Local "Mom & Pop" Spin Studio Delivers

By Roland Jaemark

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Clementine Studio takes on Peloton with Spin bike rentals

(Open since 2013, Clementine Studio has been serving up spin classes in Freehold to a dedicated and loyal group of riders. Over the last 7 years Clementine has built a reputation as a friendly and welcoming environment with some of the top instructors around. People have rented, and Clementine has been voted one of the best spin studios in the area.

2020 started as one of Clementine's best-ever, and then COVID hit. With the closing of their studio in March, this "Mom & Pop" studio had to find new ways for them to keep their riders in the saddle. Owner Effie Drossman began working on a unique concept to bring the spin studio experience to their rider's homes. "After a few weeks, some riders asked about renting our bikes. And I was trying to figure out a way to keep our instructors working. That hit me—if we can't reopen the studio, then I can bring the studio to them."

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At the same time, the waiting list for bike rentals was growing, and there was no end in sight to the COVID-closing, so Drossman searched the country to source more bikes to meet the need. "Spin bikes were in huge demand, and the factories were closed for months and there was a serious shortage of bikes. We were lucky to find some commercial suppliers with stock of the higher quality commercial bikes we use. And I was trying to figure out a way to keep our instructors working. That hit me—if we can't reopen the studio, then I can bring the studio to them."

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