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FOR IMMEDIATE RELEASE

Look Out East Side! There's a Changing of the Guard at Hooligan's Super Bar
Owner John Sidoff to Get the Boot, Hooligan's Style

Milwaukee, WI (October 25, 2013) - It may have taken 35 years, but legendary Hooligan's Super Bar owner John Sidoff is finally running out of steam. After several decades of hard work, long days and more than a few long pours, Sidoff is getting the boot! On November 1 Sidoff will pass the torch of ownership of the iconic Milwaukee East Side bar and restaurant to his longtime general manager Mark Buesing.

Sidoff and his wife Cindy, who also own Von Triers conveniently located down the street from Hooligan's, will be going out in style. Simultaneous parties are being thrown at Von Triers and Hooligan's on the night of October 30th to send the long-time owners and neighborhood fixtures off to pursue semi-retirement, which will most likely include activities such as drinking red wine at Hooligan's.

An institution on North Avenue since 1936, Hooligan's has endured wars, recessions, ever-changing fashion and drinking trends, and even Whole Foods, all while remaining the center of socializing for the neighborhood. In 1978, Sidoff and his soon-to-be wife Cindy became the third set of new owners of the neighborhood staple. Under the Sidoff administration, Hooligan's has flourished. Originally a "nickel beer and quarter shot" bar, with Sidoff at the helm Hooligan's now offers an extensive food menu and beer list, and is, as always, a go-to stop for any night out on Milwaukee's East Side.

"We love Hooligan's and put a lot of hard work into it over the years. But it's time to let a fresh set of eyes take over before I turn into the grumpy old man at the end of the bar", said John Sidoff, owner of Hooligan's Super Bar. "And besides, I can't stay up much past 9pm these days."

Buesing studied hard under his fearless leader for 15 years, learning every aspect of the Hooligan's business. Having started as a dishwasher working his way up, Buesing now finds himself about to be at the top of the chain. Buesing's future plans include a new weekend brunch menu and décor changes to honor Hooligan's history on the East Side.

"It's been an incredible experience to learn from such a master of the bar arts and be part of the Hooligan's family for over a decade. John leaves some pretty big boots to fill," said Mark Buesing, soon-to-be owner of Hooligan's Super Bar. "I'm excited to take the reins, expand on what I learned and continue to grow the business."

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It's not all Barcaloungers, early bird specials and mid-afternoon game shows for the Sidoffs yet. They will continue to own Von Triers and remain an important part of the East Side landscape.

Well-wishers, friends, regulars and revelers are welcome to stop by Hooligan's and Von Triers on October 30th between 4pm and close to send the Sidoffs off into semi-retirement and congratulate Mark on his new endeavor. In typical Hooligan's style, the party will feature live music and drink specials. For those who want to revel in the history of the Sidoff's East Side landmark, special guests, blast-from-the-past guest bartenders and local celebrities will be on hand to raise a boot in Sidoff's honor and usher the changing of the guard Hooligan's style.

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Hooligan's Super Bar has been a Milwaukee East Side staple since 1936. For more information please visit hooliganssuperbar.com or on facebook at facebook.com/hooliganssuperbar.