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Vern's Cheese to Open New Location Near Lambeau Field

Key Highlights:

- **Vern's Cheese is opening a new Green Bay location** next to Margarita's and the Titledown District, with a soft launch in April and a grand opening timed with the NFL Draft.
- **The store will offer handcrafted Wisconsin cheeses**, fine wines, local bread, craft beer, high-end charcuterie and premium liquor, creating a one-stop destination for food lovers and visitors.

Green Bay, WI, March 21, 2025—Vern's Cheese is thrilled to announce the opening of its newest retail location in Green Bay, Wisconsin, next to Margarita's and the iconic Titledown District, with stunning views of Lambeau Field. The store will debut with a soft launch in early April, followed by a grand opening to coincide with the highly anticipated NFL Draft.

This new location will honor Wisconsin's rich cheesemaking tradition and offer a selection of the finest local and imported products. In addition to its exclusive collection of handcrafted Wisconsin cheeses from the state's top cheesemakers, Vern's Cheese will feature an assortment of fine wines, local bread, locally crafted beer, high-end charcuterie meats and premium liquor. With this diverse offering, Vern's Cheese promises to be a one-stop destination for connoisseurs, entertainers and visitors looking for an unparalleled tasting experience.

The opening of this new location also highlights Green Bay's significant role in the history of Wisconsin's cheese industry. Since 1956, the city has been home to the Wisconsin Cheese Exchange (later known as the National Cheese Exchange), which played a pivotal role in shaping Wisconsin's reputation as the heart of America's Dairyland. Vern's Cheese continues this legacy by providing an immersive experience that connects customers to the very best of local cheesemaking and artisanal food products.

"As a business founded on tradition, craftsmanship and innovation, we are beyond excited to bring this exceptional cheese and culinary experience to Green Bay," said Ben Novak, owner of Vern's Cheese. "Our vision is to create a space where anyone can explore the extraordinary

variety of Wisconsin cheeses, discover fine wines and spirits, indulge in premium meats and enjoy our state's storied cheesemaking history—all while experiencing personalized service.”

Vern's Cheese invites locals and visitors to discover this new destination for the finest Wisconsin cheeses, hand-selected charcuterie, local breads, premium liquors and an exceptional variety of fine wines and craft beers. Whether selecting a rare specialty, preparing for an unforgettable event or learning about the state's rich culinary heritage, customers will find a shop dedicated to the highest standards of quality, craftsmanship and artistry.

For more information and grand opening details, please visit vernscheese.com or follow Vern's Cheese on social media.

About Vern's Cheese

Founded in 1964, Vern's Cheese has been a trusted name in distributing the finest Wisconsin products for generations. With retail locations in Chilton and Green Bay, Vern's offers a wide selection of Wisconsin food items, craft beer, wine and, of course, cheese. To learn more, visit verncheese.com.