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SPRINGSIDE CHEESE SHOP



Family tradition continues as sons take ownership of Springside Cheese Corporation

OCONTO FALLS, WI – Springside Cheese Corp. announced that owner Wayne Hintz has transferred 80% ownership to his sons Keith and Nathan Hintz, each receiving 40% ownership stake. Keith Hintz became company President and Nathan Hintz became the company Vice President effective September 1, 2014. Hintz retains 20% ownership stake and remains Head Cheesemaker. The company's headquarters will remain in Wisconsin, while Keith Hintz, who resides and works in Pueblo, CO, will expand operations in the shop located in downtown Pueblo.

"After 40 years my father has passed along the reins of the business to my brother and I to continue the cheese making legacy of our family," said Keith Hintz. "We are committed to honoring that legacy by continuing to produce hand-crafted, award-winning, artisan cheeses that highlight the unique characteristics of our local communities and captivate the taste buds of our customers."

Future plans include the introduction of product lines that focus on grass-fed, organic, artisan cheeses and the production of cheese at the Pueblo, CO location. The brothers will continue to incorporate their own German heritage as well as other rich and cultural tastes into the cheeses. Springside Cheese will also initiate a company-wide rebranding strategy that includes a new logo and website that will carry the company into the future and better convey its operations in Northeastern Wisconsin and Southeastern Colorado. Springside Cheese has named Multi-Designs, a creative agency located in Pueblo, for its rebranding and marketing initiatives.

"We see many opportunities in both Northeastern Wisconsin and Southeastern Colorado to contribute to the development and production of local grass-fed dairy products," said Keith Hintz. "Our focus will remain on the promotion of products that align with our natural, nutritional, and sustainable core values."

About Springside Cheese

Rich in the tradition of Wisconsin cheese making, Springside Cheese Corp. is a family owned and operated business that carries on a legacy of producing the finest hand-crafted, natural cheeses. 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. has stores in Stiles, Wisconsin and Pueblo, Colorado. For more information, please visit www.springsidecheese.com.

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