



SOCCER POST

AMERICA'S SOCCER STORE

Soccer Post Acquires Stefans Soccer, Increasing the Local Community Footprint of the Largest Soccer Specialty Retailer in the United States

Milwaukee, WI, July 12, 2024 – Soccer Post, the largest community focused soccer specialty retailer in the United States, announced that it has completed the acquisition of Stefans Soccer. Founded in 1965, Stefans Soccer operates three retail locations in the greater Milwaukee, WI area. The acquisition further extends Soccer Post’s reach in providing authentic soccer specialty experiences to soccer communities throughout the United States.

“Stefans connection to the soccer communities throughout Wisconsin and neighboring states extends across multiple decades. Connecting with communities to provide an elevated soccer specialty experience is at the core of Soccer Post and I am proud that the incredible team at Stefans is joining the Soccer Post family to further build out this market” said Blake Sonnek-Schmelz, CEO of Soccer Post.

Soccer Post has established itself as the go-to destination for soccer families and a leading national omni-channel specialty retailer, with a curated collection of soccer apparel, footwear, and accessories for enthusiasts, clubs, athletes, and families across the United States.

Anne Nowakowski, co-owner of Stefans Soccer commented, “Stefans has been a family business since its founding focused on serving players, teams, and families in our market. We are thrilled to be joining Soccer Post who shares our passion for soccer, commitment to the community, and will continue to build on the rich legacy of Stefans in the Wisconsin, Illinois, and Minnesota markets.”

About Soccer Post

Headquartered in New Jersey and founded in 1979, Soccer Post is the largest local-market-focused omni-channel soccer specialty retailer with over 50 store locations in the United States. Soccer Post has established itself as the go-to destination for soccer families and one of the leading national omni-channel specialty retailers, with a curated collection of soccer apparel, footwear, and accessories for enthusiasts, clubs, athletes, and families across the United States. Soccer Post’s mission is to provide an authentic soccer retail experience to soccer communities in every market it serves. For more information, please visit www.soccerpost.com.

