



## FOR IMMEDIATE RELEASE

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### **Say Cheese...cake! Expands With Verseau Bistro** *RVA's First Cheesecake Bistro*

**RICHMOND** — Say Cheese...cake! announces its expansion with the opening of Verseau Bistro, a European-style cafe offering the brand's signature sweet cheesecakes, along with a new line of savory cheesecakes, premier charcuteries, local coffee, wine and beer.

"We've had a huge demand to offer more products, so this expansion is a natural progression," said owner and bakery chef Cheryl Wittman. "Additionally, with our own retail location, we are even better positioned to provide to our online and wholesale customers."

"Verseau Bistro, RVA's first cheesecake bistro, has been a longtime dream of mine," added Wittman. "We'll continue to offer what has become Richmond's favorite NY style cheesecake and we will add in savory cheesecakes that I predict will soon be the centerpiece at many family gatherings or parties in place of other things like baked brie. We will also serve tasty charcuterie boards with locally sourced premium cheeses, meats and locally baked breads."

Joining the team is General Manager and Culinary Consultant Katelin Myers who brings a wealth of culinary and management experience to the table. Myers, with ten years in the industry, will create menus, recipes and ensure a positive customer experience.

"From the moment I met Cheryl and tasted her amazing cheesecakes, I knew I wanted to be a part of this project. She and I have the same vision of offering locally sourced, quality and delicious food to RVA," said Myers. "We are passionate about real food and think it's important for people to know where their food is coming from. Verseau Bistro will reflect our commitment to these ideas."

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Wittman opened her cheesecake business during the pandemic and despite all odds, developed a thriving online and wholesale business. Her current location, also at Stony Point Fashion Park, is a favorite stop with patrons of the outdoor mall.

“It’s hard to believe that in only one year we’ve outgrown our previous shared retail spot,” exclaimed Wittman. “Our customers will reap the benefits of our very own store. We’ll have more consistent and expanded hours, plus the ability to offer much more to everyone visiting Stony Point.”

Following the adage of “location, location, location,” Wittman purposefully chose the spot for her expansion and Verseau Bistro. “Stony Point Fashion Park is such a wonderful area, I really wanted to stay here for our first retail store. When this site, with its optimal location close to the theater became available, I immediately knew it was perfect for us,” she said.

“Verseau Bistro will have that warm, welcoming environment where you can feel like you are indulging yourself, while enjoying a tasty treat in a cozy spot,” said Wittman. “Plus we will have the added opportunity and space to have a variety of cheesecakes baked and ready to go via our retail cooler. Our other menu items will also be available to go, including the charcuterie trays.”

Wittman noted that Verseau Bistro is in addition to and not replacing the parent company, Say Cheese...cake!

“Nothing will change with the website for Say Cheese...cake! and custom cheesecake orders will continue as normal when we open. You will still be able to find my cheesecake in the restaurants I currently bake for,” said Wittman. These restaurants include 21 Spoons, Eggspectation, Latitude Seafood Company, Oceano, O’Toole’s and Tazza Kitchen. “I have fulfilled orders for people who are from all over the United States — Utah, Iowa and even as far away as British Columbia — who call me and then place orders on my website for their friends and families who live in Richmond. It truly has been a surreal experience, especially this last year. I want Verseau to be just as successful for the RVA community and I can’t wait for the adventure to begin!”

Opening date for Verseau Bistro is tentatively scheduled for mid-to-late November.

Verseau Bistro is located at 9200 Stony Point Parkway, Suite 180 and upon opening will have the following hours:

Tues - Thurs - 11 AM - 7 PM

Friday and Sat - 11 AM - 8 PM

Sun - 12 PM - 6 PM

For more information about Say Cheese...cake! or to make an online order, go to [www.saycheesecake RVA.com](http://www.saycheesecake RVA.com). To stay up-to-date with Verseau Bistro news, go to [www.verseaubistro.com](http://www.verseaubistro.com).

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