

Locally-owned grocery store in works for Whitewater

Press release from Whitewater Grocery Co.

This spring, a home-grown effort to build a community grocery store in Whitewater took major steps toward realization of their goal with the establishment of a local-workspace for project planners and the distribution of results of a feasibility study.

Whitewater Grocery Co., a 350-plus member-owned cooperative business established to fund and build a modestly sized full-service local grocery shopping option for area residents, has leased office space in the Whitewater Innovation Center.

Lacey Reichwald, President of the Whitewater Grocery Co. Board of Directors, explained that local support for the effort has reached the point where its Board of Direc-

tors and volunteers need a dedicated work space.

"We are really excited that the Whitewater Innovation Center has agreed to lease us office space as we ramp up our efforts," said Reichwald.

She also announced that they will be sharing the results of a study that supports the Whitewater community's ability to support a new grocery store at several upcoming community meetings.

"At this point in time we are focused more on the 'what' than the 'where' of our new venture," said Reichwald.

The organization, which now has more than 350 owners, is in Stage 2a Feasibility and needs to get to 500 owners before moving to the next step of the development process. Individuals are asked to make a one-time payment of \$150, or \$25 installment payments for six

months, to become vested as an owner. Once the store opens, anyone will be able to shop at the store, but owners will receive extra benefits, including special owner sales and discounts. When Whitewater Grocery Co. makes a profit, the Board of Directors may decide to give a dividend, or money back, to its Owners.

"Our study indicates the viability of a full-service grocery store with a roughly 10,000-square-foot shopping area, similar to the floor space of the Aldi Food Markets found in many Wisconsin communities," added Reichwald.

She pointed out that getting to the local investment level represented by 500 owners allows Whitewater Grocery Co. to proceed to the next feasibility stage, 2b Planning, where they will finalize the



A booth showcasing plans to create the Whitewater Grocery Co. (Photo submitted by Lacey Reichwald)

business plan, start researching supplier options and distribution networks in earnest, and begin site analysis.

Individuals interested in

becoming members of Whitewater Grocery Co. can find more information at www.whitewatergrocery.co or by emailing contact @whitewatergrocery.co.

The new office location at the Whitewater Innovation Center, in Suite 118, is part of the east-side Whitewater Technology Park.

Panfish, largemouth bass plentiful in Whitewater Lake

Adapted from past Lakes Edition article and DNR website

Whitewater Lake is a 625-acre lake located in Walworth County south of Whitewater off of County Road P. With low water clarity, it has a maximum depth of 20 feet.

Panfish and largemouth bass are plentiful. For the more persistent

and fortuitous anglers, sizable northern pike and walleye can be had.

Regulations for Whitewater Lake's offerings:

- Panfish: No minimum length, daily bag limit of 25.

- Largemouth bass: 14" minimum length, daily bag limit of five.

- Northern pike: 26" minimum length, daily bag limit of two.

- Walleye and sauger: 15" minimum length, daily bag limit of five.

Visitors have access to the lake from three points: (1) Cruise Lake Access (one-lane gravel ramp on northeast side of lake), (2) Town Line Road Access (one-lane paved ramp on southwest side of lake), (3) Whitewater Lake Ramp Access (two-

lane paved ramp on west side of lake).

DIRECTIONS: For Cruise Lake Access (1), take Highway 59 East out of Edgerton to County Road N, then turn left. Follow County Road N to Highway 12 Bypass, turn right. Follow Highway 12 Bypass east to County Road P, turn right. Follow County Road P south to East Lakeshore Drive,

turn right. Cruise Lake Access is located at N7627 East Lakeshore Drive in Whitewater. (2)

For Town Line Road Access (2), follow directions above to County Road P, then head south on County Road P, past East Lake Shore Drive, to R & W Town Line Road and turn right. Town Line Road Access is located at W8328 R & W Town Line

Road in Whitewater. (3)

For Whitewater Lake Ramp Access (3), follow directions above to County Road P, then head south on County Road P to Kettle Moraine Drive and turn right. Follow Kettle Moraine Drive to State Park Drive and turn left. Whitewater Lake Ramp Access is located at N7660 State Park Drive in Whitewater.

Angling action on Delavan Lake

Adapted from past Lakes Edition article and DNR website

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For Whitewater Lake

Ramp Access (3), follow directions above to County Road P, then head south on County Road P to Kettle Moraine Drive and turn right. Follow Kettle Moraine Drive to State Park Drive and turn left. Whitewater Lake Ramp Access is located at N7660 State Park Drive in Whitewater.

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