*A weekly column written by the staff of* [*Discover Wisconsin*](http://discoverwisconsin.com/) *highlights things to do and see throughout the State of Wisconsin, and is made available for publication to members of the Wisconsin Newspaper Association. The column is accompanied by photos for use in print and online. The Discover Wisconsin logo can be* [*downloaded here*](https://www.wnanews.com/wp-content/uploads/2016/11/DiscoverWi-Logo_300dpi.jpg)*.*

## Your Guide to Wisconsin’s Women-Owned Businesses

In celebration of Women’s History Month, we’re bringing you an exclusive guide to Wisconsin’s women-owned businesses! From cozy retreats and tasty restaurants to charming bookstores and stylish boutiques, this all-in-one guide showcases the incredible contributions of women entrepreneurs shaping the local economy and communities across the state.

### Cozy Retreats & Tasty Restaurants

Feeling the winter blues? Escape to the serene beauty of Wisconsin’s Northwoods with a stay at Wild Rice Retreat, nestled in picturesque Bayfield. Founded in 2018 by visionary Heidi Zimmer, this unique retreat center is built on three pillars: expression, movement, and nourishment, offering a holistic approach to well-being. Zimmer’s dream has blossomed into a true oasis.

At Wild Rice Retreat, you can choose between a resort stay or a guided retreat, each designed to nurture the mind, body, and spirit. Enjoy Scandinavian-inspired accommodations, locally sourced meals, and amazing amenities during your stay. Your perfect winter escape awaits along the shores of Lake Superior!

Onto tasty, women-owned treasures, where you can find creamy cheeses and loaves of goodness! First up is Marieke Gouda from Thorp, Wisconsin. Founder Marieke Penterman, originally from the Netherlands, began her cheesemaking journey on her family’s dairy farm. After moving to Wisconsin, she missed authentic Dutch Gouda and decided to recreate it.

Today, Marieke is an award-winning cheesemaker—just recently becoming the fourth woman to earn the coveted Wisconsin Master Cheesemaker title! Taste her exceptional cheese firsthand at Marieke Gouda, home to a quaint cheese store, gift shop, and delicious Café Dutchess.

Pedal your way to Bread Pedalers, owned by biker-baker-sister-duo Sam and Skyler Schneider. Aside from their passion for biking, they’ve got quite a knack for baking. It all started with a bread club and transformed into baking for the entire community, spreading smiles one loaf at a time. Stop in and enjoy a slice of your favorite breads and made-from-scratch sandwiches!

### Charming Bookstores & Stylish Boutiques

Discover more women-owned businesses that bring all the charm—including Dotters Books in Eau Claire, Wisconsin! Co-owned by Margaret Leonard and Jill Heinke Moen, Dotters Books boasts over 30 book collections. At Dotters, there’s a genre for everyone to love! And don’t miss out on Story Time, held every Saturday morning at 10:30, and their exclusive Book Club. One and all are welcome to read along.

Turn the page, and get ready for a shopping spree at stylish boutiques in local Wisconsin communities! Up North, A Diamond in the North is a must-visit boutique in Minocqua, owned and operated by Madeline Smith. Her vision of adding a colorful touch to Northern Wisconsin has transformed into this trendy shop! Shop a wide selection of items, from fashion-forward clothing to permanent jewelry.

Our last stop: The Purple Goose in Verona! On a mission to bring style across Wisconsin, owner Halley Jones recently expanded, opening a second location in small-town Paoli. If you’re looking for fun and funky, The Purple Goose is a go-to shop!

Whether you’re looking to relax, shop local, or savor delicious cuisine, this is your guide! Time to explore and support these incredible businesses while celebrating the power of women in Wisconsin!

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