

Anthony

Bloomfield, New Jersey

Cheesec

CORNER STORIES CASE STUDY

SMALL BUSINESS FEATURED CORNER STORIES



CORNER STORIES: THE PEOPLE BEHIND THE BUSINESS

- Corner Stories' original content format spotlights businesses and business owners who are making a difference in their communities.
- Because of the popularity amongst moviegoers, theatre owners and small businesses, Corner Stories will be rolled out as a regular feature in 2018.
- Through a national campaign, Screenvision Media began the hunt for the first featured local business at the Small Business Expo in NY on May 3rd. Businesses were invited to nominate themselves online by describing the impact they have on their local community.



AND THE WINNER IS... ANTHONY'S CHEESECAKE!



oods • Breakfast • Catering



THROUGH THE NATIONAL CONTEST TO FIND A SMALL BUSINESS THAT EMBODIES WHAT IT MEANS TO BE A PART OF LOCAL THE COMMUNITY, SCREENVISION MEDIA'S ADVISORY PANEL SELECTED ANTHONY'S CHEESECAKE IN BLOOMFIELD, NJ AS OUR FIRST NATIONAL CORNER STORY.

Anthony opened his shop 9 years ago in an underdeveloped part of town in hopes that things would change for the better. It's been slow, but things have been better and brighter for small businesses in his town.

His team has been an integral part of the community through fundraisers, charity dinners and by bringing people together to enjoy outdoor dining and entertainment during the summer. Anthony and his team are deeply rooted in the community and consider their customers friends.

At Anthony's, they believe that it's only going to get better as more development is slated which makes all the years they hung on well worth it.

ANTHONY'S CHEESECAKE REACHED THE ENTIRE NATION!



"Thanks so much. It's amazing how we've had people write to us from Texas and California on Instagram saying they saw our story and loved it. We've had people from different parts of the country: Florida, Utah, Colorado, and more reach out wanting to come to our restaurant or ordering cheesecakes to be mailed to them. Pretty crazy if you think about it. We thank you all for putting our story on the screen."

- Anthony

