

Public Cruises

Lake Monona

Cruise	Day	Dates Avail.	Time	Price*
Fiesta <i>Includes: Mexican buffet and a 2 for 1 drink ticket toward Corona Beer and Jose Cuervo Margaritas</i>	Mon.	5/10-10/11	6 pm	\$28
Caribbean <i>Includes: Caribbean buffet and a 2 for 1 drink ticket toward our featured tropical drinks</i>	Wed.	6/9-10/13	6 pm	\$28
Pizza & Beer <i>Kids 12 and under Includes: Ians Pizza, Capital Brewery Beer, & soft drinks Presented by Ians Pizza, Capital Brewery, Betty Lou Cruises & The Onion Newspaper</i>	Thurs.	5/6-10/14	4 pm	\$30 \$20
Cocktail (Open Bar) <i>Light Appetizer Buffet</i>	Fri.	6/4-10/8	4 pm	\$38
Friday Seafood <i>Kids 12 and under Includes: complimentary glass of wine, souvenir wine glass, soft drinks & fruit juices Cash Bar for beer, wine and spirits. Featuring the wines of Wollersheim Winery</i>	Fri.	6/4-10/15	6:30 pm	\$50 \$35
Lunch <i>Kids 12 and under Includes: soft drinks & fruit juices. Cash Bar for beer, wine and spirits</i>	Sat.	5/8-10/16	11:30 am	\$30 \$20
Ice Cream Social & Sightseeing <i>Includes: soft drinks and all the ice cream you can eat. Cash Bar for beer, wine and spirits Presented by The Chocolate Shoppe & Betty Lou Cruises</i>	Sun.	5/30-10/3	3 pm	\$20
Champagne Brunch <i>Kids 12 and under Includes: champagne, soft drinks, fruit juices & coffee. Cash Bar for beer, wine and spirits</i>	Sun.	5/9-10/10	11:30 am**	\$40 \$25
Sunday Dinner <i>Kids 12 and under Includes: soft drinks & fruit juices, Cash Bar for beer, wine and spirits</i>	Sun.	5/9-10/10	6 pm**	\$40 \$25

Lake Mendota

Cruise	Day	Dates Avail.	Time	Price*
Italian <i>Includes a complete Italian dinner and a 2 for 1 drink ticket toward our featured wines</i>	Tues.	6/8-10/12	6:30 pm	\$35
Cocktail (Open Bar) <i>Light Appetizer Buffet</i>	Fri.	5/7-10/15	4 pm	\$38
Live Music (Open Bar) <i>Light Appetizer/Dessert Buffet. This cruise is available for guests age 21+ only Presented by Betty Lou Cruises, The Onion Newspaper and Capital Brewery</i>	Fri.	6/4-10/8	9:30 pm	\$44
Moonlight (Open Bar) <i>Light Appetizer/Dessert Buffet</i>	Sat.	5/8-10/16	9:30 pm	\$40
Champagne Brunch <i>Kids 12 and under Includes: champagne, soft drinks, fruit juices & coffee; Cash Bar for beer, wine and spirits</i>	Sun.	5/2-10/17	10:30 am** & Noon	\$40 \$25
Sunday Dinner <i>Kids 12 and under Includes: soft drinks & fruit juices, Cash Bar for beer, wine and spirits</i>	Sun.	5/2-10/10	6 p.m**	\$40 \$25

*All public cruises are two hours except Pizza & Beer and Ice Cream Social & Sightseeing cruises which are 1½ hours. All prices include sales tax. Gratuities for the captain and crew are at the discretion of our passengers and are sincerely appreciated.

Public Cruise Cancellation Policy - Cancellations (with a full refund) will be accepted up to fourteen days prior to your scheduled cruise. There are no refunds for cruises cancelled within fourteen days of your cruise date.

** Departure times may vary for cruises between 9/19 and 10/17

GIFT CERTIFICATES ALWAYS AVAILABLE!
Online at www.bettyloucruises.com, or call (608) 246-3138
Advanced reservations required for all Public Cruises
Online booking highly recommended for all Public Cruises!

von Rutenberg Ventures Waterfront Dining



Famous for steaks and seafood. Choose from eight delicious steaks (cut and aged just for us) or several seafood favorites. A Madison landmark for generations, expanded in 2002 to serve generations to come.



Casual waterfront dining where the emphasis is on FUN! Lunch, brunch, dinner, snacks, and awesome beverages. Madison's first outdoor deck dining, complete with outdoor bar and volleyball. One-of-a-kind outdoor banquets, too.



Outstanding seafood, chicken, pasta, and steaks. Rustic Key West atmosphere with dramatic circular fireplace and huge outdoor deck for dining or cocktails & appetizers. Chosen "Best of Casual Restaurants" by Food Network TV.



Waterfront Hospitality & Development
www.vrv-madison.com • (608) 246-3136
GIFT CERTIFICATES ALWAYS AVAILABLE

Call (608) 246-3138 to book your cruise today!
www.bettyloucruises.com | E-mail info@bettyloucruises.com

GIFT CERTIFICATES ALWAYS AVAILABLE!

(Redeemable at Mariner's Inn, Nau-Ti-Gal, Captain Bill's and Betty Lou Cruises)

Join us for an experience to remember!



Betty Lou Cruises
1007 Arboretum Dr.
Suite 204
Waunakee, WI 53597

Betty Lou Cruises 2010

"Madison's Premier Cruise Line Since 1998!"



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Betty Lou Cruises



Welcome to Betty Lou Cruises! We're waiting to show you the beautiful Lake Monona and Lake Mendota shorelines. After all, the best way to really see Madison is from the water! All cruises include a captain & crew, rest rooms, and buffet food-service aboard one of our motoryachts. Enjoy a unique perspective of Madison throughout spring, summer, and especially during our breathtaking fall colorama cruises.



We're cruising day and night, April through October. Our food surpasses its reputation for excellence. You pick the meal and the time: brunch, lunch, appetizer, dinner or moonlight cruise. Bar service is always at hand (open, partial open, or cash bar).



Relax knowing your trip is a sure hit. Rain or shine, your guests will enjoy a comfortable cruise either inside the comfortable cabin or on the upper deck, with its protective canopy and removable side curtains. We can accommodate between 20 and 100 guests (Max of 66 on one yacht, 100 using two yachts traveling together). This is truly the Madison experience and is perfect for all corporate and personal occasions. Enjoy the view from the Betty Lou!

WHO'S BETTY LOU?

Betty Lou Cruises is named after the late Betty von Rutenberg, an avid promoter of the greater Madison area and its beautiful lakes. In 1961, Betty and her husband, Bill, got started in hospitality when they bought the Nibble Nook restaurant. The company they founded now includes three waterfront restaurants (The Mariner's Inn, Nau-Ti-Gal and Captain Bill's) as well as Westport Marine and Betty Lou Cruises. The von Rutenberg sons: Bill, Jack and Robert, along with their outstanding crew, now steer the business on its present course. The charismatic and loving spirit of Betty lives on with Betty Lou Cruises and in all of von Rutenberg Ventures.

Private Charter Cruises

Cruising Lake Monona and Lake Mendota April through October.
Prices include captain, crew, yacht, and buffet food service.*

Save BIG with our Spring Fling & Fall Colorama Pricing!**

Cruises

	Prices Per Guest	
APPETIZER CRUISES	2-hour	3-hour
Standard	28.99	N/A
Deluxe	35.99	38.99
Captain's Table.....	41.99	44.99
BRUNCH CRUISES		
Captain's Table.....	34.99	37.99
LUNCH CRUISES		
Standard	29.99	N/A
Captain's Table.....	36.99	39.99
DINNER CRUISES		
Standard.....	N/A	38.99
Deluxe.....	N/A	41.99
Captain's Table.....	N/A	44.99
MOONLIGHT CRUISES		
Appetizers	28.99	N/A
Desserts.....	28.99	N/A

Beverage Service Options

	Prices Per Guest	
Open Bar (We serve only premium brands)	14.99	17.99
Partial Open Bar	12.99	15.99
<i>(Includes: Wine, champagne, beer, and non-alcoholic beverages cash bar for all other beverages.)</i>		
Cash Bar (See beverages price list.)		
Coffee Service (Advance requests only.).....	2.00	2.00

Beverages We Serve Only Premium Brands

Soda/Juice	2.00/3.00
Beer	4.00/5.00
<i>(Miller Lite, MGD, Corona, Capital Island Wheat, Capital Wisconsin Amber, New Glarus Spotted Cow, Ale Asylum Hopalicious, New Belgium Fat Tire)</i>	
Wine (Chardonnay, White Zinfandel, Cabernet)	5.00
Wollersheim/Kendall Jackson/Louis Martini Wines ..	6.00-8.00
Highballs/Champagne/Mike's Products.....	5.00
Cocktails/Signature Drinks	6.00
Imported After Dinner Drinks	7.00

*Administrative charge (15%) and tax (5.5%) not included in above prices. This mandatory administrative charge is not a gratuity. Gratuities for the captain and crew are at the discretion of our passengers and are sincerely appreciated. All prices quoted are a per person rate based on 20-100 guests. (Max of 66 on one yacht, 100 using two yachts traveling together.) Premium cruise dates and times may have restrictions on menu and bar choices, and on minimum number of guests. Bus tour groups are welcome; call for tour group specials.

****Call for details on how to save up to over \$10 per person on your cruise!**

Private Charter Cruise Menu

Private Charter Cruise Menu

Appetizer Buffets

STANDARD

- Spinach Dip
- Assorted Chips and Dips
- Assorted Dry Snacks
- Vegetarian Variety Platter
- Wisconsin Cheese & Cracker Platter
- Mini Artisan Sandwiches
- Savory Meatballs

DELUXE

- Spinach Dip
- Assorted Chips and Dips
- Assorted Dry Snacks
- Vegetarian Variety Platter
- Wisconsin Cheese & Cracker Platter
- Mini Artisan Sandwiches
- Bacon Wrapped Water Chestnuts
- Savory Meatballs
- Chicken Wings
- Chicken & Cheese Quesadillas
- Killer Shrimp
- California Sushi Rolls

CAPTAIN'S TABLE

- Shrimp Cocktail
- California Sushi Rolls
- Wisconsin Cheese Display
- A stunning presentation of cheeses with crackers, fresh fruit, summer sausage, and smoked salmon spread.*
- Smoked Salmon
- Admiral's Top Sirloin

CAPTAIN'S TABLE

- Vegetarian Variety Platter
- Lobster Bruchetta
- Mini Artisan Sandwiches
- Coconut Shrimp
- Jerk Mahi Kabobs
- Chicken Kabobs
- Wild Mushroom Strudel
- Assorted Stuffed Mushrooms
- Killer Shrimp
- Assorted Desserts
- Chocolate-Dipped Strawberries
- Coated with dark chocolate and drizzled with creamy white chocolate.*
- Wisconsin Cheese Display
- Vegetarian Variety Platter
- Killer Shrimp
- Canadian Walleye
- Prime Rib
- Grilled Chicken
- Mixed Greens Medley
- Assorted Desserts
- Chocolate-Dipped Strawberries



"We proudly serve Wisconsin Cheese."

Brunch Buffet

CAPTAIN'S TABLE

- Vegetarian Variety Platter
- Prime Rib
- Veggie Ranchero Quesadillas
- Homemade Biscuits & Gravy
- Betty's French Toast
- Hash Browns Au Gratin
- Carnivore Egg Strada
- Bacon & Sausage
- Smoked Salmon
- Wisconsin Cheese Display
- Nau-Ti-Gal Seafood Salad
- Fruit Salad
- Mini Croissants & Bagels
- Nau-Ti-Gal Cookie Dough
- Assorted Desserts & Pastries
- Chocolate-Dipped Strawberries
- Freshly Brewed Coffee
- Assorted Fruit Juices

Lunch Buffets

(For departures 2 p.m. or earlier)

STANDARD

- Captain Bill's Clam Chowder
- Assorted Sliced Deli Meats/Cheeses
- Nau-Ti-Gal Seafood Salad
- Vegetarian Variety Platter
- Chicken Salad, Pasta Salad,
- Fruit Salad, Potato Chips
- Assorted Desserts

Dinner Buffets

STANDARD

- Vegetarian Variety Platter
- Wisconsin Cheese & Cracker Platter
- Select two of the following entrees:*
- Canadian Walleye
- Vegetarian Alfredo
- Roasted Chicken
- Spaghetti & Meatballs

- Fresh Seasonal Vegetables
- Garlic Mashed Potatoes
- Fruit Salad, Garden Salad
- Assorted Desserts

DELUXE

- Vegetarian Variety Platter
- Wisconsin Cheese & Cracker Platter
- California Sushi Rolls
- Captain Bill's Clam Chowder

Select two of the following entrees:

- Chicken Florentine
- Broiled Salmon
- Canadian Walleye
- Top Sirloin Beef Tips
- Mediterranean Tilapia
- BBQ Ribs

- Fresh Seasonal Vegetables
- Garlic Mashed Potatoes
- Mixed Greens Medley
- Assorted Desserts

Dinner Buffets

CAPTAIN'S TABLE

- Vegetarian Variety Platter
- Wisconsin Cheese Display
- Shrimp Cocktail
- California Sushi Rolls
- Smoked Salmon
- Captain Bill's Clam Chowder

Select two of the following entrees:

- Prime Rib
- Sliced Top Sirloin
- BBQ Ribs
- Canadian Walleye
- Seafood St. James
- (sautéed shrimp and scallops in a lobster sauce and served over rice pilaf)*
- Shrimp Scampi
- Mahi Mahi
- (grilled Mahi Mahi dusted with Cajun seasonings and topped with a Cajun cream sauce)*
- Chicken Betty Lou
- (wild rice/mushroom stuffing)*

- Mixed Greens Medley
- Fresh Seasonal Vegetables
- Garlic Mashed Potatoes
- Assorted Desserts
- Chocolate-Dipped Strawberries

ADD these exciting items to any menu:

Lobster	\$7.99 per person
Sundae Bar	\$2.99 per person



Betty Lou Cruises is happy to accommodate vegetarians, please call for more details.

REV 01/10

VON RUTENBERG VENTURES
Waterfront Hospitality & Development
(608) 246-3136
www.vrv-madison.com

MADISON'S TREASURES

A. NAU-TI-GAL	1. GOVERNOR NELSON STATE PARK	10. GOVERNOR'S ISLAND
B. MARINER'S INN & BETTY LOU DOCK	2. BISHOP'S BAY COUNTRY CLUB	11. DANE COUNTY AIRPORT
C. CAPTAIN BILL'S	3. PICNIC POINT	12. MONONA TERRACE
D. MACHINERY ROW & BETTY LOU DOCK	4. UNIVERSITY OF WISCONSIN	13. OLBRICH BOTANICAL GARDENS
E. OLIN -TURVILLE PARK & BETTY LOU DOCK	5. OVERTURE CENTER	14. OTIS REDDING CRASH SITE
	6. STATE CAPITOL / CAPITOL SQUARE	15. AARON BOHRD MANSION
	7. TENNEY PARK AND LOCKS	16. YAHARA RIVER
	8. GOVERNOR'S MANSION	17. ALLIANT ENERGY CENTER
	9. MAPLE BLUFF	18. THE EDGEWATER HOTEL

BETTY LOU CRUISES
(608) 246- 3138
www.bettyloucruises.com

MADISON LAKE CITY LAKE.
Greater Madison Convention & Visitors Bureau

Public Cruise Menu

Public Cruise Menu

Friday Seafood Buffet

Complimentary glass of Wollersheim wine
(You get to keep the souvenir glass!)

- Shrimp Cocktail
- California Sushi Rolls
- Smoked Salmon Display
- Lobster Bruchetta
- Wisconsin Cheese Display
- Vegetarian Variety Platter
- Captain Bill's Clam Chowder
- Shrimp Scampi
- Seafood St. James
- (sautéed shrimp and scallops in a lobster sauce and served over rice pilaf)*

- Sliced Top Sirloin
- Canadian Walleye
- Cajun Mahi Mahi
- Mixed Greens Medley
- Fruit Salad
- Garlic Mashed Potatoes
- Fresh Seasonal Vegetables
- Assorted Breads
- Complimentary Soft Drinks
- Assorted Fruit Juices
- Assorted Desserts
- Chocolate-Dipped Strawberries

Saturday Lunch Buffet

- Captain Bill's Clam Chowder
- Roast Beef Au Jus
- Grilled Chicken Breast
- Assorted Deli Meats & Cheeses
- Sandwich Accompaniments
- Nau-Ti-Gal Seafood Salad
- Vegetarian Alfredo

- Chicken Salad, Pasta Salad
- Fruit Salad, Potato Chips
- Complimentary Soft Drinks
- Assorted Fruit Juices
- Assorted Desserts
- Chocolate Dipped Strawberries

Sunday Champagne Brunch Buffet

- Free Unlimited Champagne
- Prime Rib
- Homemade Biscuits & Gravy
- Wisconsin Cheese Display
- Vegetarian Variety Platter
- Betty's French Toast
- Carnivore Eggs Strada
- Nau-Ti-Gal Seafood Salad
- Hash Browns Au Gratin
- Fruit Salad
- Veggie Ranchero Quesadillas

- Mini Croissants & Bagels
- Bacon
- Sausage Links
- Nau-Ti-Gal Cookie Dough
- Smoked Salmon
- Assorted Breakfast Pastries
- Complimentary Soft Drinks
- Freshly Brewed Coffee
- Assorted Fruit Juices
- Assorted Desserts
- Chocolate-Dipped Strawberries



Enjoy the spectacular Madison skyline from the water!

Sunday Dinner Buffet

- Vegetarian Variety Platter
- Wisconsin Cheese Display
- Capt. Bill's Clam Chowder
- Prime Rib
- Canadian Walleye
- Roasted Chicken
- Vegetarian Alfredo
- Fresh Seasonal Vegetables

- Garlic Mashed Potatoes
- Fruit Salad
- Garden Salad
- Dinner Rolls
- Complimentary Soft Drinks
- Assorted Fruit Juices
- Assorted Desserts
- Chocolate-Dipped Strawberries

Answers to FAQ's

- The first step to book a private or public cruise is to visit our website at www.bettyloucruises.com and follow the instructions.
- We have two yachts on Lake Mendota (40, 50 capacity) & two yachts on Lake Monona (40, 66 capacity). All of our yachts have two restrooms.
- Cruises run rain or shine. In the event of continuous severe weather, the captain reserves the right to cancel the cruise.
- Lake Mendota sights include: Governors Mansion, State Capitol, UW Campus, natural areas & lakefront estates.
- Lake Monona sights include: Monona Terrace, State Capitol, several views of the downtown Madison skyline, natural areas & lakefront estates.
- Parking for Lake Mendota cruises is at the Mariner's Inn, 5339 Lighthouse Bay Drive, Madison.
- Parking for the Lake Monona cruises, departing from Machinery Row, 601 Williamson Street, is at The Monona Terrace, limited metered parking available at Law Park, downtown area parking ramps & on-street parking in the Williamson Street neighborhood.
- Parking for Lake Monona cruises, departing from Olin Park, is available in the Olin Park parking lot. Note: do not park in stalls designated for trailer parking.
- Private charter cruises are reserved when we receive your \$500 deposit & a signed contract. Certain premium dates & times may have restrictions on group size & food/bar menu options.
- Public cruises are paid in full at the time the reservations are made. Cancellations (with a full refund) will be accepted up to fourteen days prior to your scheduled cruise.
- Pizza & Beer cruises are only available on the scheduled times & dates.
- Private charters - children over 1 year old are charged full cruise rate.
- Public cruises - children over 1 year old are charged the stated child rate.
- Cash Bar - each drink paid for by the individual.
- Partial Open Bar - fixed price per person for wine, champagne, beer, soda & juice.
- Open Bar - fixed price per person for all drinks.
- We do not have assigned seating on our cruises.
- The meals on our cruises are served buffet style.
- Weddings may take place on board (you provide officiant).
- The yacht always leaves on time for public and private cruises. Please report 15 minutes prior to your scheduled departure time.