



BIZ BIO: Sixth Street Market

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Ashland icon offers highest quality meats and more

The art of fine sausage making is definitely not a pursuit for the faint of heart. It requires dedication, strong determination and an unquenchable thirst for knowledge. The Pearson family, owners of Sixth Street Market, possess all of those qualities in spades.

Jerry and Linda Pearson are the proud parents of Master Meat Crafter Andy, who represents the third generation of this Swedish family in the meat business. Andy has worked at the market for 17 of the 32 years that Sixth Street has existed and he has taken the operation to a whole new level of success, winning award after award at both the state and national level for his creative recipes and meticulous attention to detail.

In 2013, Jerry's Original Bratwurst was awarded Grand Champion at the Wisconsin Association of Meat Processors (WAMP) Convention held in Madison. In April 2014, the store's Cranberry Wild Rice Bratwurst was voted Champion at the WAMP Convention as was their Maple Cinnamon Breakfast Link in 2015. In 2014, Andy won for Best Cooked Bratwurst and Best Cured Specialty Meat at the Wisconsin State Fair and the items were included in the Governor's Blue Ribbon Meat Products Auction, which raises money for 4-H.

"It was quite an honor to have our products included in the Governor's Auction," says Linda. "It definitely boosts our business and gives us a sense of pride."

All of this success has put Sixth Street Market and Ashland in the limelight within the meat industry. And the awards and accolades have continued for both Andy Pearson and now Sixth Street employee and future Master Meat Crafter Steven Kohl, whose stuffed chicken breast earned 2016 Reserve Grand Champion for boneless poultry products at the WAMP Convention in Middleton.

While pursuing his Master Meat Crafter degree, Andy's 2.5-year course of study through the UW-Madison involved not only meat curing but microbiology and food safety. Students in the UW-Extension program travel to Madison once a quarter for intensive two- or three-day sessions. A seal of distinction is used by program graduates on their product labels as a symbol of their unique skills and extensive knowledge.

Andy is currently preparing products for the Wisconsin State Fair and the American Association of Meat Processors national convention coming up in Omaha, Neb. Never one to rest on his laurels, Andy has also been busy perfecting a shelf-stable line of meat sticks and summer sausage that Sixth Street will be able to ship nationwide.

Sixth Street Market's outstanding meat department offers a variety of fresh meat, smoked sausages, and fresh sausage. All of their sausage is home-smoked and hand-spun. And they have moved up in the past few years from being only a retail business.

"Because of daily inspections from the state, we are now able to offer wholesale," notes Linda. Sixth Street supplies many local restaurants, including 2nd Street Bistro, Delta Diner and Hugo's Pizza.

They offer more than 30 different flavors of bratwurst and nearly as many types of meat sticks. Thanks to their loyal customers and an annual Facebook contest, they are always adding new brat flavors. Last year, the winning flavor suggestion was Sriracha Onion and in 2014 Dill Pickle-flavored brats were created.

Do you enjoy a little cheese with that sausage? Sixth Street Market carries over 100 varieties and flavors of both domestic and imported cheese. They are also proud to feature products from many local businesses, including Tetzner's Dairy, Ashland Baking Co., South Shore Brewery, Bayfield Apple Co., Big Water Coffee Roasters, and Delta Diner.



Linda, Jerry and Andy Pearson stand by the wall of awards inside their store. With the State Fair and another American Association of Meat Processors national convention on the horizon, soon they are going to need a bigger wall!



Don't let the road construction keep you from shopping at Sixth Street Market!! It's easy to get there by turning south off of U.S. Hwy. 2 onto 15th Avenue West. Drive for 4 blocks and turn left into the store parking lot.



Master Meat Crafter Andy Pearson stands next to Sixth Street employee Steven Kohl, who is holding the recent WAMP award he received for his chicken breast stuffed with spinach, artichoke, feta & sundried tomato.



A basket filled with Sixth Street Market goodies makes an awesome gift for any occasion!! With so many great products to choose from, the possibilities are endless!



This beautiful, finely detailed mural painted by Madeline Island artist Bob Holton has adorned the west side of the Sixth Street Market building since June 2009. Don't miss the Pearson family's new line of fresh seafood! Current store hours are 7 a.m. to 9 p.m., seven days a week.