

PRESS RELEASE

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WEST POINT MARKET BRINGS BACK AN OLD FAVORITE

(with a little help from our friends)

January 24, 2023 Akron, OH - Brian Steere, CEO of Steere Enterprises and owner of Springside Athletic Club, has launched a collaborative effort with Rick Vernon of West Point Market to bring back West Point Market's famed original cheese spreads.

"With such an indelible impact West Point Market made on the Akron community, I was inspired and determined to revive the Akron icon's beloved classic recipes", said Steere.

Two of the most popular WPM spreads, Our Bar and The Other Spread, are packaged in 8oz resealable containers and currently available for purchase exclusively at the Springside Club's Café. The spreads are hand made by Demi Boyazis on premise at S.A.C. Demi, owner of Blended Bliss Juice & Smoothie Bar, operates the cafe and has recreated the cheese spreads faithfully to the original WPM recipes.



"With the initial success of WPM's triple layer brownie sales over the past 3 years, this opportunity to bring back the cheese spreads will help fulfill many of our customer's requests in the Akron and Cleveland area. We are looking forward to what the future will bring", said Vernon.

"I have been working closely with Diana Bole, West Point Market's original cheese monger, to produce the handmade cheese spreads on premise at S.A.C. The spreads are recreated to the exacting standards of the original recipes and we are currently offering 3 of the best sellers; Our Bar, The Other Spread and South of the Border", said Boyazis,

About Springside Athletic Club: Established in 1973 and celebrating their 50th anniversary, Springside Athletic Club is Akron's most complete multi-athletic fitness and recreational facility. S.A.C provides its members with a state-of-the-art facility that promotes a friendly, family oriented atmosphere for all ages and fitness levels.

About West Point Market: For over 80 years, West Point Market was a destination for specialty foods lovers and connoisseurs from all over the country. Nationally known as a pioneer in the specialty and prepared foods industry, WPM was "a market like no other" that is dearly missed with a legacy of quality and service that continues.

(Images available upon request).

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