




IT'S THE BREAD!


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## 'Wisconsin Born and 'Bread': 30 Years of Milio's Sandwiches

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This year, Milio's Sandwiches celebrates 30 years in business as well as a "three-peat" win of the Best of Madison award for "Best Sandwich Spot." To extend the celebration to its customers, Milio's will be conducting a giveaway during the month of March.

### **Milio's March Giveaway:**

**Date:** March 1st - 31st

**Grand Prize:** One year of FREE Milio's sandwiches

**Other Prizes:** \$200, \$100, and \$50 Milio's gift cards

**Enter Here:** <https://milios.com/30years>

Reflecting back on 30 years of manning the helm at Milio's – which was once a single sandwich shop on West Johnson Street called "Big Mike's Super Subs" – owner and founder Mike "Big Mike" Liautaud points to a few factors critical to the sandwich shop's success: superior customer service and high-quality bread.

"Our customers have always come first," says Liautaud. "Ultimately, they're the reason for our success and we couldn't be more grateful for their support."

And when it comes to Milio's famous, fresh-baked bread, Liautaud confirms, "The bread is truly the foundation for everything that we do... Great sandwiches are built on great bread, which is why our signature bread is baked every four hours, at every store, every day – no exceptions."

Since day one, Milio's has also been dedicated to giving back to the Madison community. In addition to making two \$100,000 gifts to the Boys and Girls Club and the American Family Children's Hospital, Milio's has worked with hundreds of local nonprofits throughout the years.

"At Milio's, it's our mission to serve and support our communities," says Mike. "We've worked toward that mission for the past 30 years, and we plan on continuing down that path for the next 30."