



# COBBLESTONE HOTELS

CENTERSTONE  
INN | HOTELS | PLAZA | RESORT

boarders  
Cobblestone Hotels

COBBLESTONE  
INN | HOTEL & SUITES

KEYWEST  
HOTEL & SUITES

## NEWS RELEASE

### COBBLESTONE HOTELS, LLC CELEBRATES SUPERIOR, WI GROUND BREAKING

**October 7, 2020** – NEENAH, WISCONSIN – Cobblestone Hotels, today held a ceremonial groundbreaking in their home state of Wisconsin, for the Cobblestone Hotel & Suites, Superior's second location.

Joining the Cobblestone Hotels team at the ground-breaking event were local businesses, the [Superior Chamber of Commerce](#), [Superior-Douglas County Visitors Bureau](#), [Superior Choice Credit Union](#), city officials, and more.

"This is a big deal; I have been excited about this since I first walked into the [Cobblestone in Chippewa Falls](#)," said Mayor Jim Paine. "I knew right away this fit every vision that I had for a vibrant downtown community, and that the Cobblestone corporation was really onto something, that they were going to define the future of downtowns."

The Mayor also mentioned it hasn't always been easy; it was a complicated project with its challenges but thanked all of those involved that helped bring it to fruition.

"Five years ago, we began talks of this project.

Five years ago, we had 63 open locations, and

now are over 150." Said Brian Wogernese, President & CEO of Cobblestone Hotels. "As Mayor said, this project brought its own challenges, but thanks to everyone involved, we could push through and make it happen."



The [Cobblestone Hotel & Suites](#) will join the [Boarders Inn & Suites by Cobblestone Hotels](#) in Superior. The new hotel will have an indoor pool, feature Starbucks Coffee, a board room, onsite guest laundry, convenience store, and sixty guestrooms. On the first floor, you will find the [Wissota Chophouse](#), a true chophouse-style dining experience that features succulent steaks, innovative appetizers, and a 20 tap line up of Wisconsin-Crafted beers. Room service will be offered to guests as well.

The Cobblestone Hotel & Suites and Wissota Chophouse will be located at 1405 Susquehanna Ave. The property will be built by [BriMark Builders](#) and managed by [WHG Companies](#), both also Wisconsin-based companies.

Whether you are traveling for business or for leisure, you will experience the big city quality, and small town values that each location has to offer. Visit [www.CobblestoneHotels.com](http://www.CobblestoneHotels.com) for reservations or for more information.

#### **About Cobblestone Hotels**

Based in Neenah, WI Cobblestone Hotels, LLC is a leading upper-midscale hotel brand with over 160 hotels open, under construction, or in development in 27 states. The company continues to pride itself in filling the lodging needs of communities through its upper mid-scale new build brand. Signature amenities include high-speed Internet access, complimentary hot breakfast, convenience store, fitness centers, business centers, and more.

Cobblestone Hotels includes Cobblestone Hotels & Suites, Cobblestone Inn & Suites, Boarders Inn & Suites, Centerstone Hotels, and KeyWest Hotels. For development information please visit [www.CobblestoneFranchising.com](http://www.CobblestoneFranchising.com).

Cobblestone Hotels offers the Cobblestone Rewards frequent stayer program where guests receive ten points for every dollar spent, and can be redeemed as award nights, or with other redemption partners. For more information visit [www.CobblestoneRewards.com](http://www.CobblestoneRewards.com)

Contact: [marketing@staycobblestone.com](mailto:marketing@staycobblestone.com)

Hiring Information: [hr@whgco.com](mailto:hr@whgco.com)