

Café Hollander grand opening nets \$35,000 for charity

Projects supported include Ozaukee Interurban Trail

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The grand opening weekend at Café Hollander in Mequon resulted in the donation of \$35,000 to several nonprofits. Pictured from left are Christina Taddy, development and operations manager, Milwaukee Riverkeeper; Andrew Struck, director, Ozaukee County Planning and Parks Department; Jennifer Bolger Breceda, executive director, Milwaukee Riverkeeper; Mustafa Emir, board president, Milwaukee Riverkeeper; Telemachus Rafaelidys, development and communications manager, Boys & Girls Clubs of Greater Milwaukee; and Dan Herwig, director of brand and marketing, Lowlands Group.

Submitted photo

MEQUON — Café Hollander in Mequon raised more than \$35,000 for local charities through its grand opening benefit weekend, which took place May 20 to May 22.

The Lowlands Group, which operates Café Hollander, donated 100 percent of all food sales over the course of the event, and sales of select beers, to three local nonprofits:

- Milwaukee Riverkeeper
- Ozaukee Interurban Trail
- Boys & Girls Clubs of Greater Milwaukee “The weekend was a tremendous success,” said Dan Herwig, director of brand and marketing at Lowlands Group. “We had perfect weather and an amazing turnout, which benefitted our fundraising ability tremendously.”

In addition to raising \$35,704 for charity through food and beer sales, the Lowlands Group raffled off a custom Hollander-Benelux Racing bike – donated by Fyxation Bicycle Company – with all proceeds benefitting the Wisconsin Bike Fed.

The group hosted a similar fundraiser when opening its new location in Madison in October 2015, which raised more than \$30,000 over the course of four days. In the past year, they have raised more than \$65,000 for charity as part of their grand openings.

The charities selected for the event all have programs that focus on environmental stewardship, bicycling and children's needs – causes that the Lowlands Group has long supported.

"We were thrilled to partner with Lowlands Group on their new opening," said Jennifer Bolger Breceda, executive director of Milwaukee Riverkeeper. "Their support will help us grow not only our Annual Spring River Cleanup, where thousands of volunteers across the entire Milwaukee River Basin join together to beautify our watersheds, but also our critical water quality monitoring work."

Representatives from the charities were onsite throughout the weekend to answer any questions about their programs and on Saturday morning, more 150 cyclists showed up to make the 48-mile trip to the cit of Belgium and back. The ride followed the Ozaukee Interurban Trail, which was one of the beneficiaries of the weekend.

Andrew Struck, chair of The Ozaukee Interurban Trail Advisory Council, said, "We will use the donation to invest in the development of a new rest area for the Ozaukee Interurban Trail in Mequon as well as pay for the installation of five donated bike repair stations along the trail."

Also attending the festivities was Jef Versele, the seventh-generation owner of Brouwerij Van Steenberge, a brewery located in Ertvelde, Belgium. The brewery donated beer for the event so that all sales of its beer – in addition to two beers it brews for the Lowlands Brewing Collaborative – would be donated to charity as well.

Café Hollander in Mequon is now open every day at 8 a.m. and offers breakfast, lunch and dinner, including a full brunch on weekends.

The café offers hundreds of different beers from around the world, with 38 on draught, including its own Lowlands Brewing Collaborative brand.

Lowlands Group owns and operates seven Grand Cafés in Wisconsin including: Benelux Grand Café and Market, Café Bavaria and Café Centraal, as well as four Café Hollanders located on Downer Avenue, the village of Wauwatosa, Hilldale in Madison and Mequon.

Its European-inspired cafés feature from-scratch cooking and an impressive selection of Belgian beers.

The company prides itself in its passion for cycling, bringing neighborhoods together and giving back to the community, according to a news release.

More information can be found at lowlandsgroup.com.