

Waterloo Chamber of Commerce Member
Business Spotlight for August:

Classic Creations Floral & Cream

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Classic Creations Floral and Cream opened on September 10, 2008, by Rosemary and Bill Wedel. Rosemary had been out of work and had always had a love for flowers. She saw the opportunity to do something good for the community and have a business for herself. Rosemary does the day-to-day running of the store and, although Bill has another job, he helps with bookkeeping and helps keep the store on track.

The flower and ice cream business has been a godsend to Rosemary. She says, "I love my job and the people in Waterloo. The kids all like coming in and sharing a pizza or nachos, a brat or a hot dog. We keep our prices low so that it doesn't hurt so much when the kids want something good to eat." The flower business has rebounded in the last year. As her reputation for quality and service grows, so does the business.

The summer hours are: Monday and Tuesday 9:00am to 6:00pm, Wednesday to Saturday 9:00am to 9:00pm until October or November. In winter the hours are 9:00am- 6:00pm Monday through Saturday.



Classic Creations has a full service floral shop that features fresh cut arrangements, plants, dried flower arrangements, and silk flower arrangements. They also do fruit baskets, candy baskets, gift baskets, balloon bouquets, and much more. They do arrangements for any occasion including birthdays, anniversaries and funerals. They offer delivery to the surrounding areas within a fifteen (15) mile radius of Waterloo and have the capability to send an order anywhere worldwide.

The ice cream shop features soft serve ice cream in just about any flavor or combination of flavors you can think of. In addition, they have other sweet treats and snacks to tickle your taste buds.

They also have a small line of gifts and cards for that last minute need that often pops up.

The business has grown by leaps and bounds, adding new items as they see a need, such as serving hot soup and bread in the winter for lunch. They have Kids Specials on snacks that the kids love.

They are a member of the Waterloo Chamber of Commerce, FTD, Bloomnet, Flowershop Network, and the Wisconsin and Upper Michigan Florists Association.

Classic Creations take its responsibility to the good of Waterloo seriously. They have donated much to the schools, St. John's and St. Joseph's and the Waterloo Public Schools. They had a Big May Day Sale and Mother's Day Sale to benefit the Middle School. They provided 359 flowers for May Day and 225 flowers for Mother's Day. Bill and Rosemary are joining the newly-formed Lions Club and hope that many others will join this service organization. The store has become a place where people can donate to the Carousel Fund. Rosemary asks for Waterloo businesses to take the same steps in supporting the Carousel restoration, "We challenge each and every other business member of the Chamber and the City of Waterloo to step up and pull for this special project in order to get it done. If we as businesses don't do it, it may take a long time."

Next time you need flowers or a sweet treat, stop in! Buying local keeps Waterloo strong!