of 'hygge,' the Danish concept of coziness and comfort. As the snow blankets the landscape, the region transforms into a serene winter wonderland. Guests can indulge in the warmth of cozy lodges, sip hot cocoa by crackling fireplaces, and enjoy outdoor activities such as ice fishing, snowshoeing, and cross-country skiing. The peaceful ambiance and picturesque views make it the perfect season to unwind and rejuvenate. Recently the little village of Stockholm was named the coziest small town in America and the rest of the "Coast" is a haven from the rest of the world. And don't miss the holidays on the West Coast, the celebrations are enchanting.

SPRING – TRILLIUM SEASON

As winter gives way to spring, the West Coast of Wisconsin bursts into life with the arrival of trillium season. These delicate, three-petaled white flowers carpet the forest floors, creating a breathtaking sight. Nature enthusiasts and photographers flock to the area to witness this stunning display of native plants during the annual Trillium Festival. Spring is also the prime time for birdwatching, as migrating birds make their way back to the region. The melodic songs of warblers and the sight of vibrant plumage add to the enchantment of spring.

SUMMER – LAKE PEPIN SEASON

Summer is synonymous with Lake Pepin, a natural gem that lies between Bay City and Nelson. The shimmering waters of this pic-

turesque lake beckon tourists to partake in a variety of water activities. Boating, fishing, and kayaking are popular pastimes, while the sandy beaches provide the ideal setting for sunbathing and picnicking. The summer sun casts a golden glow over the landscape, and the sunsets over the lake are some of the most breathtaking in the world, making it an idyllic time to explore the charming towns and enjoy local festivals and markets.

FALL – BLUFF COLORS SEASON

As the temperatures cool and the days shorten, Wisconsin's West Coast dons its most vibrant attire. Fall is bluff colors season, a time when the towering bluffs that line Lake Pepin on the Mississippi River explode in a riot of red, orange, and gold. Visitors can drive along scenic byways, hike through forested trails, and take in panoramic vistas from lookout points. The crisp air and brilliant foliage create a magical atmosphere, perfect for leisurely strolls and capturing the beauty of autumn on camera.

No matter the season, the West Coast of Wisconsin along Lake Pepin offers a captivating escape for tourists. From the cozy comfort of winter to the vibrant hues of fall, each season presents a unique opportunity to connect with nature and create lasting memories. So pack your bags and embark on a journey through the heart of Wisconsin's seasonal splendor.



welcome to The West Coast of Wisconsin

FOOD DRINK HISTORY ARTS CULTURE SHOPPING NATURE

Golden Horizons: Capturing the Majestic Sunsets of Lake Pepin

Nestled along the West Coast of Wisconsin, Lake Pepin transforms into a painter's dream as the sun sets over its tranquil waters. Stretching between bluffs and rolling landscapes, this natural haven offers a nightly show of colors that captivate locals and visitors alike.

The magic begins in the late afternoon as the sky turns from pale blue to a gradient of pinks and golds. By evening, Lake Pepin's surface mirrors a kaleidoscope of hues — fiery oranges blending with deep purples, streaked with wisps of crimson clouds. It's a scene of natural artistry that evokes awe and serenity.

One of the best ways to soak in the view is by driving along the Great River Road, a National Scenic Byway that

hugs the Mississippi River and offers countless turnouts perfect for catching the sunset. These turnouts, dotted from Bay City to Nelson, provide quiet spots where visitors can park, relax, and take in unobstructed vistas of the lake and the river valley. Some are nestled right along the water's edge, while others perch on higher ground, offering sweeping views of the sunset's reflection across the shimmering expanse of Lake Pepin.

Stockholm's shoreline park is another favored location, where the unobstructed views of the lake and surrounding bluffs offer a front-row seat. Bring a blanket, a picnic, and perhaps a slice of the award-winning Stockholm Pie to savor as nature puts on its show.

In Pepin, the public beach offers a serene setting for watching the sun sink below the horizon. Families and visitors can lounge on the sandy shore, dip their toes in the water, and enjoy the vibrant hues reflecting off the

calm lake waters. Nearby, Pepin's marina is bustling with boaters who anchor for the evening to witness the same spectacular views. Visitors can also enjoy the sunset from the Pickle Factory's lakeside deck, where the colors pair perfectly with their famous walleye sandwiches and refreshing drinks.

In rural Stockholm, the elevated views provide a dramatic perspective. Climb up to Maiden Rock Bluff State Natural Area for a sweeping panorama that

showcases the interplay of light and shadow over the river valley.

For those who prefer a quiet escape, Maiden Rock's secluded township roads and turnouts along the Great River Road offer peaceful stops where you can marvel at the sunset's reflection in the Mississippi River. The golden hour here feels timeless, unspoiled by the bustle of modern life.

Whether you're a photographer chasing the perfect shot, a couple seeking a romantic moment, or simply someone who appreciates nature's beauty, the sunsets along Lake Pepin are unforgettable. They're not just a daily occurrence; they're a reminder of the region's unique charm and the profound allure of Wisconsin's West Coast.

Pack your camera, your sense of wonder, and perhaps a little time to linger. The sunsets of Lake Pepin are waiting to leave you breathless.




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Enjoy this upscale three room space with soaring ceilings and windows directly across from the marina. Relax in the back courtyard with sauna, in ground hot tub, and gas firepit. King bed and king pullout couch, kitchenette.



PEPIN GUEST HAUS

Treasure your time at this modern and fresh loft close to the winery. Enjoy coffee on the roof top deck with beautiful views of Lake Pepin, or snuggle by the wood burning firepit. Queen bed and rollaway twin, kitchenette.



THE HIDEAWAY

Unwind at this cozy two room escape with backyard gas firepit, front porch and porch swing. Located directly next to Harborview Cafe. King adjustable bed, microwave and mini-fridge.

The West Coast of Wisconsin Live Music Scene

The West Coast of Wisconsin has long attracted all types of creatives. From poets to painters, the beautiful bluffs to the shimmering lake, this landscape provides an endless amount of inspiration. This also includes the art of music. Not only does the area boast a plethora of talented local musicians, but it also attracts top musicians from the Twin Cities, La Crosse, Winona, and beyond.

With all this musical talent, there is naturally a need for venues to perform. The West Coast of Wisconsin has some

wonderful bars, restaurants, and theaters to accommodate this. Let's start in Maiden Rock and work our way down the river to introduce you to a few spots that feature live music.

If you're looking for a good ol' Wisconsin bar with cold Spotted Cow, delicious burgers, and outstanding live music, visit The Six String Saloon. They feature a variety of music, from rockin' blues bands to solo acoustic artists. This is a great place on Lake Pepin to relax, have a drink, and enjoy some live music. Check out their Facebook page for the latest happenings.

THE SIX STRING SALOON
W3527 WI-35, MAIDEN ROCK, WI 54750

Next, we head a few miles down The Great River Road to the super cute Village of Stockholm. There, we find Humble Moon Folkstead and Saloon. This gem features a farm-to-table menu, crafty cocktails, and a unique indoor/outdoor stage that creates an amazing listening experience. They feature many of the local musicians who live in the area, and they also throw some killer themed parties that are a blast! Visit their website for more info on upcoming events.

HUMBLE MOON FOLKSTEAD AND SALOON
W12128 WI-35, STOCKHOLM, WI 54769

Our musical adventure continues to the Village of Pepin, where we find two outstanding spots for live music. We start with RiverTime Wine-Ber-Amuse-

ments. This good vibes venue boasts delicious wines, craft beers, small plates, and a lineup of excellent music. Their outdoor patio stage is the perfect spot to enjoy live music with friends. In case of bad weather, the indoor stage creates an intimate environment where you're practically on stage with the band. RiverTime generally features solo and duo Americana, folk, and alt-country artists, but every now and then, they bring in a good old rock 'n' roll band.

RIVERTIME WINE-BEER-AMUSEMENTS
418 2ND STREET, PEPIN, WI
WWW.RIVERTIMEPEPIN.LOVE

Next in Pepin, we have The Pickle Factory. With access from the lake or land, this famous lakeside spot has long been a must-stop for food, cocktails, beer, and incredible live music. With a beautiful outdoor lakeside stage, you can kick back, sip your cocktail, and enjoy music with a view. While they frequently have solo and duo acts, on special occasions, The Pickle brings in big-time blues, reggae, and jazz bands that get the dance floor jumping. Visit their website for the latest events.

THE PICKLE FACTORY
205 1ST ST, PEPIN, WI 54759
715-442-4400
WWW.PEPINPICKLEFACTORY.COM

We continue down the road to the Village of Nelson, where you'll find Township 23 Distillery. This family-owned and operated distillery also has a craft cocktail lounge with some of the most delicious drinks around. During the summer months, their lovely patio often features top local musicians, and then they move inside for the winter. Most of their music is solo and duo acoustic, with the occasional three-piece band. Don't miss this place while visiting the West Coast of Wisconsin.

TOWNSHIP 23 DISTILLERY
W2363 CO RD D, NELSON, WI 54756
WWW.TOWNSHIP23DISTILLERY.COM

If you're looking for a theater setting to catch some music, head down to Alma and Big River Theatre. This grand, old brick theater offers ticketed, sit-down shows and brings in some of the best talent the region has to offer. It's perfect for a romantic evening out with your special someone or a fun night out with friends. Not only does Big River Theatre host live music, but they also feature live theater, independent films, and—most importantly—community camaraderie. You will absolutely adore this vintage stop on the big river. Visit their website for tickets and event details.

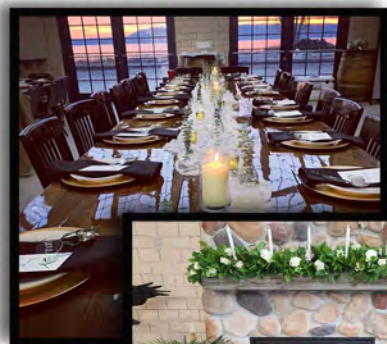
BIG RIVER THEATRE OF ALMA
121 MAIN ST, ALMA, WI 54610
WWW.BIGRIVERTHEATRE.COM

Now we travel a little inland to the town of Durand for the crown jewel of the West Coast of Wisconsin music scene: Blues on the Chippewa! This annual event takes place the first weekend in August and hosts numerous musicians and music lovers from all over the country. 2025

marks year 17 for this fun and free three-day music festival. Blues on the Chippewa also features a craft fair, food trucks, and a beer tent. There are plenty of lodging options, such as Airbnb and Vrbo vacation rentals, hotels, and camping. But that's not all to satisfy your live music needs! Throughout the year, Durand also

hosts Beatles on the Chippewa and Brews on the Chippewa. Keep a close eye on their website and Facebook page for date announcements and information on these events. And make sure to mark your calendar for July 31 to August 2 for Blues on the Chippewa and plan for a great weekend of music.

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WWW.BLUESONTHECHIPPEWA.COM



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www.LauraIngallsPepin.com

and find us on Facebook!

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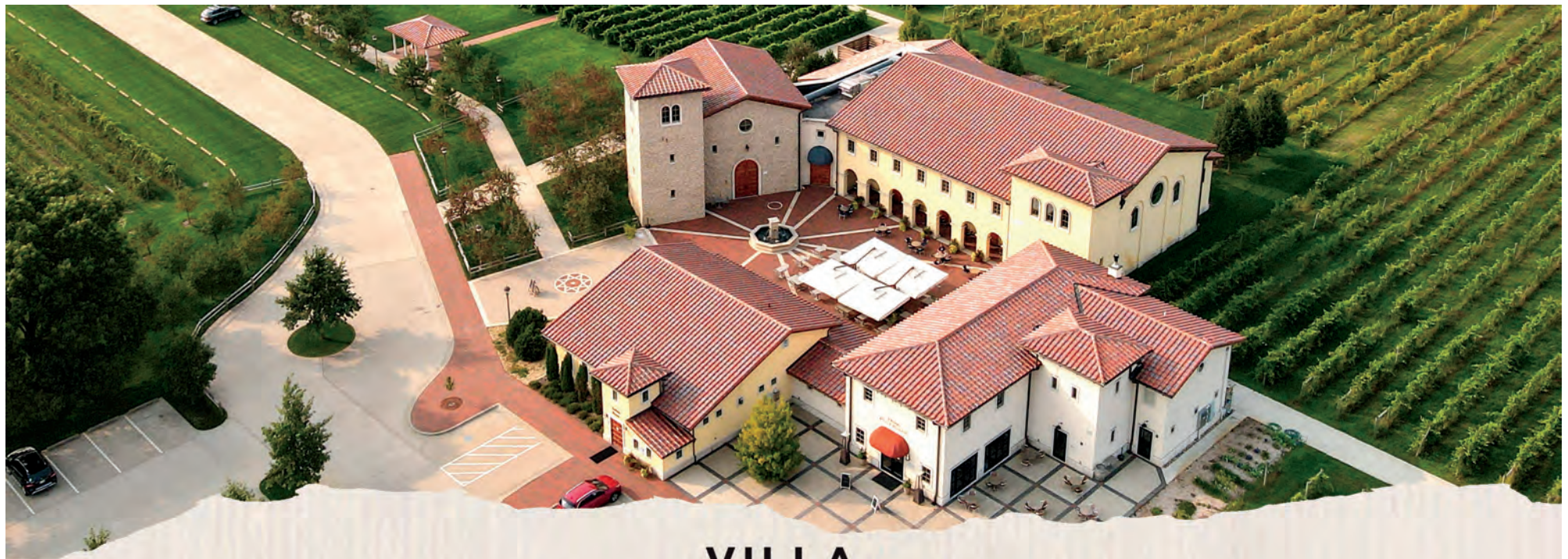


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On Lake Pepin

Stretching along the scenic shores of Lake Pepin and the Mississippi River, the West Coast of Wisconsin, spanning from Bay City to Nelson and including Durand, offers an array of natural wonders perfect for fishing and hiking enthusiasts. This stretch is a hidden gem, brimming with opportunities to connect with the outdoors and experience the charm of small-town life.

FISHING HOTSPOTS

Anglers are spoiled for choice in this region, with the waters of Lake Pepin, the Chippewa River, and the Mississippi River teeming with bass, walleye, catfish, and panfish. Bay City provides excellent access points for fishing, with its tranquil parks and boat landings. As you move south, Pepin and Nelson boast prime spots along the shoreline, and local bait shops are ready to equip anglers with everything they need.

The Stockholm pier offers a serene spot for fishing, where the calm waters of Lake Pepin provide an idyllic setting for a relaxing day. Durand, situated along the Chippewa River, offers a more secluded fishing experience. The nearby Tiffany Bottoms State Natural Area, located between Durand and Nelson, is a haven for anglers and wildlife enthusiasts alike. Its floodplain forest and backwaters provide a unique fishing and bird-watching experience.



HIKING ADVENTURES

For hikers, this stretch of Wisconsin is a dream. Bay City's Sunrise Park offers a gentle introduction with its scenic views and well-maintained trails. Moving southward, the Maiden Rock Bluff State Natural Area provides stunning vistas of Lake Pepin and the surrounding valleys, rewarding hikers with panoramic views and a glimpse of migrating birds.

Stockholm invites exploration not just of its charming village streets but also through ventures into its riverside park, where you can enjoy the beauty of the Mississippi River up close.

In Durand, the Chippewa River State Trail is a hiker's haven. The trail stretches for miles, weaving through dense woods and open fields, making it ideal for both casual walkers and serious trekkers. Tiffany Bottoms adds to the adventure with its rich biodiversity and peaceful trails perfect for nature enthusiasts.

Thrive Park in Nelson is another must-visit. This scenic park offers a blend of recreation and relaxation, with its welcoming green spaces and access to local trails that highlight the natural beauty of the area.

LOCAL TIPS AND HIGHLIGHTS

- **Gear Rentals:** Many towns, including Durand, offer convenient options for renting fishing gear or bikes for trail exploration.
- **Dining and Relaxation:** After a long day outdoors, enjoy a hearty meal at local favorites like Kingfisher in Durand, renowned for its farm-to-table dishes,

or the Pickle Factory in Pepin, with its scenic riverside views. Don't miss Township 23 Distillery in Nelson, which serves craft spirits and cocktails in a cozy setting.

- **Seasonal Beauty:** The area's trails and waterways are stunning year-round, but fall brings vibrant colors that make hiking and fishing even more magical.

Whether you're casting a line into the shimmering waters or hiking to a bluff for an unforgettable sunset, the West Coast of Wisconsin is a destination that satisfies the soul. Explore, unwind, and make memories in this pristine corner of the Midwest.



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Discovering Lavender Bluff Farm: A HIDDEN GEM FOR NATURE LOVERS



into the history and cultivation of lavender, to hands-on workshops where you can create your own lavender-infused products, there's something for everyone. Families can enjoy picnicking in designated areas, while couples can stroll hand-in-hand through the fragrant fields, making it a perfect romantic getaway.



destination. With its breathtaking scenery, engaging activities, and delightful culinary offerings, it promises an unforgettable experience that will leave you longing to return.



Nestled in the bluff country on the beautiful Great River Road, Lavender Bluff Farm is a picturesque destination that offers visitors a unique blend of natural beauty, tranquility, and a touch of rustic charm. This enchanting farm is not just a place to admire the stunning fields of lavender; it's an experience that engages the senses and rejuvenates the soul.



FARM-TO-TABLE EXPERIENCE

One of the highlights of a visit to Lavender Bluff Farm is the opportunity to indulge in a delightful lavender experience. Guests can also sample dishes infused with lavender, such as lavender lemonade, lavender-infused honey, and even lavender shortbread cookies. Each bite is a testament to the farm's commitment to quality and sustainability.

So pack your bags, grab your camera, and get ready to immerse yourself in the enchanting world of Lavender Bluff Farm—where nature and tranquility await!

A FRAGRANT OASIS

As you approach Lavender Bluff Farm, the first thing that captures your attention is the large blue barn built in 1903. Once checking in and heading up to the fields, you will see vibrant swathes of lavender stretching as far as the eye can see. The air is filled with the soothing scent of lavender, known for its calming properties. Visitors can wander through the rows of blooming lavender, taking in the beauty of the purple-hued landscape while learning about the 19 different varieties cultivated on the farm.



SHOP LOCAL

Before you leave, don't forget to stop by the farm's gift shop. Here, you'll find a range of lavender-based products, from essential oils and soaps to sachets and culinary items. These make perfect souvenirs to take home or thoughtful gifts for loved ones. Supporting local artisans and the farm's sustainable practices adds to the charm of your shopping experience.



ACTIVITIES FOR EVERYONE

Lavender Bluff Farm is not just about admiring the flowers; it offers a variety of activities that cater to visitors of all ages. From guided tours that delve

PLAN YOUR VISIT

Lavender Bluff Farm is typically open during the blooming season, which varies depending on the climate but generally spans from late spring to early summer. It's advisable to check their website for specific dates and any special events that may be taking place, such as lavender festivals or workshops.

Whether you're a nature enthusiast, a foodie, or simply seeking a peaceful escape from the hustle and bustle of everyday life, Lavender Bluff Farm is a must-visit





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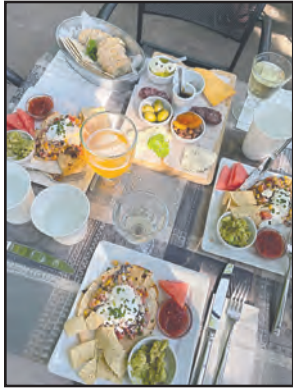
SAVOR THE FLAVORS: *Culinary Gems Along Wisconsin's West Coast*

The picturesque towns of Bay City, Maiden Rock, Stockholm, Pepin, and Nelson form a food lover's dream along Wisconsin's stunning West Coast. Each stop on this culinary journey brings its own unique flavors, from award-winning pies to locally distilled spirits. Whether you're a foodie seeking your next big discovery or a traveler hungry for authentic local cuisine, this stretch of the Great River Road has something delicious in store.

BAY CITY: RUSTIC CHARM AND CULINARY EXCELLENCE

Bay City offers a delightful range of flavors. Start your visit at The Chef Shack, a two-time James Beard nominee renowned for its creative, locally sourced comfort food. From grass-fed burgers to decadent desserts, every dish is a culinary treat.

For a more casual meal, stop by The Outpost Grill, where hearty classics and a welcoming atmosphere make it a great spot for families and groups. Pair this with a visit to Sunrise Coffee, where expertly brewed coffee and fresh pastries are the perfect start to your day.



MAIDEN ROCK: MUSIC, FLAVOR, AND FRESH-BAKED GOODIES

Maiden Rock is a blend of flavor and fun. At Smiling Pelican Bakehouse, you'll find artisanal breads, pastries, and pies that rival any big-city bakery. Their flaky fruit galettes and savory quiches are a must-try for any visitor.

For live music and a lively atmosphere, head to Six String Saloon, where cold drinks and good times are always on the menu. If you're hungry, Venus and Ole's serves exquisite artisan comfort food with a side of history.

STOCKHOLM: SMALL TOWN, BIG FLAVORS

Stockholm may be small, but its culinary reputation is anything but. It is a haven for amazing baked goods. Stockholm Pie & General Store, crowned the Best Pie Shop in America by USA

Today in 2024, offers much more than pies. Alongside its award-winning slices and baked goods, this delightful bakery serves shakes, "pie malts," a full espresso menu, and exquisite lunch options that make it a true foodie haven. Just up the street is the quaint Little Lark Bakery, known for from scratch breads and kolaches. Out in the countryside you will find the venerable Jenny Lind Bakery open on very select weekends.

For wine enthusiasts, Maiden Rock Winery & Cidery offers refreshing handcrafted beverages in a picturesque setting. For an elevated dining experience, visit Hop Dish and Vine, where expertly paired wines and creative small plates delight the senses. For a relaxed vibe, Humble Moon Saloon offers hearty comfort food in a welcoming, rustic setting.

PEPIN: CULINARY AND CULTURAL RICHNESS

Pepin offers a vibrant mix of casual dining and refined experiences. Begin your day at the Homemade Café, where scratch-made breakfast dishes provide a hearty and satisfying start. For lunch or dinner, visit The Harbor View Café, a Pepin staple offering a seasonal menu of expertly prepared dishes like fresh walleye and roast duck, all with breathtaking views of Lake Pepin.

Looking for something casual? The Pickle Factory delivers tasty pub fare right on the water, making it an ideal spot to relax. Don't miss Villa Bellezza Winery, where Tuscan-inspired architecture and award-winning wines create a truly magical experience. Their restaurant features Italian classics and pizza. Taste the wine, take a tour, enjoy the piazza!

Wrap up your Pepin visit at Captain's Legacy, a historic gem that combines a cozy atmosphere with thoughtfully prepared dishes.



NELSON: UNIQUE FLAVORS AND ARTISAN CREATIONS

Nelson's food scene is full of surprises. J&J Barbecue serves up smoky, tender meats and classic sides that are sure to satisfy your cravings. Meanwhile, the Nelson Cheese Factory offers artisan cheeses, hearty sandwiches, and ice cream—a perfect stop for lunch or a quick snack.



For a unique dining experience, visit Stone Barn Pizza, where wood-fired pizzas are served in a picturesque, rustic setting. Round out your visit at Township 23 Distillery, where locally

DURAND: UPSCALE DINING ON THE RIVER

A short drive from the main trail, *Durand* offers Kingfisher, a riverside gem where locally inspired dishes and expertly crafted cocktails come together in an elegant setting. It's the perfect way to cap off your culinary journey.

AN UNFORGETTABLE CULINARY ADVENTURE

From the James Beard-nominated Chef Shack in Bay City to the award-winning Stockholm Pie & General Store, the West Coast of Wisconsin offers a rich array of food experiences celebrating local ingredients, creativity, and warm hospitality. Whether you're indulging in a hearty breakfast, savoring fine wine, or treating yourself to artisan pizza, every stop along the Great River Road is a feast for the senses.

Pack your appetite and hit the road—your next great culinary adventure awaits!

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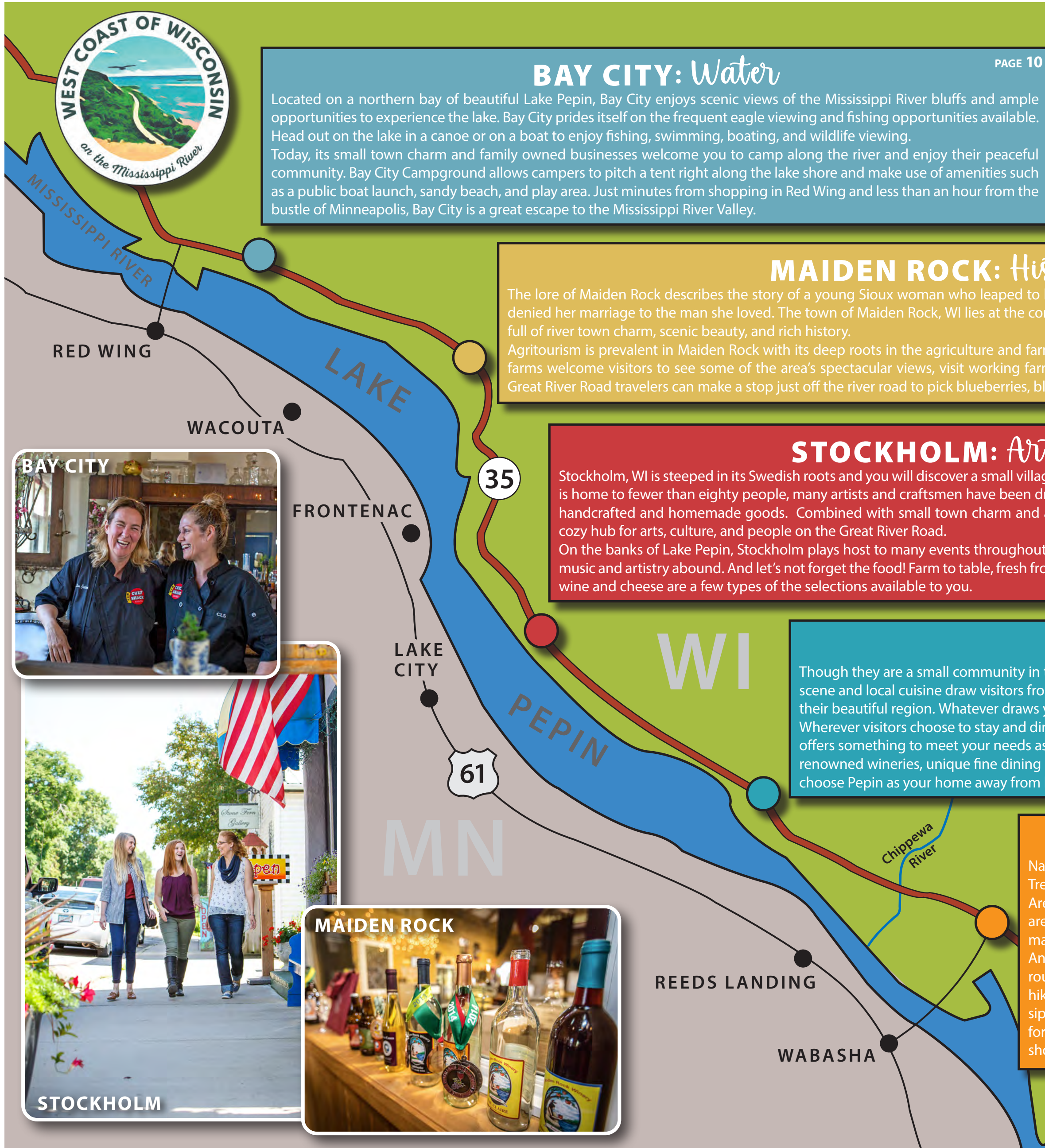


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BAY CITY: Water

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Located on a northern bay of beautiful Lake Pepin, Bay City enjoys scenic views of the Mississippi River bluffs and ample opportunities to experience the lake. Bay City prides itself on the frequent eagle viewing and fishing opportunities available. Head out on the lake in a canoe or on a boat to enjoy fishing, swimming, boating, and wildlife viewing. Today, its small town charm and family owned businesses welcome you to camp along the river and enjoy their peaceful community. Bay City Campground allows campers to pitch a tent right along the lake shore and make use of amenities such as a public boat launch, sandy beach, and play area. Just minutes from shopping in Red Wing and less than an hour from the bustle of Minneapolis, Bay City is a great escape to the Mississippi River Valley.

MAIDEN ROCK: History

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The lore of Maiden Rock describes the story of a young Sioux woman who leaped to her death from the limestone bluff when her family denied her marriage to the man she loved. The town of Maiden Rock, WI lies at the confluence of the Rush River and the Mississippi and is full of river town charm, scenic beauty, and rich history. Agritourism is prevalent in Maiden Rock with its deep roots in the agriculture and farming industry. During the warmer months, regional farms welcome visitors to see some of the area's spectacular views, visit working farms, and check out local farm-grown products. Plus, Great River Road travelers can make a stop just off the river road to pick blueberries, black, red and white currants, and gooseberries.

STOCKHOLM: Arts

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Stockholm, WI is steeped in its Swedish roots and you will discover a small village with a big culture. Although the village is home to fewer than eighty people, many artists and craftsmen have been drawn there making Stockholm a haven of handcrafted and homemade goods. Combined with small town charm and a welcoming community, Stockholm is a cozy hub for arts, culture, and people on the Great River Road. On the banks of Lake Pepin, Stockholm plays host to many events throughout the year and with several events spaces, music and artistry abound. And let's not forget the food! Farm to table, fresh from the baker's hands, and French inspired wine and cheese are a few types of the selections available to you.

PEPIN: Stay, Eat, Repeat

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Though they are a small community in the Mississippi River Valley, Pepin, WI is big on hospitality, from unique lodging to excellent eateries. Each year the lodging scene and local cuisine draw visitors from all over, looking forward to cozy and unique places to stay and eat that are managed by locals with a passion for sharing their beautiful region. Whatever draws you to the West Coast of Wisconsin, Pepin is your home base for eating, sleeping, and repeating during your getaway. Wherever visitors choose to stay and dine, they'll experience one-of-a-kind small town hospitality and service. From historic to modern to lakeside, Pepin's lodging offers something to meet your needs as you relax and explore the shores of the Mississippi River. The local dining scene is something to be experienced, too, with renowned wineries, unique fine dining experiences, and charming cafes and pubs. Combined with the beauty of the area and the friendly community, it's easy to choose Pepin as your home away from home during your travels on the West Coast of Wisconsin.

NELSON: Nature

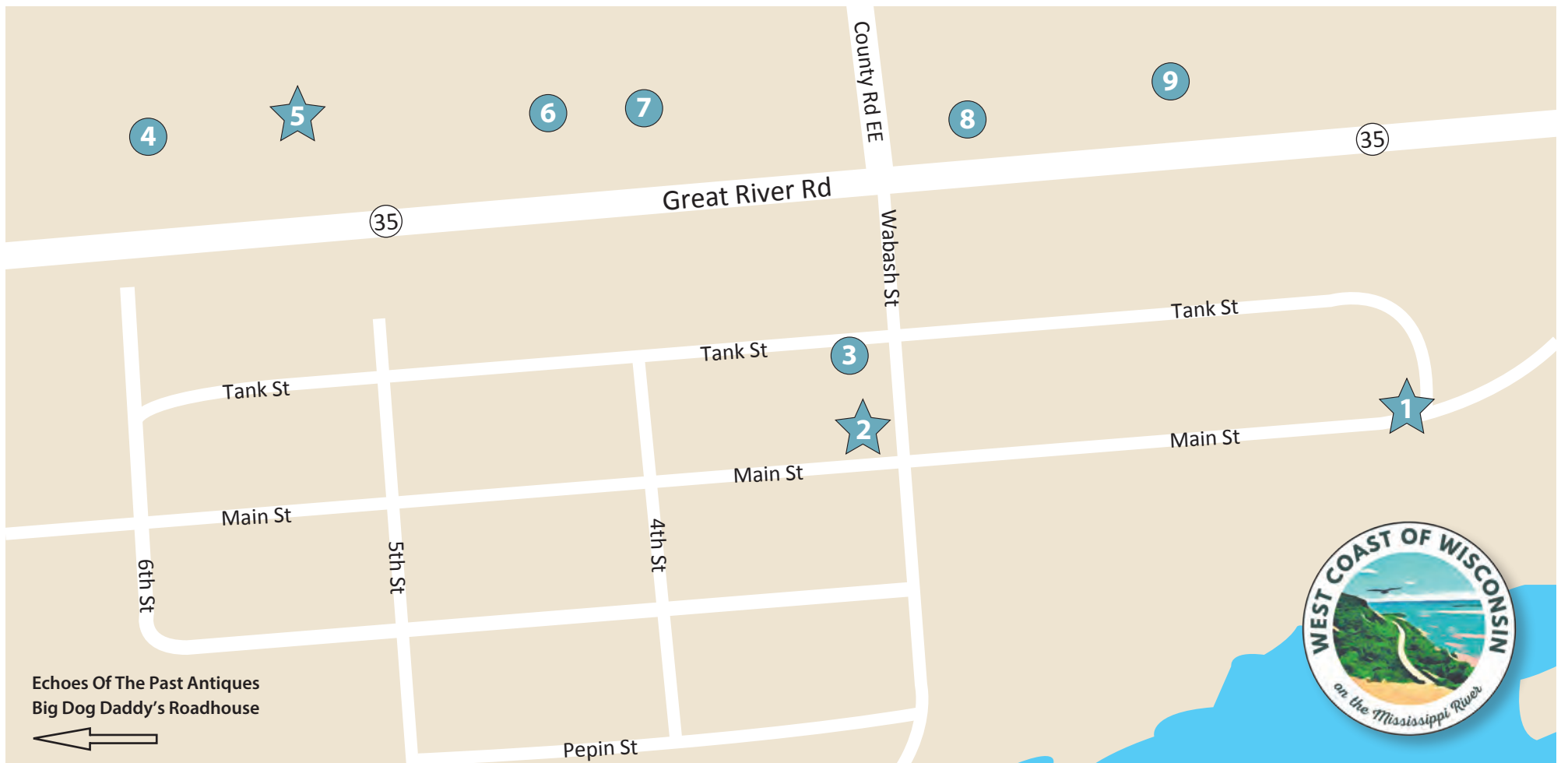
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Nature abounds in Nelson, WI. Surrounded on two sides by the Nelson-Trevino Bottoms State Natural Area and the Tiffany Bottoms State Natural Area, hiking, birding, fishing, and canoeing are all popular activities. The area features an abundance of wildlife and nearly every bird species that makes its home in Wisconsin can be found in the bottoms. Another prime location for outdoor adventurers is Thrive Park. Open year round for hikers and walkers, the public park features more than 25 acres of hiking roads and trails filled with wildlife and beautiful views of the Mississippi River Valley. After a long day in the outdoors, there are several choices for home-cooking styled meals in Nelson or maybe head out of town on a short drive for wood-fired pizza on a farm.

Welcome to the

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- 1** **Pierce County Historical Association**
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- 2** **CHEF SHACK: James Beard nominated, French-inspired restaurant**
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<http://www.chefshackbaycity.com>
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- 3** **Thrifty Sisters**
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sunrisecoffee35@gmail.com
(715) 941-1999
- 6** **Handy Mart**
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- 7** **Sabe's Loft**
W6390 WI-35, Bay City, WI 54723

- 8** **Old Stuff Antique Shop**
W6373 WI-35, Bay City, WI 54723
 - 9** **Dollar General**
Highway 35, Bay City, WI 54723
- Outside of Village–*
- Echoes Of The Past Antiques**
N1658 Cr-C, Bay City, WI 54723
 - Big Dog Daddy's Roadhouse**
W7037 135th Ave, Bay City, WI 54723

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- 3** **The Nest Gallery & Art Studio**
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- 4** **Santosh Springs Yoga**
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- 5** **Maiden Rock Inn**
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- 6** **Hiawatha National Bank**
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www.maidenrockretreat.com (608) 790-5253

- 8** **The Six String Saloon**
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- 9** **35 Express Gas Station**
W3541 WI-35, Maiden Rock, WI
- 10** **Venus & Ole Farm to Tavern**
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- Rush River Produce Blueberries
- Vino In The Valley
- Flaming Fire Art Studio
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 - Vino In The Valley**
W3826 450th Ave, Maiden Rock, WI
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N3002 County Road CC, Maiden Rock, WI
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612-770-6741, www.kendragebbia.com, kendra.gebbia@gmail.com
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- Liberty Tree Farm**
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- 2 Consumers Cooperative, Pepin Convenience Store**
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- 3 LAURA INGALLS WILDER MUSEUM:** A museum dedicated to Pepin's history and the early life of Laura Ingalls Wilder, whose story begins here in Pepin. 306 Third Street, Pepin, WI 715-513-9115, liwmuseum@lauraingallspepin.com, www.lauraingallspepin.com
- 4 Handy Mart**
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- 5 Harbor Hill Inn & General Store**
309 Third Street, Pepin, WI
- 6 Great River Amish Inn**
311 Third Street, Pepin, WI
- 7 Third Base Bar**
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- 8 Pepin Labyrinth & Studio**
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- 10 T&C Latane**
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- 11 RIVERTIME WINE, BEER & AMUSEMENTS:** A great hangout in downtown Pepin with a large wine list, craft beers, friendly hosts, and live music. 418 Second Street, Pepin, WI 612-708-8598, rivertime@rivertimepepin.love, www.rivertimepepin.love
- 12 Bank of Alma**
419 Second Street, Pepin, WI
- 13 TRIPLE J WESTERN SHOP:**
210 Lake Street, Pepin, WI
- 14 Captain's Legacy Bar & Grill**
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- 15 United Methodist Church**
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➔ ON PAGE 13

- 21 Harbor View Café**
314 First Street, Pepin, WI
- 22 Pepin Marina**
303 First Street (Marina Drive), Pepin
- 23 CRUISE PEPIN:**
Pepin Marina, Doc C, Slip 22
- 24 Moselle Retail**
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- 25 THE PICKLE FACTORY:** *Dock your boat or cruise down the Wisconsin Great River Road for fresh food, ice-cold drinks, and live weekend entertainment. The ultimate lakeshore experience!* 205 First Street, Pepin, WI 715-442-4400, paul@pepinpicklefactory.com, www.pepinpicklefactory.com
- 26 Smith Brothers Landing**
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- 27 BNOX JEWELRY STUDIO:** *A tradition of exceptional jewelry inspired by the majestic bluffs, artful beauty awaits you.* 108 Cedar Street, Pepin, WI 715-279-1113, b@bnoxpepin.com, www.bnoxpepin.com. By appointment only, watch Facebook for events.
- 28 Homemade Café**
809 Third Street, Pepin, WI
- 29 Pepin Motel**
305 Elm Street, Pepin, WI
- 30 Lake Pepin Campground**
1010 Locust Street, Pepin, WI
- 31 PEPIN GUEST HAUS:** *Cozy yet modern and fresh loft, beautiful views of Lake Pepin, walking distance to everything in town.* 1485 First Street, Pepin, WI, PepinGuestHaus@gmail.com, www.PepinGuestHaus.com, www.VRBO.com
- 32 Family Dollar**
1229 Third Street, Pepin, WI
- 33 COUNTRY STOP OF PEPIN:** *From seasonal produce to home décor to patio furniture, from whimsical to practical, The Country Stop of Pepin is a fun stop on the Great River Road.* Corner of State Road 35 & County Road CC, Pepin, WI 715-442-2429, www.pepincountrystop.com
- 34 VILLA BELLEZZA WINERY & VINEYARDS:** *A classical Mediterranean style winery, restaurant and event complex, featuring award-winning wines crafted onsite with locally grown grapes. Experience Villa Bellezza and transport yourself a world away.* 1420 Third Street, Pepin, WI 715-442-2424, www.villabellezza.com

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- 35 PEPIN'S RUSTY PEDDLER:** *Vintage to new, unique home décor and thoughtful gift items that will delight you.* N1085 Sand Ridge Road, Pepin, WI 715-441-0560, on Facebook @ Pepin's Rusty Peddler
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N1153 County Road N, Pepin, WI
- 37 The Hidden Meadow & Barn**
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W8851 County Road N, Pepin, WI
- 39 SAMAKAYA CABINS - THE MAIN STAY & POTTER'S PLACE – VACATION RENTAL:** *Nestled on 65 acres of paradise, Where serenity meets nature atop a breathtaking bluff and tranquil bog in picturesque rural Pepin, WI.* W8497 Sand Rd, Pepin, WI 54759, https://www.samakayacabins.com, samakayacabins@gmail.com

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- Plann Store**
- Stockholm Haus**

- Maiden Rock Retreat**
- Journey Inn**

Find details at www.thewestcoastofwisconsin/placestostay or scan



Find others at www.https://destinationpepin.com/lodging

NELSON

- 1 TOWNSHIP 23 DISTILLERY:** *A farm family legacy, aged six generations, has now been redefined and found in spirits.* W2363 Co Rd D, Nelson, WI https://www.township23distillery.com
- 2 Thrive! Park**
E298 Cleveland St., Nelson, WI
- 3 Grace Lutheran Church**
8311 Lincoln St., Nelson, WI
- 4 Nelson Main Street Liquor Stop**
218 N Main St., Nelson, WI
- 5 J & J BBQ & Catering/Laura's Treasures**
208 N Main St., Nelson, WI
- 6 Top Hat Bar**
N204 N Main St., Nelson, WI
- 7 Bank of Alma**
N104 N Main St., Nelson, WI
- 8 Handy Mart**
110 WI-25, Nelson, WI
- 9 Nelson Hotel Bar & Grill**
114 S Main St., Nelson, WI

- 10 Nelson Cheese**
S237 WI-35, Nelson, WI
- 11 Twin Bluff Bar**
274 S Main St., Nelson, WI
- 12 Beth's Twin Bluff Café**
S286 WI-35, Nelson, WI
- 13 Forget-Me-Not Gift Shop**
S290 WI-35, Nelson, WI
- 14 Traynor's Fireworks**
N113 N Main St., Nelson, WI
- 15 Nelson Discount Liquor**
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–Outside of Village–

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Laura Ingalls Wilder



American author, Laura Ingalls Wilder, was born in 1867 in a small log cabin seven miles north of the village of Pepin. The years that Laura and her family lived in Pepin County were described by her as happy ones, surrounded by the love and security of her immediate and extended family.

In 1874 Laura's family left the Big Woods of Wisconsin and moved to Walnut Grove, Minnesota. The years to follow included several momentous relocations as the family sought relief from crop failures and financial hardships along their way. When Laura was 18 and living in DeSmet, South Dakota, she married a young homesteader named Almanzo Wilder. The Wilders' daughter Rose was born the following year.

In later years when Laura and Almanzo were settled in Mansfield, Missouri, she wrote a memoir of her family's early travels, recalling collective joys and sorrows as they toiled to build solid lives in unfamiliar places across the northern plains.

Eventually, Laura's written memoir became the basis for a fictionalized manuscript of her real-life experiences as a young girl in the Big Woods of Wisconsin. In 1932, Harper & Broth-

er's Publishing released Little House in the Big Woods, tailored for a grammar school-age audience. After the book's success came seven additional volumes, each capturing life in the various homesites where her family had settled along their journey.

After Almanzo's death in 1949, Laura lived alone and spent her time visiting and actively corresponding with her friends and fans. She died at home on February 10, 1957, three days after her 90th birthday.

Another of Laura's manuscripts about the early days of her marriage was discovered after her death and published in 1971. It is now marketed as the ninth volume in the Little House Series. Since the publication of Little House in the Big Woods in 1932, Laura Ingalls Wilder's books have been continuously in print and have been translated into 40 languages.

Wisconsin Cheese!

An Art Form And A Grand Tradition

Wisconsin is renowned for its cheese production, earning the nickname "America's Dairyland." The state has a long tradition of cheesemaking, dating back to the 19th century when European immigrants brought their cheese-making skills. Wisconsin leads the nation in the number of dairy plants and produces over 600 different varieties of cheese.

The West Coast of Wisconsin is part of a local cheese making and cheese loving state of mind and the area boasts two award winning cheese makers. In Ellsworth WI, just twenty minutes off the Great River Road you will find Ellsworth Cheese. Ellsworth is best known, of course, for their famous cheese curds – only fitting as Ellsworth is "The Cheese Curd Capital of America". The cheese factory also hand crafts dozens of other cheeses and tasty treats.

Just outside of Durand, about a half hour up the Chipewa River, you will find Eau Galle Cheese Factory.

Eau Galle is famous for their Italian style cheese, many of which are considered to be the best in the country. They also have quite the delicious selection of regional cheeses.

In Stockholm you can discover a curated selection of some of the best of Wisconsin cheese including local favorites like St. Isidore, Ellsworth Cheese and Eau



Galle Cheese at the charming Marketplace- a market filled with Wisconsin made foods, treats and gifts-at Stockholm Pie. Down the road in Pepin the Pepin Country Stop features a beautiful array of Wisconsin cheeses along with fresh local produce and an awe inspiring array of fun products. In Nelson you will find the venerable Nelson Cheese. Although they no longer produce any of the cheese or ice cream, Nelson cheese boast a wonderful array of cheeses from Wisconsin and around the world. It has become a favorite stop along the West Coast of Wisconsin.

No matter what your taste in cheese, you can find your favorite in the cheese factories and charming shops along the shores of Lake Pepin, and enjoy the beautiful jaunt along the most beautiful drive in America.

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Stockholm Pie & General Store: A Slice of Heaven in the Heart of Stockholm, WI

Nestled in the charming town of Stockholm, Wisconsin, Stockholm Pie & General Store has earned a well-deserved reputation as a must-visit destination for food lovers. Recently named Best Pie Shop in America by USA Today, this beloved local gem delights visitors with its irresistible array of freshly baked pies, baked goods, creamy ice cream and shakes, and vibrant espresso offerings.

Stockholm Pie & General Store isn't just about pie—though its sweet and savory creations are worth the trip alone. The bakery serves up rich "pie malts," hearty lunches, and locally crafted treats that celebrate the flavors of the Midwest.

But there's more to discover here than just the incredible food. The attached General Store is a treasure trove of unique finds, from artisanal goods and local crafts to old fashioned candies and toys. Just steps away, the Marketplace at Stockholm Pie showcases the best of Wisconsin food, cheese, spirits and treats, making it the stop for memorable gifts or treats.

Whether you're savoring a slice of classic cherry pie, exploring the eclectic marketplace, or sipping on an expertly crafted espresso, the #1 Pie Shop in America offers an experience as warm and welcoming as its small-town charm. **A visit here is more than a treat—it's an adventure in itself.**

Bird Watching Along the West Coast of Wisconsin

Regions throughout Pepin County offer amazing bird watching experiences for visitors and locals alike. With prime locations on the Mississippi and Chippewa Rivers, the Driftless limestone bluffs, and a variety of state natural areas, there are numerous bird habitats and species that bird watchers can spot throughout the area. Pepin County's unique location also brings some of North America's greatest migratory bird species through the region. Because of this, there is a fun bird scavenger hunt for bird watchers, with over 180 bird species to spot throughout the region, that you can find at VisitPepinCounty.com. Get started on your next visit with these great locations.

Tiffany Bottoms State Natural Area

The Tiffany Bottoms State Natural Area is a part of the Tiffany Bottom floodplain forest, making it an extensive home for many species of birds and wildlife in general. Bird watchers can visit the area and spot rare and uncommon raptors, warblers, Great-Blue Heron, Pileated Woodpeckers, and Blue-Gray Gnatcatchers.

Five-Mile Bluff Prairie State Natural Area

This state natural area located on the Chippewa River in Pepin is another birding destination in Pepin County. The Chippewa River Valley is home to many species of birds due to the unique topography of the area and its variety of habitats. Large numbers of migrating hawks and eagles can be seen, as well as other common species.

Lake Pepin

Lake Pepin, on the Mississippi River, is a destination on the border of Pepin County that is considered a mecca for bird watching throughout the year. The Lake Pepin area is a National Audubon Society's Important Birding Area, giving it a formal designation as an excellent place to spot a large variety of birds. Bird watchers can view American Bald Eagles, tundra swans, pelicans, hawks, falcons, warblers, and more. During the warmer months, bird watchers can even head out on local boat excursions into the backwaters of the Mississippi for a unique birding experience.



Pine Creek Preserve

Pine Creek Preserve, located near Maiden Rock, is a great place in Pepin County to see wildlife of all kinds. But the Pine Creek Valley is widely regarded as one of the county's best birding spots. The creek features an undisturbed wooded valley and cool, clear water, making it a great habitat for many bird species. Bird watchers should consider visiting the Pine Creek Preserve area to check off a variety of species on their scavenger hunt list.

Maiden Rock Bluff

Along with beautiful scenic views of the Mississippi River, Lake Pepin, and Pepin County, at the top of Maiden Rock Bluff bird watchers will also find a variety of raptor species. The rocky limestone bluffs provide hunting perches and habitats for gyrfalcons, golden eagles, bald eagles, and turkey vultures. This location is also along the Mississippi River Flyway, making it an important migration channel for a variety of bird species.

Article courtesy of visitpepincounty.com



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Legends & Folklore

Sea Monster in Lake Pepin

The folklore of Lake Pepin dates back centuries. Legend has it that Mdewakanton Dakota Sioux natives of this region were wary of a serpent-like sea creature that lurked beneath the deepest waters of the lake. A newspaper account from the late 19th century reports two men on the lake seeing a "marine monster, which moves through the water with great rapidity." Still today people claim they have caught glimpses of this Lake Pepin Monster. Could it be an eel? Or possibly a sturgeon? Or is it truly an unidentified sea monster that has lived in Lake Pepin mostly undetected for centuries? Nobody knows for sure. But please don't be frightened; our sea creature has never overturned a boat or taken a bite out of a swimmer or lumbered up onto dry land to bare its teeth. In truth, it seems to be quite shy and introverted, and accordingly, it's been given the rather sweet name of Pepie. Let us know if you see him.

Legend of Maiden Rock

A bit of local folklore tells us of the beautiful Dakota Sioux maiden, Winona, whose father, Chief Red Wing, arranged for her to marry a young man of their tribe whom she did not love. Winona was in love with another man and pleaded with the Chief to accept him as her betrothed, but the Chief angrily rejected Winona's young lover and sent him away. On the day of her marriage to the man she now detested, in deep despair, Winona leapt from the top of a high bluff overlooking Lake Pepin and plunged to her death in the blue water far below. It's been said that on a calm night, standing atop Maiden Rock Bluff, one can still hear Winona's mournful cry as she grieves for her young lover who was cruelly banished from her life.

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2025 Events & Happenings

MARCH 2025

SATURDAY, MARCH 15
St. Patrick's Day Parade
DOWNTOWN STOCKHOLM - STOCKHOLM, WI

FRIDAY, MARCH 7 - SUNDAY, MARCH 9
Festa Della Donna
VILLABELLEZZA.COM - PEPIN, WI

APRIL 2025

SATURDAY, APRIL 12
Egg Hunt with the Easter Bunny
MAIDEN ROCK VILLAGE PARK

THURSDAY, APRIL 24 - SATURDAY, APRIL 26
100 Miles of Little Town Thrift Sales
US HWY 10 - ARKANSAW & DURAND, WI

FRIDAY, APRIL 25 - SUNDAY, APRIL 27
Spring Flood Run
GREAT RIVER ROAD - PEPIN & STOCKHOLM, WI

FRIDAY, APRIL 18 - SUNDAY, APRIL 20
Fountain Opening & Italian Family Meal
VILLABELLEZZA.COM - PEPIN, WI

MAY 2025

THURSDAY, MAY 1 - SUNDAY, MAY 4
100 Mile Garage Sale
WEST COAST OF WI - LAKE PEPIN AREA - WI

FRIDAY, MAY 9 - SUNDAY, MAY 11
Trillium Festival
WEST COAST OF WI - TRILLIUMFESTIVAL.ORG

SATURDAY, MAY 17
Spring Birding Tiffany Bottoms Train Ride
DURAND, WI

JUNE 2025

FRIDAY, JUNE 6 - SUNDAY, JUNE 8
Spring Fresh Art Tour
COUNTYWIDE - FRESHART.ORG

FRIDAY, JUNE 6 - SUNDAY, JUNE 8
Durand Funfest
FUNFESTDURANDWI.ORG - DURAND, WI

SATURDAY, JUNE 7
Tour de Pepin
WEST COAST OF WI - LAKE PEPIN AREA - WI

SATURDAY, JUNE 14
Arkansaw Creek Park Days
ARKANSAW, WI

WEDNESDAY, JUNE 18
Music in the Park - Chris Kroeze
MEMORIAL PARK - DURAND, WI

FRIDAY, JUNE 20 - SUNDAY, JUNE 22
Pollinator Festival
RIVER ROAD GALLERY

SATURDAY, JUNE 28
Party in the Park
MAIDEN ROCK VILLAGE PARK

FRIDAY, JULY 4 1PM
Independence Day Parade
THEWESTCOASTOFWISCONSIN.COM - STOCKHOLM, WI

WEDNESDAY, JULY 16
Music in the Park - Corey Wise
MEMORIAL PARK - DURAND, WI

THURSDAY, JULY 17 - FRIDAY, JULY 18
Pepin Crazy Days
PEPIN, WI

SATURDAY, JULY 19
Stockholm Art Fair
STOCKHOLMFAIR.ORG - STOCKHOLM, WI

WEDNESDAY, JULY 23 - SUNDAY, JULY 27
Durand Youth Fishing Contest
FACEBOOK - DURANDYOUTHFISHINGCONTEST - DURAND, WI

THURSDAY, JULY 31 - SATURDAY, AUG 2
Blues on the Chippewa
BLUESONTHECHIPPEWA.COM - DURAND, WI

THURSDAY, JULY 31 - SUNDAY, AUG 3
Buffalo & Pepin County Fair
MONDOVI FAIRGROUNDS - MONDOVI, WI

FRIDAY, AUGUST 1
Mosquito Fest
ARKANSAW, WI

THURSDAY, AUGUST 7-10
Flags of Valor
PEPIN, WI

SATURDAY, AUGUST 9
Pepin Day
PEPIN, WI

WEDNESDAY, AUGUST 20
Music in the Park - The Whitesidewalls
MEMORIAL PARK - DURAND, WI

SATURDAY, SEPTEMBER 13 - SUNDAY, SEPTEMBER 14
Laura Ingalls Wilder Days
LAURADAYS.ORG - PEPIN, WI

SATURDAY, SEPTEMBER 20
Fall Flood Run
FLOOD-RUN.COM - GREAT RIVER ROAD

SATURDAY, SEPTEMBER 27
Tiffany Bottoms Train Ride
DURAND, WI

OCTOBER 2025

FRIDAY, OCTOBER 3-5
Fall Fresh Art Tour
COUNTYWIDE - FRESHART.ORG

SATURDAY, OCTOBER 18
Brews on the Chippewa
DURAND, WI

NOVEMBER 2025

SATURDAY, NOVEMBER 8 - SUNDAY, NOVEMBER 9
The Coast's Women's Weekend Celebration
WWW.THEWESTCOASTOFWISCONSIN.COM/EVENTS

FRIDAY, NOVEMBER 14 6PM
Tree Lighting & Italian Family Holiday Meal
VILLABELLEZZA.COM - PEPIN, WI

THURSDAY, NOVEMBER 20 - SUNDAY, NOVEMBER 23
Pepin Nouveau at the Villa
VILLABELLEZZA.COM - PEPIN, WI

SATURDAY, NOVEMBER 22
Do on the Go
PEPIN, WI

THURSDAY, NOVEMBER 27
Gobble Wobble
FACEBOOK-FAITHANDROCKCREEK - DURAND, WI

SATURDAY, NOVEMBER 29
Durand Dazzle Days
FACEBOOK-DURANDIMPROVEMENTGROUP - DURAND, WI

DECEMBER 2025

SATURDAY, DECEMBER 6
Country Christmas
MAIDEN ROCK RETREAT

SATURDAY, DECEMBER 6
God Jul: Scandinavian Christmas
THEWESTCOASTOFWISCONSIN.COM - STOCKHOLM, WI

SATURDAY, DECEMBER 13
God Jul: Handmade Holiday
STOCKHOLM, WI

SATURDAY, DECEMBER 20
God Jul: Fires of Stockholm
STOCKHOLM, WI

SATURDAY, DECEMBER 20
Holiday Limentary Hike
FACEBOOK-VISITPEPINCOUNTY - ARKANSAW, WI

SATURDAY & SUNDAYS
NOVEMBER 15-DECEMBER 21 11AM-5PM
Winter Market
VILLABELLEZZA.COM - PEPIN, WI

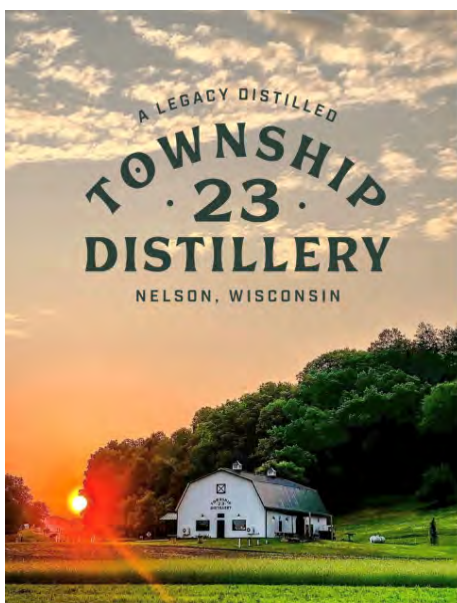
Thankful & Grateful

An Eight Week-Long Celebration of The Joy of the Holidays along the West Coast of Wisconsin

Visit our website at thewestcoastofwisconsin.com for more information about times and events.

November 8 - December 21

Please Visit WWW.THEWESTCOASTOFWISCONSIN.COM for a full list of events and more information!



A farm family legacy, aged six generations, has now been redefined and found in spirits.

Township 23 Distillery uses only the superb organic grains from the heart of Village Edge Farms to give you the ultimate field to glass experience.

Enjoy delicious craft cocktails in our inviting cocktail room or on our scenic patio beneath the bluffs.

Home of "Village Edge Vodka" & "By Golly Gin"

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Learn, Visit & Follow Along:

www.township23distillery.com

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[Instagram: township_23_distillery](https://instagram.com/township_23_distillery)



PEPIN | STOCKHOLM | DURAND | ARKANSAW

Visit Pepin County
on the West Coast of Wisconsin

- FUNFEST • JUNE 6-8TH
- ARKANSAW CREEK PARK DAYS • JUNE 14TH
- MUSIC IN THE PARK • JUNE 18TH
- MUSIC IN THE PARK • JULY 16TH
- BLUES ON THE CHIPPEWA • JULY 31 - AUG 2ND
- MUSIC IN THE PARK • AUG 20TH
- BREWS ON THE CHIPPEWA • OCT 18TH

REQUEST A VISITOR GUIDE:
INFO@CO.PEPIN.WI.US

TEDDY SNIDER PHOTOGRAPHY