



## **Springside Cheese unveils a new logo and brand identity**

**A century of tradition in every bite!**

OCONTO FALLS, WI – June 11, 2015 – Springside Cheese announced a refreshed logo and brand identity that aligns with the company's progress and growth plans while also honoring its century long family traditions in Wisconsin cheese making .

The new logo presents a simplified visual representation that blends the vintage, elegant and natural styles of the Springside brand. The addition of “artisan” to the name reinforces the sophistication of Springside’s hand-crafted cheeses. The twig leaves hold several meanings. The entire branch links the future introduction of product lines that focus on organic, artisan cheeses and the company’s ongoing growth and expansion plans. The leaves honor the Hintz family’s century long cheese making tradition passed down across four generations.

“We are excited to release our new logo in order to develop our brand and connections with our customers,” said Co-Owner and President Keith Hintz. “Our passion and commitment for quality in our cheese production and customer engagement is a top priority. Our new logo is a greater representation of that.”

Over the coming weeks, Springside Cheese will gradually integrate the new logo and brand story into collaterals, store signage, social media as well as a new website.

### **About Springside Cheese Corp.**

Springside Cheese carries on a century old legacy of producing the finest hand-crafted, natural cheeses featuring classic cheddar collections and unique blends of locally inspired flavors. After over a decade of studying the art of cheese making and acquiring his license, Wayne Hintz bought his own small factory-Springside Cheese-in the fall of 1973. In addition to the cheese store attached to the factory in Oconto Falls, Wisconsin, Springside Cheese Corp. operates a store in Pueblo, Colorado. For more information, please visit [www.springsidecheese.com](http://www.springsidecheese.com).

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