

Steel City Pops Launches New Website with National Shipping

Updates to Steel City Pops to better serve Customers



Homewood, Aug 10, 2020 ([Issuewire.com](https://www.issuewire.com)) - Steel City Pops has launched a new website featuring a digital storefront with national shipping. In an effort to better serve its fans, the company has prioritized its e-commerce offerings while also focusing on an improved in-store experience and value for its customers.

The updates come in parallel to hiring a new CEO, Pete Srodoski, who is bringing fresh ideas and policies to improve the customer experience. Srodoski was named CEO following founder Jim Watkins, who remains involved in leadership and product development.

“Pete has been a great addition to the Steel City Pops team,” says Watkins. “His innovation and skills will really help take Steel City Pops to the next level, helping us to thrive in this next season for Steel City Pops.”

Srodoski has been in the frozen dessert industry for most of his career and understands that customers want a simple, nostalgic, fun experience and to create memories in doing so.

“It’s an exciting company to be a part of, fun atmosphere combined with a really great product,” says Srodoski. “We want our core values to be shared across the board, where each employee you encounter, whether in a store or at an event, will carry on the legacy of authentic kindness while bringing fun to enhance your enjoyment.”

Twelve stores throughout Alabama, Kentucky and Texas are now reopened following health considerations and directives around coronavirus. Local guidelines by store can be found on the

website

[Steel City Pops](#) is a privately-held company based in Birmingham, Ala., with stores across Alabama, Kentucky, and Texas, and events and wholesale opportunities available throughout the region. All products are all-natural, locally-sourced whenever possible, and gluten-free, created in small batches to ensure the highest quality.

For more information, please contact info@steelcitypops.com or visit steelcitypops.com

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