

## Winans Coffee & Chocolate Partners With Van Wert Forward To Bring Sweet Treats To Main Street

[VAN WERT, OHIO, 8/4/2023—] Van Wert Forward is excited to announce the first commercial tenant to sign a lease in the downtown revitalization project — Winans Coffee & Chocolate. The beloved regional coffee and chocolate company's 20th location will call 107 E Main St. home this fall.

Max and Dick Winans established the coffee shop with a chocolate heart in Piqua, Ohio, in 1961, and the Winans family has owned and operated the shop since. In 2021, Wilson Reiser—grandson of Max—was named CEO and later purchased the company in 2022. Reiser has expanded all facets of the business including operations, marketing, franchising and most importantly, coffee and chocolate production.

The company's most recent expansion comes in the form of a refreshed brand, website and new mobile application showing the business's commitment to hospitality and customer experience. Visitors of Downtown Van Wert can view a full list of the brand's offerings and sign up for Winans Rewards, the brand's loyalty program, by visiting [winanschocolate.com](http://winanschocolate.com).

When asked about bringing Winans to Van Wert, Reiser said, "Winans is a company deeply rooted in small-town values that we hold dear. Having been early participants in the revitalization of various downtown areas, including Piqua, Troy, Springfield, Dayton, and Wapakoneta, we understand the power of coffee and bustling downtowns in fostering connections that enhance community spirit and overall quality of life. Throughout our evaluation of Van Wert as a potential location, it has become evident that this community is robust, tightly knit, and forward-thinking. The prospect of joining the Van Wert community fills Winans with excitement and honor."

"Winans marks a significant milestone in our downtown revitalization project and will undoubtedly contribute to the vibrancy of Van Wert. Since the onset of the project we wanted to focus on bringing local and regional businesses into the fold — Winans allows us to work with an incredible brand with small-town charm baked in," said Van Wert County Foundation CEO, Seth Baker.

Van Wert Forward's vision is to transform the quality of place in our community by planning, developing, and sustaining downtown Van Wert's commercial and residential environment.

###

For more information on the Van Wert Forward initiative, please call **Joe Dunay** at **419.238.1743** or email him at [joe@vanwertforward.org](mailto:joe@vanwertforward.org).

For more information on Winans Coffee & Chocolate, please email **Allison Bowers** at [allison@willow-pr.com](mailto:allison@willow-pr.com).