SPRINGSIDE CHEESE PROMOTES MALEENA CLEAR AS RETAIL MANAGER AT OCONTO FALLS FACTORY

OCONTO FALLS, WI **–** March 5, 2018 **–** Springside Cheese announced Maleena Clear as its new Retail Manager at its Oconto Falls, WI location. In this role, she will oversee on-boarding of the retail team, provide leadership and motivation and participate in developing growth and marketing strategies with the leadership team. Clear will also represent Springside at community functions and events. She will make the move from Pueblo, CO to Oconto Falls, WI for the position in early March 2018.

Clear, originally from Salt Lake City, Utah and raised in Denver, CO, made the move with her family to Pueblo when she was 15. She has long maintained a passion for culinary arts and took two semesters of culinary at Pueblo Community College during her senior year in high school. After she graduated, she worked as a chef before transitioning to Springside Cheese. Attending several cheese classes in Wisconsin accelerated her love of the industry.

"Maleena's passion and drive for cheese makes her an ideal candidate to grow our retail operations in Wisconsin," said Keith Hintz, President of Springside Cheese. "Her start in our Pueblo store prepared her to help grow the team in Wisconsin as well as provide insight and assistance in creating a cohesive experience for our customers between locations."

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.

###

PRESS CONTACT:
NICKI HART, Marketing/PR | 719-581-9713 | nicki@multi-designs.com