

Compliments of Kowalski's

September - October 2023  
THE JOY OF GOOD FOOD

# KOWALSKI'S AT HOME *cheers* TO 40 YEARS!

THE *Joy* OF  
GOOD MEMORIES

*celebrating*  
SIGNATURE  
RECIPES

OUR HISTORY  
OF GOOD FOOD

Easy Champagne Cake  
(page 15)

# Thoughts from the KOWALSKIS

It seems like only yesterday we were celebrating our 30th anniversary. The day before, it seems, we were opening our first store.



Grand Avenue. 1983. Wow. Time really flies.

We're feeling reflective, naturally, and in this issue of *At Home*, we're sharing a little bit of our history. Whether you've shopped with us for 40 years or are new to our brand, we hope you'll get a kick out of our walk down memory lane. We've both been reminiscing about this special milestone, recalling those early days. Read more about how this adventure all began on the following couple of pages. Our friends – Nutritionist Sue Moores, M.S., R.D., and Culinary & Branding Director Rachael Perron – are reflecting on how they came to be part of the Kowalski's story in this issue, too. We are also excited to share a little more about the Oase family and their incredible impact on our business over the years. They are truly our other half! You can learn more about this branch of our family tree on page 5.

Not only have we been here for 40 years, but we have employees who have been here just as long! That is amazing! On pages 6 and 7, we introduce you to a few of our long-haul stakeholders! They and all the wonderful employees who have joined us over the years play an integral part in this operation. It takes a lot of hard work and very dedicated staff to make it in this business. We've met many, many challenges together, but whatever we've faced, our stakeholders have risen to the task. The strength of our people – their insight, creativity, drive and determination – has always inspired us to carry on.

Finally, we are looking back on a great history of awards, particularly our award-winning food. From rotisserie chicken and olive oil to frozen pizza and, most recently, our winning GrillFest burger, we've been sharing superior-quality foods with you for generations. Our recipe has always been simple: delicious foods with the very best ingredients, made the same way we make them at home for our family and friends. They're original, exclusive and tasty – in a word, they're *Signature*. Turn to page 16 for a glimpse into the world of Kowalski's brand products – our Signature line – with our Private Label Director, Russ Tourville.



## ***Food Matters! Truth Matters!***

Mary Anne Kowalski and  
Kris Kowalski Christiansen

**KOWALSKI COMPANIES IDENTITY STATEMENT:** Kowalski Companies is a civic business. All stakeholders are obligated to organize, educate and set policy according to democratic principles and standards. We do this in partnership with other demonstrations of the Midwest Active Citizenship Initiative to renew and sustain democracy and to create a world that is abundant and just.

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FIND YOUR LOCAL MARKET AT [KOWALSKIS.COM](http://KOWALSKIS.COM)

*Thank You*  
FOR 40 YEARS!

**LET'S party!**

Join us **Saturday, September 30**, for the party to beat all parties! We'll be celebrating our 40th anniversary in every market from 10 a.m. to 4 p.m. Special surprises are in store at every location with plenty of tasty treats.

We hope to see you there!



## ***who is the Red Owl?***

You may have noticed an old logo popping up in our stores recently: the Red Owl. Why? Red Owl was a very prominent Midwest grocery chain that Jim Kowalski worked at for years before he and Mary Anne bought their first Red Owl store on Grand Avenue in 1983. They renamed it *Kowalski's Red Owl*. Their second location, in White Bear Lake, was a *Kowalski's Red Owl Country Store*. Though we dropped "Red Owl" from our name and logo in the early '90s, we love that iconic birdie and brought it back, just for a bit, so we could appropriately celebrate our beginnings! We hope you'll have fun spotting our former mascot on bags, shirts and more in the weeks ahead.





*it takes*

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*by Mary Anne Kowalski*

Jim and I married in 1964. Our early years found Jim launching a career with Red Owl, where he worked as Assistant Store Manager, Store Manager and Franchise District Manager. We moved about from Faribault to Fairmont to Chippewa Falls and back. During those many moves, I was home with our daughter, Kris, or working as a secretary at a container company. Eventually, I became a paraprofessional peer counselor. After training, I was employed as a counselor at a medical clinic in Hudson.

We lived busy and fulfilling professional lives, but our family and careers really took an exciting turn 40 years ago. Jim and I began the journey of a lifetime when we bought the Red Owl grocery store at 1261 Grand Ave. in St. Paul. It took all that we had saved at the time – a pension plan, a loan from a friend and a *very large* loan from Red Owl – to make it happen. And the rest is history, as they say.

My 40th anniversary message is twofold.

**First and foremost, to past and present employees, past and present customers, partners and friends:**

THANK YOU for your loyalty and trust in us. You have all played, and continue to play, an essential part in our success. I am especially grateful to my daughter **Kris**, my nephews **Mike** and **Boyd**, sister-in-law **Deb Kowalski**, Jim's brother **Bob** and executive **Terri Bennis**, all who have played a pivotal role in getting us this far.

**My second anniversary message is a tribute to Jim Kowalski:**

Jim was a man who loved life, family and golf! He loved to laugh! He was a man who understood people, business and himself. He understood his own limitations and fears well, but never, ever did they stop him from taking great risks or having great adventures. His charisma, business sense and visionary skills were remarkable. He is truly missed by so, so many due to his impact on their lives through personal friendships and business partnerships alike. Even 10 years after his passing, when I'm out and about, people stop me quite often to tell me about his influence on them. He was beyond proud of our daughter, Kris, as she has worked just about every area and nearly every job in the company to become the capable leader and brilliant Chief Executive she is today.



**Favorite products from Kowalski's:**  
Kowalski's Dark Chocolate Buttercreams, Kowalski's Smoked Bacon, Kobe-Style Akaushi New York Strip Steaks, Bella Bread, Maple Sticks, and any and all donuts (as long as they don't have sprinkles on them!).

**What I cook at home:** Ribs with Kowalski's BBQ Sauce, rotisserie chicken and pasta – I love our Kowalski's Signature Bolognese Sauce!

# REFLECTIONS: 3's company

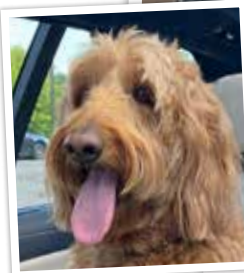
by Kris Kowalski Christiansen



Celebrating 40 years of Kowalski's Markets kind of astounds me. I've been thinking back to our very humble beginning: Grand Avenue, 1983. My dad was a District Manager for Red Owl, and my mom was on her way to beginning her peer counseling career. I myself was just a 16-year-old girl living the typical teenage life: school, sports, friends. I didn't think much about it when my folks sat me down to tell me of their new "endeavor." All I knew was that I was now a part-time cashier, and so were a whole lot of my friends!

Even though I didn't enter this business out of an innate love of the grocery game, I'm sure glad I did. I entered it simply out of love and respect for my mom and dad (two of the smartest, most honest and most dynamic people I've ever known), and I'm proud to carry on what they started. When I got that first cashiering gig, I thought the grocery business was pretty boring; but 40 years later, as CEO of my beloved parents' company, I can assuredly tell you: boring it is NOT! I am excited and inspired daily by this business and all the relationships that come with it: family, employees (stakeholders), friends, customers, vendors, communities ... the list goes on and on.

I am also humbled and grateful to all the people who choose to shop with us – anyone who has ever come to our store, even once, and especially those who continue to come back again and again. I'm also so thankful to those who have chosen Kowalski's as a place to work, whether part-time, seasonally or, like me, for their lifelong career. I look forward to continuing this journey with all of you! Here's to 40 more!



Jim, Kris, Zach and Sophie

**What I do in my free time:** I like to golf, swim and spend time with my husband **Jim**, teens **Sophie** and **Zach**, and our dog **Mazy**.

**Favorite products from Kowalski's:** I like our frozen Sausage & Pepperoni Pizza, black licorice, Akaushi beef, glazed raised donuts and our Mexican line, especially the Taco Sauce and Taco Seasoning.

**What I cook at home:** I love our Signature Bolognese Sauce on our fresh filled pastas, and I make a great homemade chicken noodle soup.



Kris' stepson Tanner with wife Erin and daughter Gianna



Kris' stepson Chase Lau (Kowalski's Director of IT & E-Commerce) with wife Kelly



# our *family* tree

Legend has it that Jim Kowalski wanted to name Kowalski's Markets "Mary Anne's." She promptly talked him out of it.

Even though her first name – or her maiden name, Oase – aren't on the building, the Oase family has played, and to this day *plays*, a huge role in the success of Kowalski's. Mary Anne's nephews, brothers Mike Oase and Boyd Oase, currently serve as Chief Operations Officer and Vice President of Operations, respectively. Members of their own families have joined Mike and Boyd in the ranks over the years, too. Here's a peek into their family scrapbook.



Darren Hines, Chrissy Hines, Mike Oase, Mark Oase, Boyd Oase



Mike, Tina, Rachel, Nathan

Mike's wife, **Tina Oase**, and their kids, **Nathan Oase** and **Rachel Oase**, are actively employed at Kowalski's. Tina and Rachel work at White Bear Lake in the Pricing Department and as a Manager on Duty, respectively. Nathan is an Administrative Assistant at the corporate offices in Woodbury.



Paige, Connor, Chrissy, Darren, Jack

Chrissy's husband, **Darren Hines**, currently serves as Kowalski's Prevention Maintenance & Project Director. Their kids, **Jack Hines** and **Paige Pechacek**, worked in Maintenance and Starbucks for a bit as well.



Mary Anne's brother, **John Oase**, and sister-in-law, **Linda Oase**, have both worked for the company. John worked as a Dairy Manager from 1987-2004, and Linda logged about 30 years between the Deli and Bookkeeping Departments.



Mark, Jenny, Chrissy, Linda (mom), Mike, Boyd

Mike and Boyd have three siblings who have worked for Kowalski's, too. **Mark Oase** currently works in the Dairy/Frozen Department at White Bear Lake. **Chrissy Hines** worked as both a Store Manager and Central Warehouse Manager for more than 10 years, up until last year. **Jenny Oase** worked for several years doing carryout at the Grand Avenue Market in the late '80s and early '90s.



Boyd's family has also worked here! His wife, **Janet Oase**, worked as a stocker and bookkeeper for many years at White Bear Lake. Boyd and Janet's sons, Cody Oase and Justin Oase, each spent a few years on the clock, too.

STAKEHOLDER  
SPOTLIGHT

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**Current position & store:** Deli Manager at the Kowalski's Cub Foods franchise in White Bear Township

**Expertise:** I started out at the White Bear Lake location but transferred to Cub when that store opened in 1993. Can't believe it's been 30 years!

**Home:** Goose Lake

**Favorite products from Kowalski's:** Kowalski's Seed Crisps from the Bakery and the Pasta Bar in the Deli.

**What I do in my free time:** I am a huge hockey fan. I go to the boys' high school hockey tournament every year, quite often alone. I absolutely love it!

*"My sister, Mary Fisher, actually hired me. We made a good team."*



**Marcia Shively**  
with her husband, Steve



**Brian Palmer**  
with his wife, Kimberly, and daughter, Emerson

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**Current position & store:** Assistant Grocery Manager at Woodbury

**Expertise:** I started as a carryout almost 36 years ago! I've worked various jobs in the Produce and Grocery Departments at eight different locations.

**Home:** St. Paul

**Favorite products from Kowalski's:** Aunt Nettie's Potato Salad, Untiedt's Sweet Corn, Naturally Raised Rib-Eye Steaks and Kalbi Marinade.

**Best Kowalski's memories:** I met my wife and many of my closest friends at Kowalski's. My best memories are trips with the Produce team to Costa Rica, Florida and California to learn about our products in the fields.

*"I can't say enough about having my capacity built from a young age by great role models like Mike Berthiaume (aka "Coach"), Greg Bartel and Mike Oase."*



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**Jill DeLisi**

**Current position & store:** Gift & Floral Manager at Grand Avenue

**Expertise:** In almost 38 years, I've been at five locations in Bakery, Deli, Dairy/Frozen, the Front End and my current department, Gift & Floral.

**Home:** West St. Paul

**Favorite products from Kowalski's:** There's always something fresh and fun to enjoy, but I really like our greeting card selection. I can always find the perfect one.

**Best Kowalski's memories:** Living within a few blocks of the store, I would walk up with my four kids in the wagon to shop. All my kids have worked for Kowalski's at some time. It's very fun, and I'm proud of all of them.

*"I have always loved and am proud to say I work at Kowalski's. This place feels like family and is a lot of fun. I've always felt appreciated and have been challenged in great ways."*





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**Current position & store:** Corporate Pricing & Data Manager at Woodbury Corporate Offices

**Expertise:** 35 years in February! I started at White Bear as a carryout in 1989 and have since worked at three other locations either on the Front End or in a Bookkeeping or Pricing capacity.

**Home:** The Mac-Groveland neighborhood

**Favorite products from Kowalski's:**

Oh my ... so many! In no particular order: Salsa di Parma, Seed Crisps, Naturally Raised Pork Chops, Raspberry Coffee Cake, Cheddar Popcorn, Orange Juice, Grandma Betty's Chip Dip, Bolognese Sauce ... I could go on and on.

**Best Kowalski's memories:** The holidays really stand out. I love the energy in the stores; everyone is just kicked into that extra gear. The amount of work executed in the days before Thanksgiving and Christmas Day is especially incredible. I will never forget working the day after the Halloween blizzard of 1991. Customers were coming to the store on snowmobiles. Once on the weekend before the Fourth of July, a storm took out the power at both Grand and White Bear Lake, and we had to throw everything out. At Christmastime, my dad would bring a boombox of holiday music and ring the bell for the Salvation Army at White Bear Lake. I also have fond memories of and loved working with Grandma Betty Kowalski at Grand Avenue. She would go to McDonald's and get us breakfast sandwiches on her way back from the post office.

*"I met my husband working for Kowalski's, so without their family, I would not have my family. I'm very grateful for everything they have done for us. The Kowalski family has been there for me in so many ways, from our wedding to baby showers to graduations and, sadly, even funerals. The amount of love and support I have felt from the Kowalskis goes beyond anything I could even imagine. I love working for these amazing people!"*



**Kathy Bigelbach**  
with her husband, Brian

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**Tim Fortier**

with daughters MacKenzie, Mallory and Madyson and wife Michelle (second from right)

**Current position & store:** Store Manager at White Bear Lake

**Expertise:** This year marks 35 years for me with Kowalski's! I started as a carryout at White Bear and moved to the Produce Department within a few months, where I stayed for 31 years and managed all the St. Paul Produce Departments at one time or another. Somewhere along the way, I also spent a 14-month-long stint in the Grocery Department at our Cub store.

**Home:** I live less than a mile from the WBL store!

**Favorite products from Kowalski's:** Super Cherries, Chicken Tenders from the Deli and everything in the Meat Department.

**Best Kowalski's memories:** After 31 years in the Produce Department, my body needed something less physical. I moved over to White Bear to become the Assistant Store Manager with hopes of running the store one day. Here I am today, running the store I grew up shopping at.

*"My entire family has worked for or currently works for Kowalski's. I feel very fortunate to work for a company that takes such good care of their employees!"*

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**Jan M. Wilcox**

**Current position & store:** Front End Manager at Woodbury

**Expertise:** In nearly 38 years, I've worked as a Cashier, Customer Service Manager and Clean Team Manager at four locations, including our Cub store.

**Home:** Lino Lakes

**Favorite products from Kowalski's:** Seven Layer Bars, Teres Major Steak, Herbed Coleslaw and Northwoods Grill Seasoning.

*"I was just a kid when I started working at Kowalski's along with my parents, June and Harry. I feel that Jim and Mary Anne Kowalski helped me to grow and succeed in life with the values I learned from them. I've instilled those same values in my daughters Alycia, Mikayla and Katia and am proud of who they have grown to become."*



# by the *numbers*

No matter how you go at it, it all adds up to one thing: 40 years of **The Joy of Good Food!**





2022

20 Best Regional Supermarket Chains of All Time by Food & Wine Magazine

1987

Best Neighborhood Grocery by Twin Cities Reader

1990

Grocer of the Year by the Minnesota Grocers Association

1997

Best Family-Run Grocery Store by Mpls.St.Paul Magazine

2023

Judge's Choice Burger Winner by Minnesota Monthly's GrillFest

2021

Top Workplace in the Twin Cities by the Star Tribune (also in 2022)

# Thank You

## TWIN CITIES!

2000

Best Grocery Store by Mpls.St.Paul Magazine

2002

Woman of the Year by the National Grocers Association (Mary Anne Kowalski)

2019

First retailer to achieve Leader Status in the James Beard Smart Catch seafood sustainability program

40 years of loyal customers is the most treasured reward for our efforts. Along the way, we've also been honored by the Twin Cities community and our colleagues in the industry for the pursuit of quality and integrity in everything we do. Here are just a few highlights!

2016

Hunger Hero by Second Harvest Heartland

2015

Minnesota Grown Retailer of the Year by Minnesota Grown and the Minnesota Department of Agriculture (also in 2016, 2017, 2019, 2020, 2021, 2022 and 2023)

2005

Best Gourmet Grocery by City Pages

2018

Outstanding Disability Employer by the Minnesota Organization for Habilitation and Rehabilitation

2011

Family Business of the Year by the University of St. Thomas

# A

## *mystery* meeting

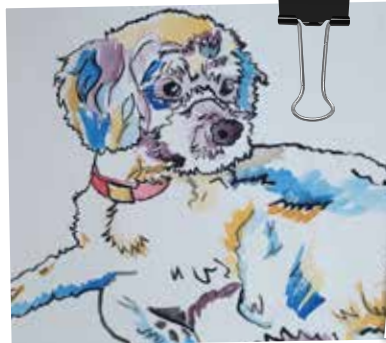


Rachael with daughter Anna Rose and husband Jerry

*by Rachael Perron, Kowalski's  
Culinary & Branding Director*

When I interviewed for my job at Kowalski's, I didn't even know I was in an interview. Seriously. I agreed to a "meeting" to discuss what I thought was taking over a single-page column in this magazine. (I was running my own business at the time but figured I could surely crank out one page every few months.) A few days later, I was being asked if I could manage this *entire* magazine, recipe development across the whole company and virtually all other culinary content creation.

That level of creative and culinary freedom was obviously hard to pass on. I've been lucky in these last 12 years to have been able to build and work with a very talented team that inspires me to do my best work every single day. By far, my favorite part of my job has always been *At Home*. There have been a lot of great regular features over the years ("Rachael's HOT LIST" and "Kids in the Kitchen" stand out in my memory), but my favorite ongoing feature has been "Stakeholder Spotlight." I've been truly surprised to learn about the unique backgrounds, interests and talents of my fellow Kowalskians! They're photographers, bartenders, musicians, athletes – you name it! And while I've shared a lot about myself in this column over the years, here are a few tidbits that might surprise my coworkers!



**Expertise:** I've been with Kowalski's just over 12 years now. Before that, I was a private chef, cooking instructor and cookbook author. I actually started my career as a CPA! (Yep, not only can I make you a perfect vinaigrette, but I can also talk to you about depreciating your fixed assets – though I really prefer the former!)

**Home:** May Township, a few miles north of Stillwater

**What I do in my free time:** I'm an artist at heart. Over many years, I have enjoyed everything from embroidery and writing poetry to making jewelry and pressing flowers. My current obsession is painting watercolors, and my favorite subject is my dog, **Stella**.

**Favorite products from Kowalski's:** Kickin' Kalbi is ALWAYS in my fridge!

**What I cook at home:** Skuna Bay salmon is on the menu every week! We also love pasta, main-dish salads and tacos.

*"My favorite memories at Kowalski's are the deep conversations I've had with my colleagues – not about recipe development or shelf tag designs, but about kindness, justice and fairness. We believe in, support, challenge and celebrate one another in a way that's truly special."*



# REFLECTIONS: proposing A *partnership*

by Sue Moores, M.S., R.D.,  
Kowalski's Nutritionist



Susan Moores, M.S., R.D.  
smoores@kowalskis.com

**Expertise:** I've been with Kowalski's for about 16 years. I've been a dietitian for much longer, working with hospitals, public health organizations, public relations and food companies. Three years before I connected with Jim and Mary Anne, a colleague referred me to an opportunity to work with SuperValu. As their nutritionist, I was given a blank canvas to create

their health and wellness strategy for their new organic and natural store banner, Sunflower Markets.

**Home:** Mahtomedi

**What I do in my free time:** I love live music and constantly scout about for great bands and great concerts. I enjoy reading, hikes, biking and anything that has to do with water and waves.

**Favorite products from Kowalski's:**

Kowalski's Signature Freshly Squeezed Orange Juice, smoked salmon (in the Seafood Service Case), Kowalski's Extra Virgin Olive Oil and Kowalski's Kettle Chips! (BTW, even nutritionists have healthy foods they dislike. For me, it's lima beans. Ever since I was a kid, they were trouble. Whenever they were served at home, I had to swallow them like pills to be able to get through a meal.)

**What I cook at home:** Salads, casseroles and stir fries.



I was introduced to the grocery business in 2004. I found the people in the industry so enjoyable to work with. After that particular project ended, I was eager to find a new grocery partner. I appreciated how much Kowalski's valued food and the people who produce it and hoped they'd be interested in adding a nutrition and health component to their business. I made a proposal to Jim and Mary Anne in 2007. They were very aware of food's influence on wellness and supported the connection between the two. One of the things I have really loved about working at Kowalski's is that they always find cool, new foods to bring into the stores. But what makes me proudest to work here is Kowalski's commitment to the communities they serve:

- They support small, local food entrepreneurs.
- They help launch new local food companies.
- They practice and advocate for philanthropy and community support.
- They teach and believe wholly in civic responsibility, giving everyone a voice in the work they do.
- They value and care for their employees.

*"I think the caliber of folks working at Kowalski's is extraordinary. The people throughout the company genuinely enjoy food, each other and their work. The staff in stores are eager to help and want to support your shopping experience. And the shopping experience is enjoyable – there's always something fun to be found."*



**2023  
RETAILER OF THE YEAR**

Minnesota Grown Retailer of the Year by Minnesota Grown and the Minnesota Department of Agriculture (2015, 2016, 2017, 2019, 2020, 2021, 2022 and 2023)



**FRESH**

The transition from late summer to fall brings us into one of the most colorful and delicious seasons for Minnesota Grown produce. Look for these beauties in the Produce Department in the days and weeks ahead.



#### WINTER SQUASH –

Local winter squash are actually available in the fall, even if their name suggests otherwise. We source several varieties from Untiedt's Vegetable Farm.

# Beautiful BY DESIGN

Jim Kowalski himself said more than once, “This place needs to be *fun* to shop.” We apply this adage in all our departments, but his vision is one of the key reasons we have such an impressive Gift Department in the first place. It doesn’t look like a gift area in any other grocery store – and that’s very much by design. More than just a few cards and candles, Kowalski’s Gift Department was built as a place for customers to dig around in, to delight in and to have fun in. Part art gallery, jewelry salon, fashion boutique, beauty & wellness market, toy store and housewares showroom, our Gift Department is a stylish shopper’s go-to for gifts of good taste.

Gift’s sister department, Floral, is another literal bright spot in the store. One of the most iconic products in the department has always been the Kowalski’s Signature Bouquet. Arranged with the freshest seasonal flowers, they’re exceptionally big, each containing 12 stems, with more large, premium pieces per bouquet than similar arrangements. These blooms last longer because they’re fresher – cut and packaged the same day they’re ordered by Kowalski’s. It’s an incredible value not found anywhere else.





# FLAVORS for fall



## **MUSHROOMS** –

Mushrooms from R&R Cultivation are grown indoors and available year-round, but mushrooms partner perfectly with fall foods and fresh produce, including squash.

**PUMPKIN** – We have pumpkins for your pies *and* your porches from Minnesota farmers, thanks to Untiedt's Vegetable Farm.



**APPLES** – Not only apples but Minnesota Grown apple cider is available seasonally in the Produce Department. Find them near the freshly squeezed juices. Our Signature Kowalski's Apple Cider comes to us from Untiedt's Vegetable Farm and Fireside Orchard.

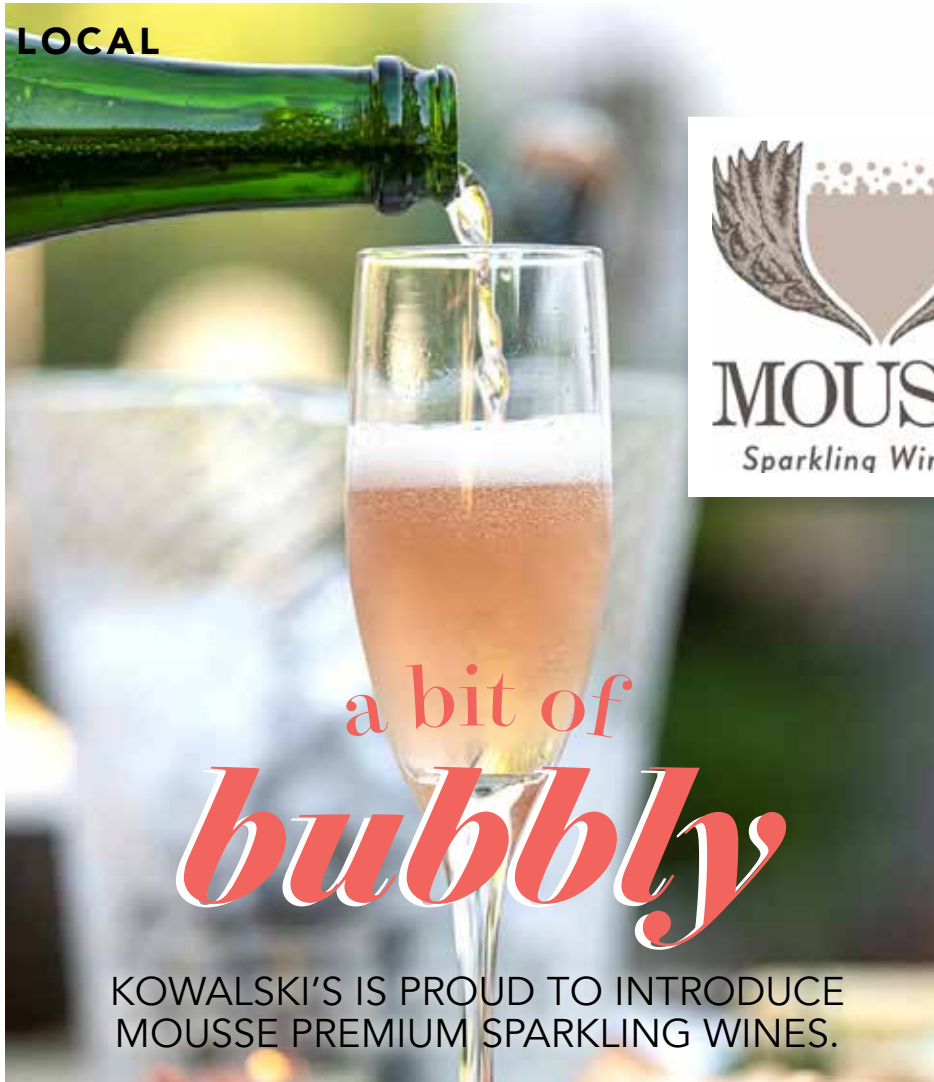
**CHARD** – Sautéed or roasted chard is wonderful in quiches, casseroles, pasta dishes and even on pizza. To roast chard and other sturdy greens, chop and toss them with a little bit of olive oil, then season to taste with salt and pepper. Roast at 425° on a parchment-lined baking sheet until the edges are dark and greens are crispy. Look for Minnesota Grown chard from Untiedt's Vegetable Farm and Harmony Valley Farm in Wisconsin.



We are celebrating 40 years of local floral with a special Kowalski's Signature Bouquet this season featuring 12 premium stems of Minnesota Grown flowers, including gerbera daisies, alstroemeria, lisianthus, sunflowers, LA hybrid lilies, Oriental lilies, marigolds, spray roses, snapdragons and statice. Look for the **Anniversary Signature Bouquet** this season in the Floral Department.



LOCAL



Award-winning winemaker Josie Boyle, along with her business partner and husband Micah Lennox, are putting the state of Minnesota on the map for their exceptional handcrafted artisanal small-batch wines at Mousse Sparkling Wine Co. Following years as a winemaker in New Zealand, Iowa and at Michigan's L. Mawby Vineyards, Josie established herself as a celebrated member of the Chankaska Creek Ranch & Winery team. Today, at their own winery in Jordan, Minnesota, these wine lovers and Minnesota natives are combining their passion for locally grown ingredients and Josie's winemaking pedigree to produce top-quality wines at the high caliber of their contemporaries in Napa, Sonoma Valley and New York's Hudson Valley region. Mousse is the only Minnesota winery specializing in méthode champenoise and charmat method sparkling wines, all made from Minnesota grapes. For mimosas at brunch, a celebratory toast or simply enjoying with a friend after work, Mousse is a lovely local selection.

Pick up Mousse Sparkling Wines at your local Kowalski's Wines & Spirits shop or visit the Mousse winery in lovely Jordan, located just beyond the southwestern suburbs of Minneapolis along the banks of the Minnesota River, just off Highway 169. In addition to sparkling wines, the winery also offers hard ciders and still wines in the tasting room of a charming 19th-century brick building or seasonally on their lovely outdoor patio.

### DID YOU KNOW?

The word *mousse* comes from a French word meaning "foam." It describes the frothy head that forms on top of sparkling wine when it is poured from a bottle into a glass. A good sparkling wine has a vigorous mousse that lingers.





# THE icing ON TOP



CELEBRATING 40 YEARS  
OF SIGNATURE RECIPES

## EASY CHAMPAGNE CAKE V

SERVES 10

- 1 box white cake mix, plus all ingredients needed to prepare the cake according to pkg. directions
- Champagne or other sparkling wine, as needed (enough to replace the water called for on the cake mix box)
- 1 tsp. Kowalski's Organic Madagascar Vanilla Bean Paste
- 4 tbsp. (¼ cup) Kowalski's Lemon Curd
- 32 oz. (2 containers) Kowalski's Signature Classic Buttercream Frosting (from the Bakery Department), at room temperature
- cake décors or other garnishes, as desired

### DIRECTIONS:

1. Prepare 2 round cake pans according to directions on the cake mix box.
2. Preheat oven as directed on the cake mix box.
3. Prepare cake batter according to pkg. directions, substituting Champagne for the water called for in the recipe.
4. Stir vanilla paste into batter.
5. Pour batter evenly into prepared cake pans; bake according to pkg. directions.
6. While cake is still warm, spread 2 tbsp. lemon curd evenly over the top of each cake layer; set cakes aside to cool completely.
7. In the bowl of an electric mixer, whip buttercream until light and fluffy (about 2 min.).
8. Frost top of each cake layer with whipped frosting; stack layers one on top of the other.
9. Frost sides of stacked cake; garnish as desired.
10. Store cake at room temperature, covered, for up to 5 days.



What's a celebration without cake? For 40 years, we've been a part of the best parties in the Twin Cities. Over those years, we've offered a great selection of traditional cake flavors and décors as well as trending layers and looks for everything from weddings and birthdays to holidays and happy days of all sorts and sizes. We simply love cake and are proud to offer the highest-quality cakes and icings in town.

Our Champagne Cake is a signature flavor that makes any occasion sparkle. You can replicate the formula at home with our easy recipe above or order one in your local Kowalski's store. Filled with lemon curd or raspberry filling, we top our Champagne Cake with our Signature White Chocolate Mousse Icing. At home, we recommend our Signature Buttercream Frosting. It's Mary Anne Kowalski's original recipe, made with just five simple ingredients you'd have in your own kitchen: butter, sugar, milk, vanilla and salt. Not only is it great for all your homemade cakes and cupcakes, but you can also use it to frost cookies or bars – or even make cake pops! It contains no preservatives, artificial flavors or additives.

You'll find 16 oz. containers of our Signature Classic Buttercream Frosting in the Bakery Department Cake Case.

# REFLECTIONS: SIGNATURE *selections*

*by Russ Tourville, Kowalski's  
Private Label & Bakery Director*

In the 14 years that I'd worked at my prior employer, I never once met the owner. But in 2001, Jim Kowalski himself interviewed me to become Kowalski's Bakery Manager. He asked me, "If I throw you the keys to this place, what are you going to do with them?" I was so scared! I'm not sure what I said, but it was something along the lines of, "I'm going to make Kowalski's the best bakery in town!" I feel the same way about our Private Label program, which I started directing around 2014. We aim to have the best private-branded products of any independent grocer – not just in the Twin Cities, but *anywhere*. A big part is that many of our items come from our own recipes. That's pretty uncommon in this business. We're lucky to have a team that has the skills to be able to do that. They're an impressive group representing a wide swath of departments, with great palates and a wide range of food interests.

Having a fantastic team is important because private label is *hard*! So many things have to line up just right in order to get the products we want on our shelves. But private label is also *fun*! I am always on the hunt for the next winner. I love seeing the sales go crazy when customers really love something we've put a lot of work into creating.



Russ with daughters Madison and Holly and wife Tammy

**Expertise:** 22 years at Kowalski's for a total of 36 years in the business!

**Home:** Independence, Minnesota

**What I do in my free time:** I love to fish and tackle home improvement projects, especially carpentry work.

**Favorite products from Kowalski's:**

So many! But if I had to pick one? Kowalski's Filled Pastas from the Dairy Department. All the flavors are so good. I also love our Peanuts, Rolled Oat Cookies, Peanut Butter Cups, Enchilada Sauce, Korean BBQ Pizza, Tandoori Grill Sauce, Eggnog and Lasagna Soup. I could go on and on!

**What I cook at home:** We love trying new recipes, especially global cuisines. The more complicated, the better – and more fun.

**Fun stuff:** I have an art degree.

*"My favorite part of being Private Label Director is seeing new products hit the shelves."*





# SIGNATURE PRODUCT FOCUS

TASTE

## dinner WITH THE fam



### EASY PENNE BOLOGNESE

SERVES 4

- 12 oz. dry penne pasta
- 16 oz. Kowalski's Signature Fresh Bolognese Sauce (from the Dairy Department)
- ½ cup freshly grated Kowalski's Signature Parmesan Cheese
- chopped fresh Italian parsley or basil leaves, to taste

#### DIRECTIONS:

1. In a large pot of salted water, cook pasta according to pkg. directions (do not overcook); near the end of cooking time, scoop approx. ½ cup of pasta cooking water from the pot and set aside.
2. While pasta cooks, heat sauce in the microwave or on the stovetop until very hot.
3. Drain pasta.
4. Combine pasta and sauce in an extra-large mixing bowl; add hot reserved pasta water a bit at a time as needed until sauce reaches desired consistency.
5. Serve immediately, garnishing individual servings with cheese and herbs.

### CELEBRATING 40 YEARS OF SIGNATURE RECIPES

#### KOWALSKI'S SIGNATURE FRESH PASTA SAUCES

Dinner at the Kowalskis' quite often means pasta. It's a family favorite, and so are our fresh pasta sauces! Made locally in small batches from authentic recipes, our line of fresh pasta sauces is one of our most popular meal-makers. **Pomodoro** is loaded with fresh tomatoes and herbs. **Alfredo** is creamy and rich. **Bolognese** is one of Culinary Director Rachael Perron's most popular recipes of all time, and it's in regular rotation in both Kris Kowalski Christiansen's and Mary Anne Kowalski's homes. It's made with beef, pork and pancetta, plus red wine and milk for the requisite Bolognese-rich mouthfeel. This year, we also added Rachael's recipes for **Classic Spaghetti** and **4-Cheese Sauces**. Try them straight up on pasta or visit [kowalskis.com](http://kowalskis.com) for a slew of recipes that use these flavorful products as a base for soups, casseroles, fish, chicken dishes and more.

*Find them in the Dairy Department.*





**BEST  
bird**

**CELEBRATING 40 YEARS  
OF SIGNATURE RECIPES**

**2011**

**Best Rotisserie Chicken  
by Mpls.St.Paul  
Magazine  
November 2021**

**2021**

**Best Rotisserie Chicken  
by racketmn.com  
October 13, 2021**

In its inaugural year, racketmn.com (the digital news publication launched by former *City Pages* editors) named Kowalski's Rotisserie Chicken "the best bird in town." Just 10 years prior, *Mpls.St.Paul Magazine* had come to the same conclusion. In our mind, it's never really been much of a contest. No one offers a bigger bird. Period. Listed at 2.25 pounds, almost all of our birds weigh more than that, never less. Our rotisserie bird has a crispy skin and a tender, juicy, delicious inside. And, of course, it's naturally raised. This vegetarian-fed Amish chicken is humanely raised on Gerber's Amish Farm, and, like all of our Naturally Raised products, these chickens receive no growth stimulants or antibiotics – ever! It's seasoned with our Signature Rotisserie Rub, which was developed by our Chief Merchandising Officer, Terri Bennis.

***"Kowalski's: Chicken off the rotisserie here is plump, golden and juicy. While other birds we tried were too salty, these chicks had a meaty flavor and nice balance."***

– Stephanie March, *Mpls.St.Paul Magazine*, November 2011

***"The Best Bird in Town,' indeed. Kowalski's cockiness is indeed earned with this fall-off-the-bone masterpiece made from Gerber's Amish Farms chickens. The oven-kissed skin is coated with the high-end grocer's proprietary rub, and those notes seep deep into the juicy tenderness below. Exploding with flavor and expertly cooked, the chicken we greedily scarfed was placed out at 5 p.m. – less than an hour before we arrived. At 2-plus pounds, Kowalski's bird is the plumpest on this list ... yielding towering piles of premium protein that taste almost as good cold the morning after."***

– racketmn.com October 13, 2021



# COZY comfort



*"Casserole you plan, hot dish happens." – Unknown*

They're dishes solidly enmeshed in the Minnesota culinary landscape, and we love that for us Minnesotans! We love hot dish for dinner, especially when someone else makes it. Count on Kowalski's! Our lineup of scratch-made entrées makes a comforting meal easier than saying "potluck"! A rotating selection of homestyle recipes is available daily in the Deli Grab & Go Case, in both family- and individual-size containers. Choices include fish, chicken, pork, beef and vegetarian dishes, with our ever-popular Signature hot dishes always in the mix. Look for these customer favorites:

## GOULASH

Beefy pasta with a tangy tomato sauce, onions, celery and traditional spices.

## CHICKEN WILD RICE HOT DISH

Creamy wild rice blended with green beans and chunky chicken in a rich cream of chicken base with crunchy cashews on top.

## TATER TOT HOT DISH

The traditional with a twist! Ours features a rich, super-flavorful sauce made with cream of mushroom soup from our local partner Venus Soups.



## meaty MAINS

Comfort is found in the Meat Department too! **Chicken Kiev, Chicken Cordon Bleu, Chicken Dijon** (shown) and **Wild Rice Meatloaf** have been customer-favorite Signature recipes for decades. Just pop them in the oven (or air fryer!) to enjoy. These homestyle center-of-the-plate Signature selections (and many more) make home-cooked dinners simply delicious.



# best of the burger BATTLE

## JUDGE'S CHOICE BURGERS

SERVES 4

- 1 ½ lbs. Kowalski's Kobe-Style Akaushi Ground Chuck
- kosher salt and freshly ground Kowalski's Black Peppercorns, to taste
- 8 slices American cheese (such as Bongards or Boar's Head brand)
- 4 brioche buns, split and lightly toasted
- toppings, to taste: shredded Romaine lettuce and *Smoky Bacon Aioli*

### DIRECTIONS:

1. Preheat a griddle to high heat.
2. Using clean hands, press and form beef into 8 thin hamburger patties; season with salt and pepper.
3. Grill patties on preheated griddle for 2-3 min. on first side.
4. Flip patties; top each with 1 slice of cheese.
5. Cover griddle with a lid or loose piece of foil; melt cheese while burgers finish cooking on second side (2-3 min.).
6. Serve 2 patties on each toasted bun with toppings to taste.

### SMOKY BACON AIOLI

MAKES ABOUT 1 CUP

In a small mixing bowl, mix together 1 cup mayonnaise, 4 slices crisp cooked and finely crumbled Kowalski's Bacon, 1 tbsp. Kowalski's Freshly Squeezed Lemon Juice (from the Produce Department), 3 cloves finely minced garlic, 1 tsp. smoked paprika, 1 tsp. freshly ground Kowalski's Black Peppercorns and ½ tsp. kosher salt. Store in the refrigerator, covered, for up to 5 days.

It's no secret we love beef, especially steak, and we're so proud to offer the best selection in town. Our Kobe-style Akaushi beef is our exclusive wagyu beef from our own private herd of Japanese Red cattle.

When it came time to select the beef that we'd use in our burger entry at this year's *Minnesota Monthly GrillFest*, the choice was clear. Judges enjoyed two smashed patties of our exclusive Akaushi beef smothered in classic, melty American cheese, our own recipe for *Smoky Bacon Aioli* and the perfect sprinkle of shredded Romaine. Served on a brioche bun with the requisite structure, softness and subtle sweetness to show off the beef, we knew it was a winner even before the celebrity judging panel proclaimed it No. 1.

Here we're showing you how to make our winning recipe at home. Use a flattop griddle or cast iron skillet to ensure the perfect caramelized crust on the seared, smashed beef.



**FIND IT!**

You can also find pre-portioned balls of Akaushi ground chuck in the Meat Department, ready for smashing!



# superior SLICES

Spring 2018 marks the last official, exhaustive and comprehensive ranking of Minnesota's frozen pizzas by *City Pages* (now racketmn.com). When Kowalski's Signature Frozen Pizza snagged the No. 1 spot, we weren't shocked, but a huge spike in sales certainly took us by surprise. Like everything we put our name on, we developed our original pizza line with one thing in mind: making it the best. We worked for months with a Minnesota pizza maker to perfect the recipes and select the best toppings and cheeses. Featuring a perfectly crisp, thin crust, these pizzas are available in five traditional flavors:

- Cheese • Pepperoni
- Sausage & Pepperoni
- Supreme • Margherita

*"This is it. This is the one. Sharp Cheddar is married with mellow mozzarella and Parmesan, making for layers of flavor and richness. You'll see actual tomato seeds peeking through the vibrant sauce, which has enough acidity to balance out the fat. We ate Kowalski's entry dead last on our first day of marathon eating, when we didn't yet know how to pace ourselves properly. Overstuffed bordering on diabetic shock as we were, we still went back for seconds. It's that outstanding."*

*"This is like the pizza emoji. Perfection."*

– *City Pages*, May 23, 2018



In addition to the original line, we offer three gluten-free pizzas, a gluten-free crust and these six gourmet pies:

- Korean BBQ
- Sausage with White Garlic Sauce
- Basil Pesto Supreme
- Mac Daddy
- Street Taco
- Country Breakfast



# *smooth spreads*

## SIGNATURE SNACKING

We focus a lot of attention on exclusive recipes throughout our departments, but Specialty Cheese is a little different! We make exactly one cheese ourselves: our Signature Mozzarella. But there is another very cool line of products in Specialty Cheese that we *did* craft with our own unique recipes: our Signature Cheese Spreads. From the get-go, these have been true crowd-pleasers. They're as perfect for a cheese board as they are for snacking on their own. They're made exclusively for us (locally, of course) with simple ingredients and top-quality cheeses. Look for these four flavors, available year-round:

### FIG PISTACHIO WALNUT APRICOT CHEESE SPREAD

Mainly mascarpone cheese blended with a sweet fig preserve, this spread has nutty bits of walnut and chewy, sweet-tart dried apricots to even everything out.

### CRANBERRY GORGONZOLA CHEESE SPREAD

Tangy cream cheese and sweet mascarpone bring a mellowness to the Gorgonzola in this cranberry-and-walnut-studded spread. It's sweetened with a touch of honey and seasoned lightly with black pepper for balance.



### DEER CREEK TEQUILA HABANERO PIMENTO CHEESE SPREAD

A classic recipe made special with local Deer Creek Tequila Habanero Cheddar to give it a little kick. It's balanced by the floral, sweet essence of agave.

### ROSEMARY APRICOT GOAT CHEESE SPREAD

Our original recipe has grassy goat cheese mixed with cream cheese for an elegant smoothness. Rosemary and green onion add a freshness that offsets the sweetness of dried apricots and pecans.



# THE *Joy* OF GOOD FOOD

Forwards, backwards, up, down or on the diagonal, see if you can find the 27 Kowalski's-themed words hidden below:

I	Q	V	D	G	O	U	R	M	E	T	E	Z	D	Y	D	P	Q	A	X
H	O	A	K	I	B	B	Y	T	H	C	S	B	H	I	T	H	T	R	Y
E	L	F	V	M	F	L	A	Z	I	F	C	U	S	H	V	O	N	T	U
C	A	T	E	R	I	N	G	T	W	R	I	T	H	D	L	M	E	I	Y
N	V	S	D	M	M	N	S	G	M	E	V	C	H	J	D	I	V	S	T
K	D	H	A	V	E	U	F	M	E	S	I	H	L	E	R	F	H	A	I
Q	A	F	C	T	J	S	D	U	A	H	C	E	G	A	U	A	L	N	N
F	F	C	Q	Y	M	Z	T	O	L	Z	I	R	V	I	B	V	W	A	U
P	A	R	T	N	E	R	S	U	S	E	G	S	U	J	F	T	N	L	M
G	T	G	F	R	N	Z	E	E	N	W	X	G	X	F	I	T	V	V	M
H	O	Y	S	U	L	M	L	L	S	O	L	P	L	M	L	F	S	K	O
C	S	D	M	X	N	N	Q	E	A	S	D	C	E	O	R	O	U	L	C
P	E	F	M	M	U	P	P	U	I	N	B	V	C	R	A	O	A	Y	I
L	N	S	S	N	U	I	P	G	A	G	I	A	U	R	T	D	N	N	Q
N	N	J	S	L	C	Y	N	X	D	L	L	G	B	J	N	I	E	Q	E
G	I	V	L	E	Z	A	V	J	F	J	I	G	I	E	L	E	S	A	F
O	M	D	R	A	T	L	K	Y	O	C	S	T	M	R	U	S	V	E	B
H	U	I	W	U	M	N	I	Y	O	E	V	H	Y	V	O	R	V	X	M
H	G	C	R	E	A	T	I	V	I	T	Y	T	J	G	D	Y	V	Y	X
W	C	E	Y	T	L	A	I	C	E	P	S	I	Q	B	C	O	N	M	P

## word bank

QUALITY

PARTNERS

GIFTS

SIGNATURE

CREATIVITY

SPECIALTY

BUTCHERS

LOCAL

FRESH

FUN

RECIPES

MEALS

CIVICS

ARTISANAL

YUMMY

COMMUNITY

JUSTICE

JOY

CATERING

ORIGINAL

MINNESOTA

FAMILY

VARIETY

FOODIES

DONUTS

EXPERTISE

GOURMET

# seasonal supper

In this edition of “Seasonal Supper,” the Kowalskis themselves are sharing a family favorite recipe that epitomizes the Kowalski’s experience: simplicity, quality and great taste. It’s made with our exclusive Kobe-style Akaushi beef, of course! At the Kowalskis’ table, everyone likes theirs a little differently – with or without Salsa di Parma or greens – but you can’t go wrong. It’s a winning bite either way.

## TASTY TIP

These steaks are also great on our Take & Bake Ciabatta Rolls from the Bakery Department with Kowalski’s Horseradish Aioli from the Meat Department.



## FAMILY FAVORITE TENDERLOIN SLIDERS

SERVES 4

- 2 lbs. Kowalski’s Kobe-Style Akaushi Beef Tenderloin Steak
- 8 slider pretzel buns, split horizontally
- - Kowalski’s Butter, at room temperature, as needed for toasting the buns
- - kosher salt and freshly ground Kowalski’s Black Peppercorns, to taste
- - Kowalski’s Extra Virgin Olive Oil, as needed
- 2 handfuls (approx.) baby arugula
- - Kowalski’s Balsamic Vinegar, to taste
- ½ cup (approx.) Kowalski’s Signature Salsa di Parma Spread (from the Deli Grab & Go Case)

### DIRECTIONS:

- 1. Cut tenderloin into 16 evenly sized slices (about 2 oz. each); set aside.
- 2. On a stovetop or grill, preheat a cast iron skillet over medium-high heat.
- 3. Spread cut sides of buns with butter; toast in skillet cut-side down until golden-brown (about 2 min.). Set toasted buns aside.
- 4. Working in batches, place steak pieces between a couple pieces of parchment or waxed paper; use a meat mallet or heavy rolling pin to gently pound each piece less than ½" thick.
- 5. Season steaks with salt and pepper on all sides.
- 6. Heat a bit of oil in the skillet used to toast the buns; add steaks to the skillet and cook to desired doneness (1-3 min.), turning occasionally.
- 7. Remove steaks from heat; set aside.
- 8. While steaks rest, place arugula in a medium mixing bowl; drizzle with oil and vinegar to taste. Season with salt and pepper; set salad aside.
- 9. Place 2 pieces of steak on each bottom bun.
- 10. Divide Salsa di Parma evenly between sandwiches; top evenly with salad.
- 11. Cover salad with top halves of buns; serve immediately.