

Local Outdoor Retail Store Sherper's to Open its Third Location in Port Washington

Milwaukee, WI

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Sherper's, a local family owned and operated outdoor store, announces they will open a new location in Port Washington, Wisconsin in early July of this year. The approximately 6,000 square foot store will be located in the heart of downtown Port Washington and offer a wide array of outdoor products including camping equipment, canoes, kayaks, and stand up paddleboards, outdoor clothing and footwear, military surplus, hunting gear, tactical gear, and knives. In addition to the store Sherper's will operate a Kayak, Canoe, and SUP rental structure just steps away from Lake Michigan on the north end of the marina.

"We are excited to be able to bring Sherper's to Port Washington. We feel there is strong demand for a store like ours within the community, and we are excited to be able to tailor the products and services we offer to the community of Port. Both of our current locations in Oconomowoc and Hales Corners are easily identifiable as "Sherper's", but they have each morphed into their own unique storefronts based on what people in those communities are asking for. We have a good model to start with, but I am really excited to see what this store evolves into as we get feedback from the community." says Vice President Nate Scherper.

As a fourth generation family owned and operated store Sherper's has always been committed to serving customers through honest advice, genuine customer service, low pricing, and a great selection of quality, hard-to-find products with the goal of providing a truly unique shopping experience.

Vice President Rob Scherper adds, "We can't wait to open our doors in Port Washington. We have been overwhelmed by the initial reception from the community, and we are ready to start helping people get outside and enjoy what is such a beautiful area of our state. Nate and I are definitely looking forward to spending part of our work week on the shores of Lake Michigan."

The new store will be located at 128 N Franklin St and operate 9am-8pm Monday through Friday, 9am-6pm Saturday, and 10am-5pm on Sunday.

To learn more about Sherper's and their new location opening in Port Washington please contact Nate Scherper at 414.425.6888, e-mail nates@sherpers.com, or visit their website at www.sherpers.com.

About Sherper's

Sherper's has been a staple in the Milwaukee area since 1935. Still family owned and operated four generations later, our two (soon to be three!) brick-and-mortar stores located in Southeastern Wisconsin strive to provide the best and most unique shopping experience in the area. While browsing our unique storefronts, you'll find everything from camping gear to paddle sports equipment to tactical gear - and everything in between! With roots in the Army/Navy surplus business, we have always provided a wide range of unique products at great prices. With the addition of our online store, we are also able to serve our customers through our website with the same high level of customer service you find in our stores along with fast and affordable shipping.