We would like to invite you to our grand opening on January 21. More information about Springside Cheese Shop is below.

FOR MORE INFORMATION, CONTACT: Keith Hintz (719) 696-9120 (Pueblo, CO) Roxanne Hintz (920) 829-6395 (Oconto Falls, WI) SPRINGSIDE CHEESE SHOP

Springside Cheese Shop now open

Grand opening set for Sat., January 21

PUEBLO, CO – January 4, 2012 – Central Colorado is getting a taste of artisan cheese direct from Wisconsin at the new Springside Cheese Shop, located at 517 W. 5th St., Suite 104 in Pueblo. A grand opening is planned for Sat., January 21. Samples of the famous cheese from America's dairyland will be available, as well as half-pound packages of cheese curds for the first 50 customers. Cheese curds, sometimes called "squeaky cheese," are mild-flavored nuggets of soft cheese.

Food connoisseurs can now enjoy specialty cheeses at the downtown shop which features Cheddar, Monterey Jack, Colby, Colby Jack, Farmers, Muenster, Gouda, Swiss, and a variety of Italian flavors. Cheese is shipped fresh from the family-owned Springside Cheese factory in Oconto Falls, Wisconsin, located about 30 miles north of Green Bay near the western shore of Lake Michigan. Known nationwide for their high quality dairy products, Wisconsin cheese is a delicacy, made with recipes that have been passed down through the generations. Springside Cheese of Wisconsin is part of a 102-year cheesemaking tradition. Keith Hintz learned cheesemaking growing up in the family business in Oconto Falls, working with his father, Wayne, owner and cheesemaker at the factory in Wisconsin. Keith now lives in Pueblo, thanks to meeting and marrying Pueblo resident, Jennifer Rogers. "I met Jennifer through my sister and brother-in-law, (Pueblo residents) Brenda and Brett Leyh," Keith said. "Pueblo is my home now and I love it here,"

The Hintz family decided to open the cheese shop in Pueblo to introduce Colorado residents to a "cheese café" where shoppers can learn about artisan cheese, get recipes, and enjoy the unique cheese flavors. "Demand is on the rise for specialty flavored cheeses such as smoked cumin Gouda, peppercorn

ranch Jack or jalapeño pepper Colby, and for reduced fat cheeses. Not only is cheese tasty and nutritious, it is a perfect complement to fruit, wine, and other food pairings," said Keith. Customers find it convenient also to visit 80 Twenty Wines which is located just across the street from Springside Cheese Shop. In addition to offering a variety of specialty cheeses, the shop carries jams, cheese boards, cheese knives, crackers, butters, gift boxes, cheese platters, and books about cheese. The store is open Monday through Saturday, 10 a.m. to 6 p.m. and their on-line store is at www.springsidecheese.com

Springside Cheese Shop GRAND OPENING

10 a.m. to 6 p.m. Saturday, January 21 517 W. 5th Street, Suite 104, Pueblo, CO Call (719) 696-9120 for more information

> www.springsidecheese.com facebook.com/SpringsideCheese facebook.com/PuebloCheese twitter.com/WisCheesemaker

Roxanne Hintz Springside Cheese Corp. 7989 Arndt Rd Oconto Falls, WI 54154 Corp: (920) 829-6395 Keith Hintz Springside Cheese Shop 518 W. 5th St., Ste. 104 Pueblo, CO 81003 (719) 696-9120