



FLAGEL HUBER FLAGEL

CPAs & BUSINESS ADVISORS

SPOTLIGHT: WINANS CHOCOLATES + COFFEES

EXPERTISE AND FLEXIBILITY FOR ENTREPRENEURS

Wilson Reiser, CEO of Winans Chocolates + Coffees, appreciates the ability of Flagel Huber Flagel (FHF) to flex with their needs as he leads Winans to a new era of growth.

Fifth generation entrepreneur and CEO & Owner of Winans since 2021, shares this about entrepreneurship, "There is something that becomes genetically embedded when you grow up around entrepreneurs. You get extremely comfortable with things that others are not so comfortable with – being accountable for income and health care. Even sometimes doing without those things. I has a promising career in law, but I was yearning for that entrepreneurial environment where I could take risks and do something different every day."

Reiser answered that call in 2020, when he left his successful law career to help his parents manage Winans through the tumultuous Covid years. He has never looked back. In 2021, his parents officially retired and sold Winans to Reiser.



Winans Chocolates + Coffees CEO and Owner, Wilson Reiser

Reiser has been with FHF since the beginning of his entrepreneurial journey, and he started with specific ideas about what he wanted in an accounting firm. "I was looking for a firm with a local nerve center. I wanted to be able to meet face to face. I wanted them to be large enough that they had the resources and expertise and people to be a long-term partner."

Matt Jones, FHF Partner adds, "FHF perfectly fits the structure of entrepreneurial businesses. We embrace that family-owned business ambience while being big enough to effectively meet the complex needs of growing businesses. An owner doesn't have to go to 3 firms to get an audit done, get their taxes done, and get their consulting needs met. In a brief time, we've already been able to flex our service to Winans in a variety of areas – adapting quickly to their changing needs."

WINANS CHOCOLATES + COFFEES

- *The Winans family has been in the baking and confectionery business since the early 1900s.*
- *In 2021, Wilson Reiser became the fifth-generation owner and CEO of Winans.*
- *With FHF since day 1, Reiser appreciates the expertise and flexibility that FHF offers.*



Winans Confectionary Craftsmanship

- *FHF has led the beginning compilation for the new company, a first-year audit, employee retention consulting, and a short-term assignment as fractional Controller during a time of high need.*
- *Today, Winans operates 5 corporate and 14 franchise locations with more in development.*

Dayton Office: 3400 South Dixie Drive, Dayton, OH 45439 • 937.299.3400
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Troy Office: 206 West Main Street, Troy, OH 45373 • 937.339.3118



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FLEXIBILITY TO ADAPT TO CHANGING NEEDS

Jones continues, "Early on we did a beginning compilation of financial statements, a 1st year audit, employee retention credit consulting, and Jeff Woeste from our team helped Winans navigate some Covid-era tax matters. Then in early 2023, Winans long-standing, critical, and beloved, COO - Amy Snyder, tragically passed away. We asked them what they needed to ensure operational continuity. What they needed was someone on site. So, Connie Donovan from our FHF team stepped up and has been working with them on site, 2 days a week, as a fractional Controller. In a few months, if they no longer need that support, that's fine. I love that FHF is both flexible and *caring* enough to adjust quickly as needed."

Reiser adds, "Right now is an incredible time of both transition and transformation for Winans. As I look forward, I know that with our growing sophistication and footprint we will have more complicated tax, real estate, and capital expenditure considerations. As entrepreneurial companies grow a key challenge is having needs that you cannot meet alone. That's okay if you have the right partners in place. Advice from the right partner can save you months or years of having challenging issues that they can solve right away."

FUTURE GROWTH ROOTED IN A RICH HISTORY

As Winans Chocolates + Coffees grows, Reiser embraces the entrepreneurial complexities of growth while staying grounded in a rich family heritage. "Our focus remains on offering not just culinary delights but cherished moments of joy and togetherness. Whether that's the kindness and community that - literally and figuratively - fills your cup with coffee, or the celebration of a special meal or momentous occasion with chocolate, both offer a moment of deliciousness. In the end, that's why we do what we do. I love being an entrepreneur."



WINANS
CHOCOLATES + COFFEES

**Need a partner who
can flex with your
needs?**

**FHF's Matt Jones says,
"Give us a call. We'd
love to talk about how
we might be able to
help."**

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