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Wilder inks 1,850 s/f lease to Ben & Jerry's

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Freeport, ME Wilder has signed Ben & Jerry's to Freeport Village Station, a premier outlet center. The new location, set to open in spring 2025, promises to enhance the experience for residents and visitors alike.

Ben & Jerry's has been a beloved fixture in Freeport for many decades. The ice cream shop's relocation will ensure that its flavors continue to be available in town. It will also provide a space for families and friends to gather and create memories.

"After operating the Ben & Jerry's shop in Freeport for 38 years, we are happy to continue our long-term relationship with the town," said Peter Rosenfeld, owner and operator of Ben & Jerry's Freeport. "Freeport is a great community to be part of, and we are thrilled to continue our journey here at Freeport Village Station."

The new 1,850 s/f space, currently under construction, is located at the center's main entrance from Freeport Main St., directly opposite the L.L.Bean flagship store and campus. It will feature indoor and outdoor seating, providing an inviting atmosphere for guests.

"We are thrilled to welcome Ben & Jerry's to Freeport Village Station," said Ryan Feinberg, vice president of leasing at Wilder. "Their commitment to quality, creativity, and social responsibility aligns perfectly with the values we uphold here at Wilder and at this center. This is only the start of Wilder's remerchandising efforts at the center. We look forward to bringing more excitement and options for our shoppers."

Ben & Jerry's joins other premium brand names such as L.L.Bean Outlet, Coach Factory, Brooks Brothers Factory Store, Talbots Outlet, Old Navy Outlet, OshKosh and Carters Outlet, and others.

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