

WELCOME TO



edina
MARKET

324 SOUTHDAL CENTER

THE *Joy* OF GOOD FOOD

welcome

We are thrilled to join the community and finally meet all our new neighbors and shoppers!

At Kowalski's, we talk a lot about **The Joy of Good Food**. At its heart, the joy of good food is about our mission to share what we love with others in a way that always delights and, oftentimes, surprises. We strive to provide food-loving Twin Citians with a warm, intimate shopping experience, complete with a friendly staff ready to answer questions and carry groceries to your car. It's our fervent hope that, like so many customers before you, you'll find this market a place where you can shop at your own pace, mingle freely with staff and friends, and discover something new each time you visit.

We have another saying around here: **Food matters! Truth matters!** We steadfastly believe that people who sell food should be transparent about what they sell and how they sell it. Food is about joy, yes, but it's also about wellness, the environment and sustainability. These things matter to us, and being forthright and clear about how we impact them is important to us, too.

On the following pages, we're taking you on a walk around our market to highlight what makes each area unique and special. While each department is a little bit different, there are some qualities that we value across the board. We call these our **points of difference**.

KOWALSKI'S POINTS OF DIFFERENCE

Signature Recipes *freshness* SELECTION
QUALITY HOMESTYLE *expertise*
PREPARATIONS
LOCAL PARTNERS

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Welcome to Kowalski's!
Kris Kowalski Christiansen
and Mary Anne Kowalski



Pizzeria Pezzo (named one of the 25 Best Pizzas in Minnesota by Big 7 Travel) is bringing their award-winning Chicago-style deep dish to the west metro. Pezzo also offers coal-fired artisanal pizzas, shareable small plates, salads, sandwiches and dessert.



Néκτηr is an award-winning modern juice bar that offers fresh juices, superfood smoothies, açai bowls, wellness shots and cold-pressed juice cleanses. Every item on the menu is free of added fillers, processed ingredients, unnecessary sugars and artificial flavors.



Starbucks opened its first store in 1971 in Seattle, offering fresh-roasted coffee beans, tea and spices from around the world. Their mission: "With every cup, with every conversation, with every community, we nurture the limitless possibilities of human connection."

produce

Freshness, quality and selection define our Produce Department. Along with staple items, we work hard to offer a wide range of organic, specialty and unique seasonal products. We actively seek out and work with local growers and farmers to gather the freshest produce available. Our close working relationships with farmers and distributors help us secure produce that is unparalleled in quality – bigger, fresher and lasts longer at home.

OUR POINTS OF DIFFERENCE



Minnesota Grown Retailer of the Year
for 8 years!

Wide selection of specialty and
seasonal produce

Experienced produce handlers

Fair trade bananas

Freshly squeezed juices

Signature salad dressings

Signature guacamole and salsas

“Just enough” prepared products

Unique prepared produce selections



deli

Our store Delis and Production Kitchen focus on our exclusive Signature recipes and aim to make the highest quality, cleanest food possible. We prepare food the same way you would make it at home, with simple ingredients and classic preparations that make it easy for you to experience delicious meals both at home and on the go.

OUR POINTS OF DIFFERENCE

Freshly sliced Boar's Head meats and cheeses

Hot entrées, including Skuna Bay salmon and Gerber's Amish Farm chicken

Fresh, handmade salads

Grilled-to-order paninis

Hot breakfast sandwiches

Pho, Hibachi, Salad and Olive Bars

Made-fresh-daily sushi

Handmade grab-and-go meals and sides

Take-and-bake pizza

Artisan sandwiches

Hot Signature soups

Signature dips and spreads



SIGNATURE PRODUCT FOCUS



In its inaugural year, racketmn.com (the digital news publication begun by former *City Pages* editors) named Kowalski's Rotisserie Chicken "the best bird in town." Just 10 years prior, *Mpls. St. Paul Magazine* came to the same conclusion. In our mind, it's never really been a contest. No one offers a bigger bird, period. Our rotisserie chicken is tender and juicy with crispy, flavorful skin. And, of course, it's Naturally Raised. This vegetarian-fed Amish chicken is humanely raised on Gerber's Amish Farm, and, like all our Naturally Raised products, these chickens receive no growth stimulants or antibiotics – ever!

NEW AT EDINA!



Kowalski's is thrilled to open a Burger Bar in our Edina Market, featuring our Signature burger that took home the Judge's Choice award at *Minnesota Monthly's* GrillFest 2023. We make it with two smashed patties of our exclusive Certified Akaushi beef smothered in classic, melty American cheese, our own recipe for Smoky Bacon Aioli and the perfect sprinkle of shredded Romaine. It's served on a brioche bun, which has the requisite structure, softness and subtle sweetness to show off the beef.

SPECIALTY

Our Cheese Department is defined by great selection and great expertise. In fact, a full 20% of the Certified Cheese Professionals in the state work here at Kowalski's! We hand-cut and hand-wrap more of our cheese selection than any other grocer in town. We're proud to support a vast number of local artisan cheesemakers as well as notable and award-winning regional and national producers.

OUR POINTS OF DIFFERENCE

Experienced cheesemongers on staff

Local cheeses

Award-winning regional, national and imported cheeses

Hand-cut and hand-wrapped selection

Elegant handmade cheese trays

Gourmet honey, preserves and jams

Specialty pâtés and charcuterie

Artisan crackers and crostini

Handmade fresh mozzarella

Freshly grated and shredded
Parmigiano-Reggiano

Signature cheese spreads



meat & seafood

Service, selection and quality are the hallmarks of the Meat & Seafood Department. We are proud to operate our meat case as a true butcher counter. We hand-cut our steaks, hand-form our gourmet burgers and even grind our own beef. Kowalski's was the first multilocation retailer in the country to have our Naturally Raised USDA Choice and Prime Beef program Certified Humane by Humane Farm Animal Care (HFAC). Kowalski's was also the first retailer in the country certified as a Leader in the Smart Catch program, a seafood sustainability program aimed at helping restaurant chefs make good, sustainable decisions in procuring seafood for their menus. We've established close working relationships with fisherpeople around the globe to bring you the freshest, choicest catches from carefully managed fishing grounds. Unlike other seafood purveyors, we fly seafood here to ensure it doesn't deteriorate while sitting on a truck for days.



OUR BEEF IS BEST

Certified Humane USDA Prime and Choice Beef

Our Certified Humane Prime and Choice beef comes to us from Creekstone Farms, who took home the coveted title of North America's Best Steak at the 2023 World Steak Challenge. Our Prime beef is the highest USDA grade available, but we go one step further by ensuring that our beef is also Naturally Raised. Only about 0.5% of all beef in the U.S. can make the Naturally Raised Prime claim, and we are the only retailer in the Twin Cities that carries it.

Certified Akaushi Beef

Kowalski's Certified Akaushi Beef comes from the largest purebred group of Akaushi outside Japan. Significant marbling results in an extremely tender, rich flavor experience. No other grocer in the Twin Cities carries Akaushi.

Kowalski's Signature 100% Grass-Fed Organic Beef

Our organic grass-fed beef is raised on Spring Lake Ranch, located in the Sandhills region of north-central Nebraska. There, the cattle are raised according to strict sustainability and animal welfare standards. Ranchers use regenerative farming practices to ensure that the land is naturally fertilized and replenished for future herds of livestock.

40-Day Aged USDA Prime Beef

This program produces beef of superior flavor and tenderness. Ours is made from Certified Humane USDA Prime Beef with 100% Black Angus genetics, which produces superior-quality steaks with intense intramuscular marbling.



ood



OUR POINTS OF DIFFERENCE

Hand-cut steaks • Beef ground in-store

Whole primals available

40-day wet aged USDA Prime beef

28-day dry aged USDA Prime
and Certified Akaushi beef

Award-winning Naturally Raised
USDA Prime Beef

Certified Akaushi beef

100% grass-fed organic beef

Certified Humane Prime
and Choice beef

In-house smokehouse

Shipping available nationwide

Smart Catch Leader

Special-order seafood available

Skuna Bay salmon

Seasonal Copper River salmon

Sustainably wild-caught and
farm-raised seafood options

Exclusive-recipe meal solutions
(meatloaf, Chicken Kievs, stuffed
chops, marinated kabobs, etc.)



good question

WHAT DOES NATURALLY RAISED MEAN?

Kowalski's coined the term **Naturally Raised** to reflect a higher standard of natural meat. "Naturally Raised" means no added hormones, growth stimulants, growth promotants or antibiotics are ever administered to the animals, humane treatment policies are in place, and the animals are sourced from small family farms and raised locally whenever possible. We choose Naturally Raised meats because we feel it is better for the animal, the producer and our customers, providing a cleaner, safer product that is superior in overall quality.

bakery

Freshness is the name of the game in our Bakery Department. No other department has as many products with a single-day shelf life as the Bakery. Whether baked in-store or at our Central Bakery facility, most of our sweet selection is gone within hours of it being made. We focus on making our homestyle cookies, cakes and other baked treats with our own exclusive recipes, simple ingredients and traditional methods that you would use if you baked them yourself at home.

OUR POINTS OF DIFFERENCE

Handmade, Signature-recipe
artisan breads

Butter, butter and more butter!

Locally made gluten-free
products

Seasonal specialties

Kitchen counter cake program

Signature buttercream frosting

Homestyle cookies

Handmade artisan pastries

Bake at Home frozen products



NEW AT EDINA!



Kowalski's is thrilled to announce its first-ever hand-scooped ice cream counter in the Edina Market! And where else would we put it but right next to the cake? Our exclusive-recipe flavors have been handcrafted to our ice-cream-loving specifications by our local partners at Crank and Dasher.

- Our Edina Market will also feature a new Warm Bar with warm, fresh-from-the-oven cinnamon rolls, biscuits, cookies and brownies!
- Also look for our new extra-large Signature Glazed Twist Donuts!

gift & floral

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 & Floral Department was built as a place for customers to dig around in, delight in and have fun in. Part art gallery, jewelry salon, fashion boutique, beauty & wellness market, toy store and housewares showroom, Kowalski's Gift & Floral Department is a stylish shopper's go-to for gifts of good taste.

OUR POINTS OF DIFFERENCE

Minnesota-made, Made in the USA
and fair trade products

Small artisan and local makers

Clothes and accessories

Spa products

Huge locally made greeting card
assortment

Toys and games

Jellycat stuffies

Kitchen gadgets and basics

Home décor and accessories

Ethically sourced roses

Huge local floral selection

Signature bouquets

Custom floral arrangements

Everyday houseplants



signature

Our Signature Products are those that we put our name on. We favor exclusive, local and small-batch products from artisan producers. Not only do they meet our rigorous quality standards, but they've also earned a place in our own homes. We love these products, and we know you will, too.

OUR POINTS OF DIFFERENCE

Award-winning frozen pizza

Award-winning extra virgin olive oil

Cult-fave popcorns

Signature soups

Chocolate candies

Local, handmade and small-batch products

Exclusive family recipes



Whether you're planning a simple or simply spectacular corporate gathering, entertaining in your home, planning a wedding or celebrating one of life's most special occasions, our catering experts can help organize everything you need to make your event easy, tasteful and memorable. Whatever you celebrate, we celebrate with you.

grocery

DAIRY & FROZEN

Kowalski's offers a great selection of items, from the everyday to the specialty and hard-to-find. We strive to bring you a mix of gourmet, organic and natural foods as well as the latest trends, local favorites and award-winners.

OUR POINTS OF DIFFERENCE

Organic baby food • Natural pet food

Earth-friendly cleaning supplies

Huge variety of local, organic, fair trade and artisan-crafted chocolate bars

Local specialties • Gourmet options

Global selections • Fair trade products

Large local coffee selection

community

Midwest Active Citizenship Initiative

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 members of the Midwest Active Citizenship Initiative to renew and sustain democracy and create a world that is abundant and just. In a democracy, every individual has the capacity to know what is good, to grow in that knowledge, to govern for the common good and to be a co-producer of justice in the world.

Groceries for Good Causes

Kowalski's has donated over \$2 million to local charities through our Groceries for Good Causes (GFGC) program. GFGC benefits the hyperlocal nonprofit organizations surrounding each of our markets, like schools, churches and community food shelves. The program is simple. Customers place their receipts in labeled boxes at the front of the store. A donation is made quarterly based on the total number of receipts collected in each box.

Community Group Fundraisers

We love helping teams and youth groups with their fundraising. We offer the opportunity for kids to become "carry-outs for a day" at their local Kowalski's Market. In exchange for carrying out groceries for a few hours, we make a donation to their organization.

Environmental Stewardship

- We recycle 100% of our cardboard materials.
- We recycle 100% of our plastic containers, bags, shrink wrap, paper and cans.
- All other collected waste is compacted and sent to local energy recovery centers throughout the Twin Cities area.
- Customers who reuse grocery bags have the option to donate a bag credit to Great River Greening, a nonprofit that works to conserve and restore local land and water resources.



Kowalski's 4 Kids is a private, nonprofit foundation that benefits at-risk children by providing program funding, educational opportunities and family support. Current and prior beneficiaries include Washburn Center for Children, Cookie Cart, Best Christmas Ever, Sharing & Caring Hands, Boys & Girls Clubs, Roots for the Home Team and Hazelden Betty Ford's youth program.

Minimizing Food Waste

We've partnered with Second Harvest Heartland's food shelf for over 25 years to make sure all of our consumable day-old product ends up in the hands of those in need. We were the first grocery retailer to partner with Second Harvest and have donated over 7 million meals to date! Food that is not suitable for human consumption is made into animal feed whenever possible.

Certified Women Owned

Kowalski's is proud to be a Certified Women-Owned Business by the Women's Business Enterprise National Council.



Let's **KEEP IN TOUCH**

Keep in Touch is our customer loyalty program! You can sign up to receive our Keep in Touch coupons via mail or text. Each coupon features a Signature Product for you to try.

Scan here!



When you come to Kowalski's, you're shopping for joy,
and we go to great lengths to make sure you find it.

Joy motivates us to offer hand-cut meats at the
butcher counter that are Naturally Raised and
Certified Humane. Joy prompts our partnerships with
local farmers and ranchers to bring you the freshest
quality produce possible. Joy inspires us to partner
with up-and-coming community brands and small
businesses that bring variety and distinction to your
table. Joy even drives us to search for foods that can
help make the world a better place.

When we pursue joy in everything we do, that joy
spreads and multiplies. You don't just experience it
while you shop. You take it home with you and
share it with your friends and family.

Find your **joy** at Kowalski's.

