MAY 13, 2019

PRESS ANNOUNCEMENT FOR IMMEDIATE RELEASE

For more information, to plan an interview or to schedule a photograph or video, contact Marjorie Hitchcock, Director of Marketing, 336-1383 or marjorie@seroogys.com.

Seroogy's To Give Away 25,000 Meltaways
In De Pere Memorial Day Parade

Members of the Seroogy family and employees will again hand out more than 25,000 Chocolate Meltaways during the De Pere Kiwanis Memorial Day Parade, Monday, May 27.

Vi Smithwick, a member of the Brown County Gold Star Mothers, will be riding in Seroogy's 1967 blue Cadillac convertible.

Homemade at Seroogy's De Pere location, the individually wrapped chocolates are a popular attraction among parade-goers every year.

The first unit in the annual parade will step off at 10:00 am from West De Pere high school, turn onto Fifth St., parade north to Main Ave., cross the bridge, turn north on Broadway and end at the corner of Broadway and Cass St.

Brothers Joe and Jim Seroogy are the co-owners of the homemade chocolates business started by their family in 1899.

Seroogy's stores are located at 144 N. Wisconsin St. in De Pere and at 784 Willard Dr. in Ashwaubenon. Jeff Olson is the Retail Manager at both sites. Memorial Day hours are De Pere, 9:00 am to 4:00 pm, and Ashwaubenon, 10:00 am to 6:00 pm.

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