

Local Wellness Shoppe Rises from National Brand Crisis

Fort Walton Beach Entrepreneurs Build a Community-Focused Health Destination



Fort Walton Beach, Florida Apr 20, 2025 ([Issuewire.com](https://www.issuewire.com)) - In a true story of resilience and reinvention, the former Vitamin Shoppe location in Sun Plaza has officially reemerged as the Wellness Shoppe — a vibrant, independent wellness destination designed with the local community in mind.

Following the national Vitamin Shoppe parent company's bankruptcy, local owners Ed Zausch and Dr. Ed Martin and their dedicated team refused to let a valued community resource disappear. Instead, they

made the bold decision to rebrand, modernize, and expand the store's mission.

“Our new name and identity represent the evolution of our business,” said Zausch. “Wellness Shoppe reflects the full scope of what we offer — personalized, goal-driven health solutions for every stage of life — while maintaining the values and quality our customers trust. This change positions us to better serve our community and grow sustainably in the years ahead.”

At the heart of the Fort Walton Beach location's success story is Willie Thomas, the store's manager, a professional bodybuilder and experienced trainer. Thomas and his highly knowledgeable team have already made a major impact, working closely with customers to identify products that align with their wellness goals — from boosting energy to enhancing overall well-being.

The Wellness Shoppe experience is grounded in providing a curated selection of high-potency, rigorously tested products, offering a significantly higher standard than typical mass-market or online offerings. Customers can expect knowledgeable, personalized support that puts their individual health goals first.

The new identity also signals a modern and holistic approach to wellness. The brand's new circular emblem, featuring a flowing "W" design, symbolizes balance and vitality, while the tagline, "A World of Wellness Awaits," invites customers to explore proactive solutions that inspire healthier, more vibrant lives.

In addition to offering outstanding products and services, the Wellness Shoppe is deeply committed to its community, participating in:

As a lasting thank you to those who serve, the Wellness Shoppe proudly honors past and present military members and first responders with a 20% discount on all products every day.

“This isn't just a rebrand,” said Zausch. “It's a reaffirmation of our belief in Fort Walton Beach. We're here for the long haul — helping our neighbors look, feel, and live their very best.”

With its entrepreneurial spirit, commitment to personalized wellness, and unwavering support for its community, the Wellness Shoppe stands as a powerful example of local perseverance and vision — truly a homegrown wellness success story.



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