

The  
Williamson  
Street  
Grocery  
Cooperative



A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI

# NEWSLETTER

VOLUME 51 • ISSUE 7 • JULY 2025

# 10 WAYS!

## TO CELEBRATE

# PLASTIC-FREE JULY

Plus: The Deliciouser Instructor Spotlight, Sausage & Condiment Pairings, Summer Salads & More

SPECIAL STORE HOURS: Friday, 7/4 - closing at 7pm

PRSR STD  
U.S. POSTAGE  
PAID  
MADISON, WI  
PERMIT NO. 1592

**willy street co-op**

1457 E. Washington Ave • Madison, WI • 53703

POSTMASTER: DATED MATERIAL

CHANGE SERVICE REQUESTED

willy street co-op

READER

Editor and Layout: CAITLYN TOMPKINS  
Advertising: CAITLYN TOMPKINS  
Graphics: JAKE BUJNOWSKI  
Cover Art: JAKE BUJNOWSKI  
General Email: INFO@WILLYSTREET.COOP  
General Manager Email: A.FIRSZT@WILLYSTREET.COOP  
Printing: WINGRA PRINTING GROUP

The Willy Street Co-op *Reader* is the monthly communications link among the Co-op Board, staff, and Owners. It provides information about the Co-op's services and business as well as about cooking, nutrition, health, sustainable agriculture, and more. Views and opinions expressed in the *Reader* do not necessarily represent those of the Co-op's Directors, staff, or Ownership. Willy Street Co-op has not evaluated the claims made by advertisers. Acceptance of advertising does not indicate endorsement of the product or service offered. Articles are presented for informational purposes only. Before taking action, you should always consult a professional for advice. Articles may be reprinted with permission from the editor.

**Submissions:** Ad space reservations due by the 10th of the month before publication; artwork due the 15th of the month before publication.

**1 WILLY EAST**  
1221 Williamson St.  
Madison, WI  
(608) 251-6776  
**Open: 7:30am - 9:00pm**

**2 WILLY WEST**  
6825 University Ave.  
Middleton, WI  
(608) 284-78000  
**Open: 7:30am - 9:00pm**

**3 WILLY NORTH**  
2817 N Sherman Ave.  
Madison, WI  
(608) 471-4422  
**Open: 7:30am - 9:00pm**

**4 AUBERGINE**  
1226 Williamson St.  
Madison, WI 53703  
(608) 400-9480  
**Open: Tu & Th 11:00am - 2pm**  
Or by appointment

**CENTRAL OFFICE**  
1457 East Washington Ave.  
Madison, WI  
(608) 251-0884

**IN THIS ISSUE**

3

CUSTOMER COMMENTS

5

GM REPORT, BOARD REPORT

6-7

CO-OP CLASS CALENDAR

8

INSTRUCTOR SPOTLIGHT: THE DELICIOUSER

9

PERFECT PAIRINGS: SAUSAGE + CONDIMENTS

10

SUMMER SALADS + DISABILITY PRIDE FLYER

11

NEW PRODUCTS

12-15

CO-OP DEALS FLYER

16

FIRE UP THE GRILL FOURTH OF JULY FLYER

18-19

STAFF PICKS

20-21

PLASTIC-FREE JULY IDEAS & SOLUTIONS

22-23

10 WAYS TO CELEBRATE PLASTIC-FREE JULY

**SARAH LARSON**

**TATIANA DENNIS**

**GIGI GODWIN**

**ANTHONY HERNANDEZ**

**ASHWINI RAO**

**ISABEL SPOONER-HARVEY**

**IKE ROSS**

**DEBRA SHAPIRO**

**DAN STREIT**

The Board meets 8–10 times a year, meetings are held at the Central Office, 6:30–8:30pm. Owners are invited to attend during the open session of the BoD meeting. See [www.willystreet.coop/events](http://www.willystreet.coop/events) and select the Board category for details.

**July 23, 2025**  
**Sept 24, 2025**

**Oct. 22, 2025**  
**Dec. 10, 2025**

**EMAIL: BOARD@WILLYSTREET.COOP**  
**ALL-BOARD@WILLYSTREET.COOP**  
(includes the GM, Executive Assistant, and Board Administrator)

**THE WILLY STREET GROCERY CO-OP**

MISSION STATEMENT

**Cultivate and empower community, customers, employees, and suppliers through cooperative principles and practices.**

**EIGHT COOPERATIVE PRINCIPLES**

VOLUNTARY OPEN MEMBERSHIP

DEMOCRATIC MEMBER CONTROL

COOPERATION AMONG COOPERATIVES

AUTONOMY AND INDEPENDENCE

DIVERSITY, EQUITY, AND INCLUSION

MEMBER ECONOMIC PARTICIPATION

CONCERN for the COMMUNITY

EDUCATION TRAINING AND INFORMATION





## ORGANIC EGGS

Thank you for having a comprehensive selection of organic eggs available for us to choose. Wondering what the difference is between “pasture-raised” and “cage-free” - both sound like more humane treatment of the chickens... (also?) maybe something to do with how (what) they are fed?

Thank you for your comment about pasture-raised vs cage-free eggs. The difference is that “pasture-raised” chickens have a guaranteed 108 square feet of space outside, I believe this applies to each bird. They can generally also forage for things they usually eat like worms, grass, and insects to supplement their diet. “Cage-free” chickens do not have the same guarantee of space, they are not confined to cages but usually they are still in a barn and may or may not have access to the outdoors depending on the producer. Both types of chickens will receive a feed provided by the producer as well but that can vary in what it’s made of and whether it’s organic or not. To have the organic label though the feed must be certified organic. -Nate Groth, Willy North Grocery Manager

## DIY SALAD DRESSINGS

I love the sticker/magnet near bulk salad, ‘DIY Salad Dressings’, and I’m wondering if you sell it as a sticker or magnet. It would be so perfect for our fridge, and it is incredibly helpful when utilizing our fresh produce!

Thanks for your suggestion! Very soon we’re going to be meeting about branded merchandise, like shirts, tote bags, stickers...and magnets! We’ll include your idea in the discussion. -Brendon Smith, Marketing & Communications Director

Update from 6/11: we had the branded merch discussion. It will be a while before we make magnets of any kind, but we’ve converted this into a PDF on the website. We wanted to make it easy to print and put on your fridge if you’d like! Find the PDF link here: <https://www.willystreet.coop/about/departments/#produce>

## CATERING

Do you cater for parties? I am planning for a June /July birthday party for about 50 people over the course of 3 hours.

I received your customer comment about catering. Although we did offer catering a few years ago, we have not resumed catering services at this time, so we cannot provide services for your event. Our main priority right now is providing food directly to our stores and having our shelves full for our in-house sales. Sorry that we couldn’t make this happen for you! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

## CLIPBOARDS

Please bring back the little clipboards where shoppers could attach their shopping lists. The ones at the entrance.

I know with some of the merchandising and the moving of products they took the clipboards away. I can mention to our merchandising department that you would like to see them return. Since the times have gone away where people needed to write the PLUs for produce we saw less and less of them being used and just sitting there. With such a small footprint we try to maximize all of our retail space. You could ask the customer service desk to use one of the small clipboards that we have for the kids to color on while they are in the store. That could be a good work around for you. Thanks for writing in.

-Amanda Ikens, Owner Resources Coordinator

## HIDDEN SPRINGS CHEESE

I shopped yesterday and Hidden Springs Creamery Driftless cheese has down sized container size from 7 oz to 5 oz. There is next to nothing in the 5 oz size. so, I passed on my usual cheese and bought a Vermont cheese. I would like hidden springs to again offer larger sized containers!!! It is a great cheese.

Thank you for reaching out to us about the change in container sizes for the Hidden Springs Creamery Driftless Cheese. Our Cheese Coordinator Matt and myself were also curious about the change, so Matt reached out to Amy at Hidden Springs Creamery. I have added Amy’s response below. Please feel free to reach out if you have any other questions, and I hope you have a great day! -Pete Silver, Willy West Prepared Foods Manager

Thanks for giving me the opportunity to explain our rationale to this customer. We were getting pressure from some customers to add nutritional information and UPC codes to our containers. To upgrade our packaging we had to purchase a minimum order quantity of 15K units per sku; meaning for the 7 Driftless sku’s ordering the minimum for one size was 55K which is a lot for a small farmstead operation like us. We had 2 sizes with the older tubs; more customers purchased the 5oz than the 7oz. We decided for the 5 oz that we sell more of thinking folks would also appreciate the lower price point and buy multiples if they want more. We simply cannot afford the minimum of both sizes at this point. Please don’t hesitate to reach out with any other questions.” -Amy, Hidden Springs Creamery

## NOT SO HOT PRODUCE

Hey! Love the north side co-op and love that y’all have a section for discounted less than fresh produce. It used to have a nice little display and is always my first stop at the store. But it’s been moved to a small space under some other produce. If you didn’t know it was a thing, you wouldn’t see it. I feel like it should be in a more accessible space like it used to be. I feel like a lil rat sorting through old produce when I go to check it out. Not to mention it’s a bad spot for elderly or disabled. I’ll still keep buying it, but just a suggestion.

Thanks for taking the time to share your feedback with us: we really appreciate hearing from our Owners! And yes, that ‘not so hot produce’ is in a ‘not so hot’ space by design: space is limited, and we need to prioritize our premium products ahead of the discounted produce if we want to continue to serve the Owners and the Madison community. The ‘not so hot’ produce is a service to our Owners and customers that doesn’t contribute to our bottom line. But there is value in it: it helps reduce food waste, and can provide customers with a lower cost option! The previous space for discount produce has been repurposed and is being used to merchandise promotional and seasonally appropriate products. The ‘not so hot’ produce at North is now being mer-

chandised similar to our East and West produce departments. We understand this is not the most accessible area, but that there are also hundreds of products merchandised throughout the stores at that level (think bottom shelf of grocery aisles, freezers, and dairy coolers), and staff are happy to provide assistance! Thanks again for the feedback, and I hope you are enjoying this beautiful Spring day! -Andy, Produce Category Manager

## ORCA BAY TILAPIA

Have you inquired about tilapia from Orca Bay Foods? Is it safe to eat and proper nutritional quality?

Thank you for your recent email regarding Orca Bay tilapia. The tilapia, along with all of the other farmed seafood from Orca Bay, is Best Aquaculture Practice certified. This certification covers everything from sustainability, fair-trade, animal welfare, and food safety. We are confident in its safety and nutritional quality. If you have any other questions please don’t hesitate to reach out. -Nick Heitman, Meat, Seafood, Beer, Wine & Spirits Category Manager

## NEW BIKE BENEFITS STICKER

I have replaced my bicycle helmet holding the yellow BB sticker. Do I need to register again for a new sticker?

We do need to see a sticker on the helmet to provide the benefit, but you could peel off the sticker from the old helmet (if you still have it) and bring it in for a free replacement! -Brendon Smith, Marketing & Communications Director

## WRONG RECEIPT

I received a receipt that most definitely wasn’t mine (we don’t eat meat, so that was a dead giveaway) but has our names and member# on it. I don’t see any sign that we were charged for this, but it still seems a little creepy/screwed up and I thought you’d want to know. Thanks!

Thank you for reaching out about your account! This can happen if the person checking out gives the wrong Owner number or the cashier accidentally enters the number incorrectly into the register. I want to assure you that your information (beyond your name) is not compromised when this happens. If you notice this happening a lot, then it could be that someone is purposefully using your account without your permission and at that time I would be happy to assign you a new Owner number and close down the compromised account. I hope this is helpful, but don’t hesitate to reach out if you have any questions. -Rosalyn Murphy, Board Executive Assistant/Owner Records Administrator

## KUDOS ON READER

I just looked through the Willy Street *Reader* on flip book. Our design team is fire. I love how different styles are pulled in for different elements while maintaining a consistent brand throughout. And it is truly full of great information.

Thanks for the kind words about our newsletter! I will pass them along to Jake, our Art & Design Coordinator, as well. -Caitlyn Tompkins, Content Specialist

## PEANUT BUTTER PIE

Please bring back the peanut butter pie instead of making it seasonal!

I received your comment about Peanut Butter Pies. Good news, we are bringing these back next week, and they will be a core menu item from then on. Sorry for the gap in availability! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

Have a comment or request you would like to share?

We would love to hear from you!



[www.willystreet.coop/contact-us](http://www.willystreet.coop/contact-us)



# willy street co-op Owner Festival PERKS PASSES

Willy Street Co-op Owners will be able to get half-priced meals and beverages during a three-hour span at **Fête de Marquette** festival.



**Perks Pass Distribution starts at 10am on Monday, June 30th at Willy East**

Festival Perks Passes are distributed on a first-come, first-served basis while supplies last.

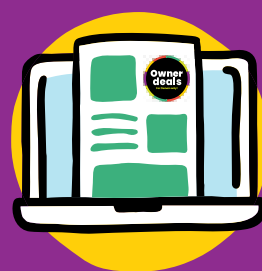


**Learn more at**  
[www.willystreet.coop/owner-festival-perks](http://www.willystreet.coop/owner-festival-perks).

**LOCALLY  
GROWING FOR  
50  
YEARS**  
willy street co-op



We're celebrating 50 years of locally growing beginning October 2024, so you'll see these "50" logos a lot over the next 12 months! We'll use them to highlight some extra events, giveaways, and historical information.



## SUBSCRIBE TO SAVINGS!

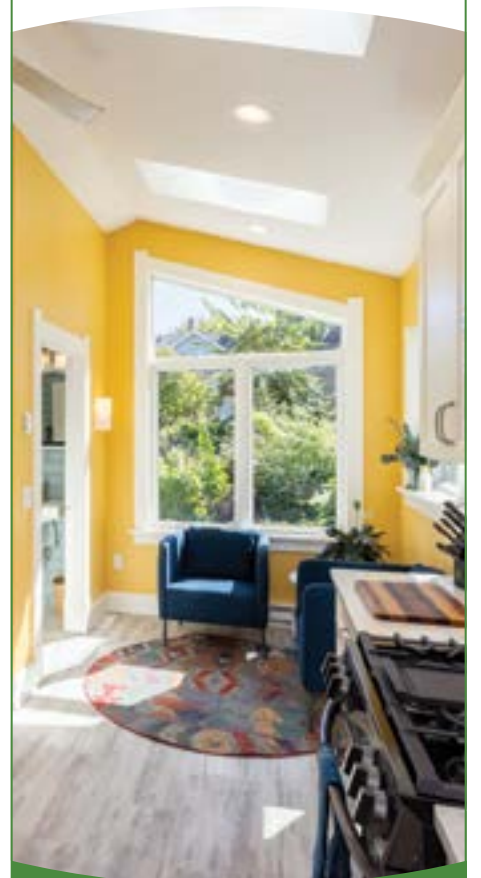
Sign up to get weekly Owner Deals flyers emailed directly to your inbox!

Unsubscribe any time you wish

Sign up at: [www.willystreet.coop/emails](http://www.willystreet.coop/emails)



Remodeling  
Done Well  
with Love



Kitchens  
Bathrooms  
Additions  
Whole House  
Lower Levels  
Porches  
Decks

See our commitments to you and your home at [chadsdesignbuild.com](http://chadsdesignbuild.com)

608-221-1799

Please come and visit



**LA MODA MARIE**  
YOUR GLOBAL FASHION

608-709-1220  
[www.lamodamarie.com](http://www.lamodamarie.com)  
1012 Williamson Street,  
Madison, Wisconsin 53703

INNER FIRE YOGA



[innerfireyoga.com](http://innerfireyoga.com)



**Now enrolling  
at our new  
location**

4100 Nakoma Rd

- ✓ Preschool
- ✓ Kindergarten
- ✓ Grades 1-8
- ✓ Parent-Child Playgroup



MADISON  
**Waldorf**  
SCHOOL

**A more  
human way  
of learning**

**Contact us:**  
**608-270-9005**  
[madisonwaldorf.org](http://madisonwaldorf.org)







**By: Anya Firszt,  
General Manager**

**H**ello folks. Ah, July—some might say the peak of summer’s goodness. Warm weather, pleasant temperatures. Some folks will be celebrating the ripening of their tomatoes, summer squash, cucumbers, and beans. At the same time, others will enjoy the local produce harvest available through their CSA or at one of a dozen Madison farmers’ markets or the Co-op.

For the Co-op, July marks the beginning of the new fiscal year. Thank you for making last fiscal year (our 50th anniversary year) a success! We will share financial and operational highlights at the Annual Meeting on October 7, following the completion of the annual financial audit.

## BOARD ELECTIONS

Are you interested in running for the Board of Directors?

We will have three vacant seats in this election cycle. To learn more about the Board, the application process, and the requirements for running, please review the Board Candidate Packet, available at the Owner Resources Area at any of our three stores or [willystreet.coop/run-for-board](http://willystreet.coop/run-for-board).

Candidate applications are due by 3:00 pm on August 28.

## WILLY EAST REFRIGERATION PROJECT - UPDATE

The East Refrigeration Project has moved to the third week of August.

Why are we doing this work? It’s time to replace the freezer-door run, produce cases, and egg refrigerated case at our east location. This project is now scheduled for the last half of August and requires that the store be closed for five days to complete the work. We are also replacing the current refrigerant with a lower environmental impact and eco-friendly refrigerant. Look for details included in the August *Reader* or project timeline updates posted on the website. Willy North and Willy West are open regular hours during this project. Thank you in advance for your patience while we work on this upgrade to our east location.

## NEIGHBORHOOD MUSIC FESTIVALS ON THE NEAR HORIZON

This month, Fête de Marquette celebrates its 19th year of bringing live music, delicious food, and community spirit to Madison’s east side from July 10 to 13 at McPike Park. And, during the last week of July, don’t miss AtwoodFest, July 26–27, on the two hottest blocks on Atwood Avenue between Monty’s Blue Plate and Tex Tubb’s. You’ll find music, food, and

crafts. Check it out.

## FESTIVAL PERKS PASSES

The Co-op is again offering Festival Perks Passes to 3,000 Owners, allowing them to receive half-priced meals and beverages (with or without alcohol) during a three-hour period at one of three community festivals near our stores: Fête de Marquette, Good Neighbor Festival, and Northside Festival.

Perks Passes for La Fête de Marquette will be distributed at Willy East starting on Monday, June 30. Perks Passes will also be available later this summer for the Good Neighbor Festival and Northside Festival; see the August issue of the *Reader* for details.

Festival Perks Passes are distributed on a first-come, first-served basis while supplies last. Each Pass is good for the one festival with which it is associated—for example, the one distributed at Willy East is only valid at La Fête de Marquette. Owners with an individual Ownership account may receive a total of one Pass; Owners with a household account may receive a total of two Passes (for the same festival) if they wish. Festival Perks Passes are non-transferable.

For more information, please see [willystreet.coop/owner-festival-perks](http://willystreet.coop/owner-festival-perks).

## NORTHSIDE TOWNCENTER BLOCK PARTY!

Before heading to Fête on Sunday, July 13, check out the Northside TownCenter Block Party from 9:00 am—2:00 pm at the corner of Northport Drive and Sherman Avenue on Madison’s Northside. There will be food trucks, live music, kids’ activities throughout the parking lot, along with the farmers’ market. Our Willy North location will be hosting additional sales in-store, kids’ activities, and live music outside.

Additionally, the 16 participating businesses will have a River Food Pantry Barrel outside to help support our local food pantry during the party. If you would also like to participate in this way, you are welcome to do so. Join us for some northside community fun! For more information: [willystreet.coop/block-party](http://willystreet.coop/block-party).

## WILLY EAST RAIN GARDEN SESSIONS

Every Wednesday through Labor Day, except for the week of the East refrigeration project, Willy East will host live, free acoustic music featuring local musicians in the rain garden located on the Jenifer Street side of the building from 5:00–7:00 pm.

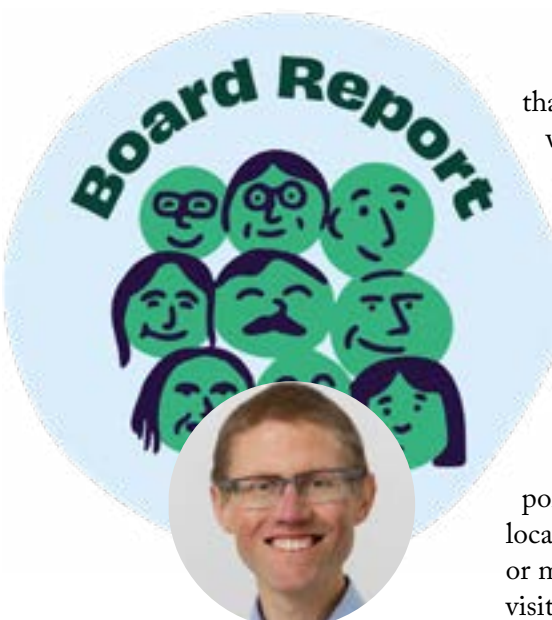
Grab a folding chair, drink, and a snack, and join in the fun.

## SPECIAL STORE HOURS

- Friday, July 4—closing at 7:00 pm—Independence Day
- August dates TBA—Willy East is CLOSED for a refrigeration project

Until next month, cheers.

Anya



## RUN FOR A SEAT ON THE BOARD OF DIRECTORS!

**By: Dan Streit, Board Member**

**D**o you remember what led you to become an owner of Willy Street Co-op?

Do you remember what led you to become an Owner of Willy Street Co-op?

Maybe you had an opportunity to access Owner Deals discounts at the cash register.

Maybe you noticed that the Co-op was featuring food produced by a local farm or vendor that you know and appreciate.

Maybe you wanted to support the health of Dane County’s local, independent food system, as it is threatened by ever-increasing consolidation in the national grocery industry.

Perhaps you just recognized that, amidst the wealth of natural and healthy foods on the Co-op’s shelves, you already felt like you belonged when you visited the store, and you thought

that you might as well join. Maybe it was all of the above.

One of the benefits of membership is the opportunity to run for election to the Willy Street Co-op Board of Directors.

Last summer, I chose to submit my application to run for the Board for many reasons.

Local food systems are important to me. Buying my groceries locally, and seeking out items grown or made by producers who I can easily visit brings me joy and connects with my personal values. My family can anticipate that I will excitedly call out the local ingredients that I used as I bring dinner to the table!

As I have learned more about South Central Wisconsin’s food system, I have realized what a vital role Willy Street Co-op serves in nurturing producers in the region and offering a trusted source to eaters in the area. I was excited to run for the Board to learn more about the Co-op and to see how I could bring my experience to support this organization that is important to me. I am extremely grateful for the opportunity to serve this organization as a member of the Board!

Why do you value the Co-op? How could your skills and experiences help to make the Co-op even better?

The next Board election will take place in October. To run for the Board, candidates must submit their applications in August and attend an information session or a Board meeting prior to the election. Please visit the Willy Street Co-op website for more information about the application process. I hope that you will consider running!

# RUN

for the **willy street co-op**

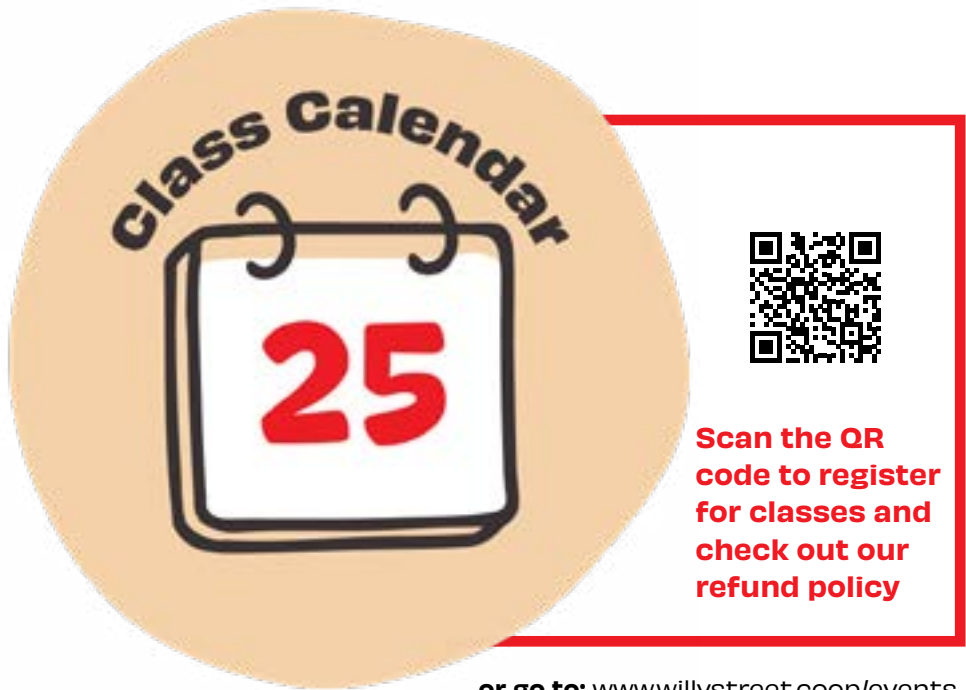
## Board of Directors

See [willystreet.coop/run-for-board](http://willystreet.coop/run-for-board)

Candidates are required to attend a Candidate Orientation Session. Please see the website or Board candidate application for details!

Deadline for applications: August 28th at 3:00pm





or go to: [www.willystreet.coop/events](http://www.willystreet.coop/events)



**COOKING WITH CHEF PAUL: COOKING WITHOUT GLUTEN**

Location: Lakeview Library  
Thursday, July 10, 6:30pm–7:30pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Paul Tseng  
Fee: Free; registration required  
Capacity: 12  
Removing gluten from our cooking is a challenge, but it is doable. Join Chef Paul to learn to make classic dishes—all without gluten. There is always a solution in the kitchen! Recipes include: eggs. Demonstration. Register at <https://www.madisonpubliclibrary.org/spaces/events/calendar>. Registration will open two weeks prior to the program date on June 26.

**RICOTTA GNOCCHI WITH ASPARAGUS AND PEAS**

Location: Willy West Community Room  
Thursday, July 10, 5:30pm–7:30pm  
Location: Aubergine, 1226 Williamson St.  
Thursday, July 24, 5:30pm–7:30pm  
Ages: 10+; adult supervision required  
Instructor: Michelle Mau  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 20  
Join The Deliciouser's Michelle Mau to learn how to make Ricotta Gnocchi using The Deliciouser's Antica and Signature spice blends! We will explore the basics of how to mix and roll out tender bites of gnocchi and add this to a lovely mix of asparagus and peas. In addition, Michelle will also toss together a quick salad using the Signature Seasoning for a yummy side salad. Recipes contain: eggs, wheat, and dairy. Demonstration with limited hands-on opportunities.

**AN EVENING IN SARDINIA**

Location: Willy West Community Room  
Tuesday, July 15, 5:30pm–7:30pm  
Location: Aubergine, 1226 Williamson St.  
Tuesday, July 22, 6:00pm–8:00pm  
Ages: 16+; adult supervision not required  
Instructor: Sharon Long  
Fee: \$45 for Owners; \$55 for non-owners  
Capacity: 8  
Enjoy a snack of Sardinian cheese while Sharon prepares a supper of Fregola Sarda with shrimp and fish. Finish off the meal with a honey ricotta hand pie that you make yourself. Rec-

ipes contain: milk, eggs, fish, shellfish, and honey. Demonstration with hands-on opportunities.

**CULTURE AND CUISINE OF LOUISIANA: CATFISH**

Location: Aubergine, 1226 Williamson St.  
Tuesday, July 15, 6:00pm–8:00pm  
Ages: 13+, adult supervision required  
Instructor: Steffry Langham  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
We will explore the history, culture, and foods that made Louisiana a true melting pot. We will go by ingredients and/or culture, sampling foods that contributed to the main dish of the state, Gumbo. Join Steffry to discuss the traditions and history that make Louisiana what it is today. On the menu: Blackened Catfish and Cheesy Cajun Grits, Fried Catfish Po' Boy, and Catfish Courtbouillon. Everyone will make a packet of Blackened Seasoning to take home as well! Laissez les bon temps rouler. Recipes contain: milk, eggs, fish, and wheat. Demonstration with limited hands-on opportunities.

**MORE MARVELOUS MUSHROOMS**

Location: Aubergine, 1226 Williamson St.  
Wednesday, July 16, 6:00pm–8:00 pm  
Location: Willy West Community Room  
Tuesday, July 29, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
Join Chef Mike and delve into even more delicious dishes using mushrooms. This second session of mushroom cookery includes stuffed mushroom caps, mushroom maftoul, portabella tempura, and a rich and flavorful mushroom consommé. Recipes contain: dairy, wheat, eggs, and shellfish. Demonstration with limited hands-on opportunities.

**COOKING WITH CHEF PAUL: TEPPA-NYAKI AT HOME**

Location: Aubergine, 1226 Williamson St.  
Thursday, July 17, 6:00pm–8:00pm  
Location: Willy West Community Room  
Thursday, July 24, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Paul Tseng  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
Teppanyaki is a Japanese culinary technique of cooking on a flat iron griddle, often referred to as hibachi in the United States. Join Chef Paul to learn to re-create this technique at home. How to cook without a Japanese teppan? A cast-iron pan will do the trick. On the

menu: Beef with Mushrooms & Baby Bok Choi; Sea Scallops with Cream Sauce and Chard; and Salmon with Cilantro, Ginger, Jalapeño, and Garlic. We'll finish the class with a cast-iron pie to celebrate! Recipes contain: seafood and wheat.

**SUMMERY PICNIC SIDES**

Location: Aubergine, 1226 Williamson St.  
Wednesday, July 23, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
Don't know what to bring to that summer picnic? Join Chef Mike for a few new ideas that will please a crowd and save you a place on future guest lists! Recipes include quick summer pickles, caramelized onion tartlets, the Co-op's traditional potato salad, and a roasted beet salad with chevre. Recipes contain: eggs, dairy, and wheat. Vegetarian. Demonstration with limited hands-on opportunities.

**COOKING WITH CHEF PAUL: COOKING WITHOUT GLUTEN**

Location: Aubergine, 1226 Williamson St.  
Thursday, July 31, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Paul Tseng  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
Removing gluten from our cooking is a challenge, but it is doable. Join Chef Paul to learn to make crustless quiche, tortilla rolls, pasta, and more—all without gluten. There is always a solution in the kitchen! Please note: our teaching classrooms are not gluten-free facilities. Recipes include: eggs. Demonstration.

**ZUCCHINI ALLA SCAPESE AND PAN-ZANELLA SALAD**

Location: Aubergine, 1226 Williamson St.  
Thursday, August 7, 5:30pm–7:30pm  
Ages: 10+; adult supervision required  
Instructor: Michelle Mau  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 20  
Calling all zucchinis! Join The Deliciouser's Michelle Mau for a fantastic way to use up some of summer's bounty by learning how to make a light and refreshing vegan meal perfect for a warm summer evening. Learn to make Stanley Tucchi's favorite Zucchini all scapeese featuring The Deliciouser's Bomba spice blend and Panzanella Salad with the Mezzogiorno spice blend. Recipes contain: wheat. Vegan. Demonstration with limited hands-on opportunities.

**TUNE IN TOFU**

Location: Willy West Community Room  
Thursday, August 7, 6:00pm–8:00pm  
Location: Aubergine, 1226 Williamson St.  
Tuesday, August 12, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
Are you a tofu fan? Or are you a tofu skeptic? Either way, you will find something new to enjoy when we prepare crispy tofu with sweet and spicy glaze, Co-op favorites sesame tofu and southern fried, and a delicious tofu bahn mi. Join former tofu skeptic Chef Mike and be converted! Recipes contain: soy, wheat, and sesame. Vegetarian. Demonstration with limited hands-on opportunities.



**HOME CREAMERY: FERMENTED MILK AND FRESH CHEESE**

Location: Willy West Community Room  
Tuesday, July 22, 6:00pm–8:30pm  
Ages: 12+; adult supervision required  
Instructor: Linda Conroy  
Fee: \$50 for Owners; \$60 for non-owners  
Capacity: 20  
Join veteran home cheesemaker Linda Conroy for this fun and inspiring class! We will make and sample yogurt, kefir, cultured cream, and cultured butter. After transforming milk into these cultured products, we will learn to transform them into soft, spreadable cheese. Participants will leave with recipes and a culture to get them started at home. Recipes contain: milk. Hands-on.

**SUMMER VINEGAR AND SHRUB**

Location: Willy West Community Room  
Wednesday, July 23, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Kirsten Landsverk  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
Learn to make delicious mocktails for your summer party guests! Join Willy Street Co-op's own instructor, Kirsten Landsverk, to learn about shrubs and summery drinking vinegars that will refresh and delight. Lecture and demonstration.



**HERBS AND FERMENTATION FOR DIGESTIVE HEALTH**

Location: Aubergine, 1226 Williamson St.  
Tuesday, August 5, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Instructor: Linda Conroy  
Fee: \$50 for Owners; \$60 for non-owners  
Capacity: 20  
Herbs and fermented vegetables provide a key to digestive health. Join Linda Conroy to learn how to combine vegetables and herbs to make delicious, unique pickles and kraut. Take home recipes and two jars of ferments that we will make together in class. Hands-on.

**LATE SUMMER WILD FOOD/WILD MEDICINE PLANT WALK**

Location: Willy North and Warner Park  
Thursday, August 14, 5:30pm–8:00pm  
Ages: 12+; adult supervision required  
Instructor: Linda Conroy  
Fee: \$38 for Owners; \$48 for non-owners  
Capacity: 20  
Join veteran herbalist and forager Linda Conroy for this plant walk focused on late summer plants. We will learn to identify plants of the season, as well as tips on how to harvest and prepare them in the kitchen and apothecary. Dress appropriately for the weather and wear comfortable walking shoes. Meet in the outdoor Commons at Willy North.





**TACOS TODAY**

Location: Willy West Community Room  
Tuesday, July 8, 4:00pm–5:00pm  
Location: Aubergine, 1226 Williamson St.  
Thursday, September 11, 4:00pm–5:00pm  
Ages: 5–11 years old; adult supervision not required  
Your Co-op’s Own: Mike Tomaloff  
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner  
Capacity: 10

Tacos aren’t just for Tuesday; let’s make tacos today. Impossible veggie crumbles or ground beef seasoned just right for a hard or soft taco, a side of green chili black beans, and refreshing horchata to cool the heat! Recipes contain: dairy and wheat. Vegetarian and made-without-gluten options. Hands-on.

“When I was a Sprout myself, around 12 or 13, we had a foreign exchange student from France who hadn’t had tacos before (he pronounced it with a long “a” tay-cos). That was a very memorable taco Thursday at our house, especially after our guest and a friend went wandering and found the cowboy boot store in the neighborhood and came back with impressively large Stetson hats and saying howdy with French accents. I think of that every time I make tacos at home.”

–Mike Tomaloff, Class Instructor

**SPRING ROLLS AND NOODLES**

Location: Willy West Community Room  
Tuesday, August 5, 4:00pm–5:00pm  
Ages: 9–12 years old; adult supervision not required  
Location: Aubergine, 1226 Williamson St.  
Thursday, August 14, 4:00pm–5:00pm  
Ages: 5-11 years old; adult supervision not required  
Your Co-op’s Own: Mike Tomaloff  
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner  
Capacity: 10  
We’re on a roll, making fresh and fun spring rolls with a zippy sauce and a tasty bowl of peanut noodles. Join Mike T and the Sprouts to try some fun and new flavors! Recipes contain: eggs, wheat, and sesame. Made-without-gluten option available. Hands-on.



**RESISTANT STARCH BENEFITS**

Location: Zoom  
Wednesday, July 30, 12:00pm–1:00pm  
Instructor: Katy Wallace, ND  
Fee: Free; registration required  
Capacity: 50  
Resistant starch has been in the news due to its benefits for the gut biome. It appears to be anti-inflammatory and feeds beneficial species correlated with

cognitive and digestive health. Join Katy Wallace, ND of Human Nature, LLC for a discussion of the latest re-search and how to incorporate resistant starches into your diet.

**FOOD-BASED CLEANSING**

Location: Zoom  
Tuesday, August 26, 12:00pm–1:00pm  
Instructor: Katy Wallace, ND  
Fee: Free; registration required  
Capacity: 50  
Learn new ways to get healthy by assisting the body’s major elimination and toxin-removing organs (liver, kidneys, and digestive tract) with food and herbs that allow for internal cleansing. Think of cleansing for internal organs as the counterpart to washing your hair or brushing your teeth; these activities keep you healthy and vibrant. Presented by Katy Wallace, ND of Human Nature, LLC.

*Classes provided by Willy Street Co-op are not designed to and do not provide medical advice, professional diagnosis, opinion, treatment, or services. Classes are for informational and educational purposes only and are not meant to replace medical consultation with your physician.*



**45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS**

Location: Willy West Community Room  
Wednesday, July 16, 1:30pm–4:45pm  
Virtual  
Tuesday, July 22, 1:30pm–4:45pm  
Tuesday, August 12, 1:30pm–4:45pm  
Fee: \$55 for Owners; \$90 for non-owners  
An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a 45-minute consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change. Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior. To register for the next available opening, email [info@humannaturellc.com](mailto:info@humannaturellc.com) or call 608-301-9961.

**SELF-LOVE RELAXATION CIRCLE WITH REIKI**

Location: Aubergine, 1226 Williamson St.  
Tuesday, July 22, 10:00am–11:00am  
Ages: 18+  
Instructor: Mourning Dove  
Fee: \$20 for Owners; \$30 for non-owners  
Capacity: 8  
We’ll join in circle to connect and decompress, then lie back in your comfort nest, and receive Reiki and sound healing to nurture your nervous system and remember your worth. PJs welcome! Please include all accessibility needs at registration. Please bring blankets, pillows, and anything else you need to be comfortable.

**Be a part OF OUR AD CAMPAIGN!**

**Interested in participating?**

Visit [willystreet.coop/love-the-co-op](http://willystreet.coop/love-the-co-op). We will work with you to set up a time for a brief interview and photo/video shoot. All Owners who have photos taken will receive a \$50 gift card.

Photos/videos will be taken at the store of the Owners' choosing between July and November. The photo/videos and quotes will be used for advertising purposes, and the person will be identified as a Willy Street Co-op Owner with their first name and last initial. We expect each photo/video shoot and interview to take about 30 minutes. Not all photos, videos, or quotes may be used.

**willy street co•op**

7/21/25-7/27/25

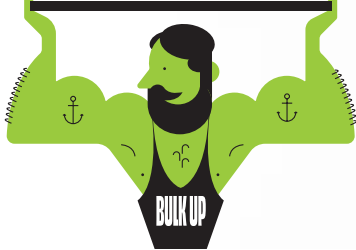
**15% Off**

**Bulk Products For Everyone!**

Bulk water and coffee not included



**BUY AS MUCH OR AS LITTLE AS YOU NEED!**



**Looking for a space to host your next get-together, birthday party, book club, meeting, workshop, or any other fun idea you may be envisioning?**

**The Co-op Community Spaces have you covered!**

Check out both Aubergine and Willy West Community Room features and pricing at: [www.willystreet.coop/community-spaces](http://www.willystreet.coop/community-spaces)



**willy street co•op**





**INSTRUCTOR SPOTLIGHT:  
THE DELICIOUSER**

**By: Kristina Kuhaupt,  
Customer Experience  
Manager**

**H**ave you ever been to The Delicouser (thedelicouser.com) at the Main Street Industries Building in downtown Madison? If not, I highly recommend checking it out—it is a very cool experience! They are a spice company that makes chef-curated spice blends. They also feature their housemade spices in their restaurant menu and cocktails. Not only can you try some amazing, elevated dinner cuisine, but you can also take classes as well to enhance your home cooking routine.

If this company sounds familiar to you and you're not sure where you saw them, you may have seen their spices in our three stores! They have been selling with us since the spring of 2023 and are also an Inclusive Trade Vendor (willystreet.coop/-inclusive-trade) as a women-owned business.

I am excited to announce that we have partnered with The Delicouser from July to September to bring to Willy Street Co-op a limited-time cooking series taught by Michelle Mau, the pastry chef at The Delicouser. She is also a Functional Nutrition Counselor trained in savory cooking, and she loves to tie in the health benefits of using spices in healthy cooking. Not only will you be enjoying a wonderful, well-seasoned meal, but you will also learn about added health benefits!

**KK:** What was the original inspiration for your business, and what are you wanting your guests to get out of their experience when visiting?

**Michelle Oyamada (Co-owner of The Delicouser):** The Delicouser was born out of the pandemic as a way for our team to continue cooking, learning, and growing while our restaurants were closed. We came together around the table and began a journey of cooking our way around the globe with the use of freshly blended spices. Now we share these experiences with you through our restaurant, work-

shops, and small batch spice production here on Madison's east side.

**KK:** Are classes at your restaurant a new venture, and what topics do you cover?

**MO:** We built our shop and restaurant with an open kitchen in the center of the room in order to offer cooking workshops and allow our guests the opportunity to get a glimpse into our cooking process. We offer Saturday afternoon workshops with a broad focus on different spice blend collections, seasonal produce, pastry, and pasta techniques. Guests enjoy a Delicouser afternoon and go home armed with recipes and new inspiration.

**KK:** It is exciting that you are bringing a limited special class series to the Co-op! Tell us a bit more about your inspiration for the classes you choose.

**Michelle Mau (Chef at The Delicouser):** I chose these classes for their approachability to a wide group of people. Some skills are required, however! These recipes allow you to up your cooking game to impress a crowd without spending all day in the kitchen. I love showing people how to produce a win-win!

**KK:** You sell many different spices at our three locations. What is your favorite and why?

**MO:** It's so hard to pick just one, so I'll go with two. Our Ras el Hanout and Za'atar were both developed early on with the help of our friends Teresa and Rachid from Bunky's. Needless to say, these both pair really well with their terrific hummus.

**MM:** I'm going to give myself two choices because I make both pastry and savory! In pastry, I absolutely LOVE the Barista Salt. This salt elevates just about anything (chocolatey-my favorite!) you put it on: chocolate chip cookies, ice creams, homemade nutella, and nut butters. For savory, my vote goes to Night Market. I adore it in curry soup, tossing it on roasted veggies. and marinating a pan seared chicken thigh with skin on. Ok, I need to get in the kitchen, I'm hungry!!

I want to thank Michelle Oyamada and Michelle Mau for taking the time to share their expertise and stories with us. If this has sparked your interest and you would like to try a class session through the Co-op, please visit our website to sign up.



**The Delicouser Classes at the Co-op!**

**SIGN UP AT [WILLYSTREET.COOP/EVENTS](https://willystreet.coop/events)**

**RICOTTA GNOCCHI WITH ASPARAGUS & PEAS AND SPRING SALAD**

Location: Willy West Community Room

Thursday, July 10, 5:30pm–7:30pm

Location: Aubergine

Thursday, July 24, 5:30pm–7:30pm

Instructor: Michelle Mau

Fee: \$30 for Owners; \$40 for non-owners

Join The Delicouser's Michelle Mau to learn how to make Ricotta Gnocchi using The Delicouser's Antica and Signature spice blends! Demonstration with limited hands-on opportunities.



**ZUCCHINI ALLA SCAPES AND PANZANELLA SALAD**

Location: Aubergine

Thursday, August 7, 5:30pm–7:30pm

Location: Willy West Community Room

Thursday, August 14, 5:30pm–7:30pm

Instructor: Michelle Mau

Fee: \$30 for Owners; \$40 for non-owners

Calling all zucchinis! Join The Delicouser's Michelle Mau for a fantastic way to use up some of summer's bounty by learning how to make a light and refreshing vegan meal. Demonstration with limited hands-on opportunities.

**FATTOUSH WITH RAS EL HANOUT CHICKEN SHAWARMA**

Location: Willy West Community Room

Thursday, September 11, 5:30pm–7:30pm

Location: Aubergine

Thursday, September 25, 5:30pm–7:30pm

Instructor: Michelle Mau

Fee: \$30 for Owners; \$40 for non-owners

Chef Michelle will expertly guide you in making The Delicouser style of roasted chicken thighs and perfectly matched salad using some of the Delicouser's best house spice blends, including Za'atar and Ras el Hanout. Demonstration with limited hands-on opportunities.





## SAUSAGE + CONDIMENTS

By: Nick Heitman, Meat & Seafood Category Manager

### Mina Spicy Harissa Sauce + Willy Street Co-op Moroccan Lamb Sausage

I love the flavor pairing of a sweet, spicy sausage with a yogurt-based sauce. Our well-loved Moroccan Lamb Sausage featuring local lamb, curry spices, pomegranate juice, and currants pairs really well with a flavorful yogurt sauce. Try mixing a healthy spoonful of Mina Spicy Harissa sauce with your favorite Greek yogurt to create an easy condiment for the grilled lamb sausage.



### Quick-Pickled Escabeche + Driftless Provisions Hot Dogs

After years of careful research, I've discovered a sure-fire way to determine whether a taqueria is going to live up to the highest standards. Look for the big jar of escabeche (spicy pickled vegetables) on the counter, and you are sure to find great tacos. My research has also led me to discover that escabeche is a great condiment for all sorts of things outside of tacos. It's also really easy to make, and can be a great outlet for excess garden vegetables. Traditional escabeche includes jalapeños, carrots, cauliflower, and onion all roughly chopped to your preference. Use your preferred quick pickle ratio (I like 1 cup of white vinegar, 2/3 cup of sugar, and a tablespoon of salt dissolved over medium heat) and allow the vegetables to brine for at least an hour before serving.



### Fizzeology Bavarian Sauerkraut + Willy Street Co-op Smoky Rosemary Garlic Sausage



Sauerkraut and bratwurst is a pairing as old as time, and for good reason. Try rendering a little bacon in a sauce pan and add a jar of the Fizzleology Bavarian sauerkraut. Let this simmer on low heat until the sauerkraut begins to caramelize; if you're feeling fancy, add some currants and caraway seeds. Top your favorite grilled sausage (with or without a bun!), but I think it goes best with the Smoky Rosemary Garlic Sausage available in our Meat departments.

### Yellowbird Blue Agave Sriracha + Willy Street Co-op Italian Sausage



Sometimes hot sauces get a bad rap as being nothing but a vessel for heat and not lending any flavor. All of the Yellowbird hot sauces buck this trend. The blue agave sriracha in particular has plenty of sweetness from agave nectar, dates, and garlic to cut through the spice and enhance anything it's added to. Try sautéing some bell pepper and sweet onions with a squeeze of this sriracha to top your Italian sausage (chicken or pork!) to take it to the next level.

### Koops' Spicy Brown Mustard + Driftless Provisions Bratwurst



You probably don't need a reminder that brats and mustard pair well together, but I think it's worth calling out these two exceptional local products to consider for your next barbeque, tailgate, or late-night snack. You can't really go wrong with any of the varieties of Koops', but I'm partial to the Spicy Brown when brats are on the menu. The Driftless Provisions brats are flavorful and have a great snap.

 = Inclusive Trade

 = Local



# Summer Salads!

MADE  
BY YOUR  
co-op

SUMI SALAD



PORTABELLA PARMESAN SALAD



COLESLAW



MACARONI SALAD



POTATO SALAD

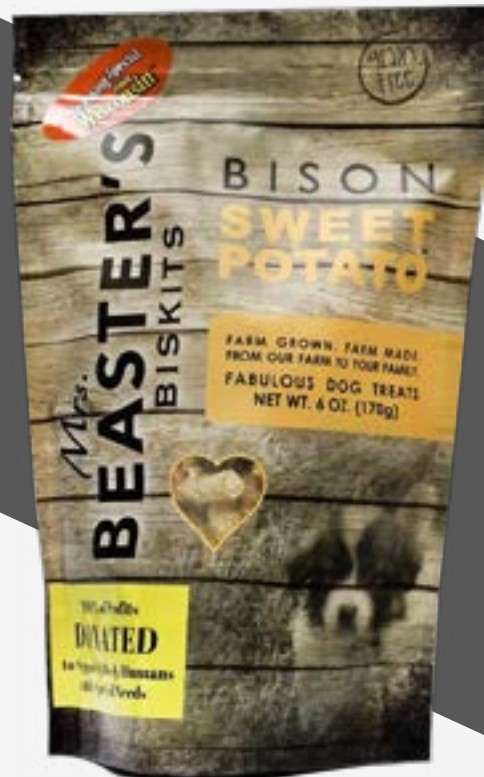


ALL MADE  
WITH  
ORGANIC  
PRODUCE!



CHRYSA LIS POPS

i L



MRS. BEASTER'S  
BISKITS

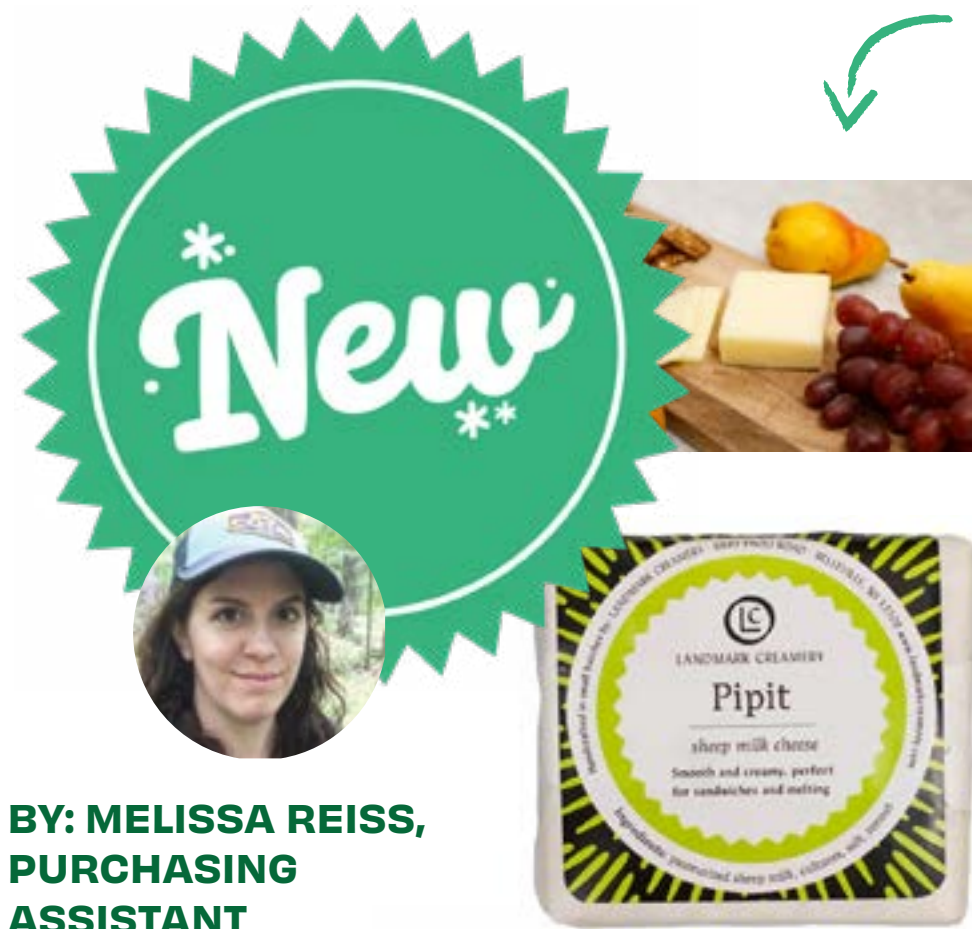
i L

It's Disability Pride Month! We're highlighting Inclusive Trade vendors owned and operated by persons with disabilities.

i = Inclusive L = Local

DISABILITY  
PRIDE





**BY: MELISSA REISS,  
PURCHASING  
ASSISTANT**

### SAKURA PORK TENDERLOIN

Sakura Pork, brought to you by the experienced team behind Heritage Berkshire, aims to provide the world's best pork. What makes their pork special?

Superior genetics: Sakura Pork begins with a unique blend of Heritage breed hogs, carefully selected for their exceptional meat quality. This results in pork with a rich, red color and desirable marbling, ensuring a tender and juicy culinary experience.

Ethical and sustainable farming: These all-natural hogs are raised on a network of hand-picked, family-owned Midwestern farms. Sakura Pork directly owns these farms, allowing for strict monitoring and enforcement of their quality control guidelines. This includes ensuring the hogs are humanely raised in a climate-controlled environment.

Wholesome, natural diet: The hogs are fed a vegetarian diet of corn and soy meal. Importantly, their diet is free from growth promotants, growth hormones, or unnecessary fillers, and they are finished without antibiotics. Learn more at [sakuraporkusa.com/shop/p/sakura-boneless-tenderloins](http://sakuraporkusa.com/shop/p/sakura-boneless-tenderloins).



### NATURAL FACTORS MAGNESIUM BISGLYCINATE POWDER

Natural Factors Magnesium Bisglycinate offers a highly absorbable and GI-friendly form of magnesium, designed to help you achieve relaxation and calm by supporting your nervous system, calming your mind, and relaxing your muscles. Promotes restful sleep. With Natural Factors Magnesium Bisglycinate, you can sip your way to a more relaxed and balanced state. Learn more at [www.naturalfactors.com](http://www.naturalfactors.com).



### LANDMARK CREAMERY

Anna Landmark founded Landmark Creamery in 2013, building on her family's eight generations of Swiss dairy-farming expertise. Now celebrating 12 years of cheesemaking, Landmark Creamery has become a premier small-batch, artisan cheese and buttermaker in Wisconsin.

Their commitment to using high-quality, locally sourced milk and cream and traditional techniques has earned them significant accolades, including Gold Medals from both the US Cheese Championships and the American Cheese Society.

Landmark Creamery cheeses are new to both Willy East and Willy North. Landmark has been at Willy West for a while, but you'll now find their Pipit cheese—a creamy, farmhouse-style table cheese made from sheep milk. Amiable and sweet with a complex finish—melts beautifully! Pairs with ham, wheat crackers, stout, and chardonnay. It's a great burger topper as well. For more information, see [www.landmarkcreamery.com](http://www.landmarkcreamery.com).



### SAKURA WAGYU- FARMS BEEF HOT DOGS

Sakura Wagyu Farms hot dogs are designed to take your next cookout to a higher level, offering a premium twist on a classic favorite. They contain no nitrates or nitrites, and are gluten-free, making them a delicious and healthier choice. Learn more at [sakurawagyufarms.com](http://sakurawagyufarms.com).



### VERN'S CHEESE CHEESE CURDS

Vern's Cheese has been a cornerstone of Wisconsin's dairy distribution since 1964, growing from a humble one-truck operation to a beloved brand supplying classic Wisconsin tastes throughout the Midwest.

Their history is deeply intertwined with iconic Wisconsin products, particularly their "squeaky" Wisconsin cheese curds. These bite-sized delights are so fresh, they literally "squeak" when you eat them, earning them the affectionate nickname, "the popcorn of cheeses." Available plain or delicious flavors like Jalapeño, Cajun, and Ranch. Learn more at [www.vernscheese.com](http://www.vernscheese.com).



### AND...THE RETURN OF HI BALL ENERGY DRINK

The sparkling energy water is back! This refreshing drink is fortified with B vitamins and provides long-lasting energy from 160mg of organic caffeine, is infused with organic ginseng and organic guarana, and flavored with all-natural fruit flavor—all without any sugar or calories! Learn more at [www.hiball.com](http://www.hiball.com).







Dr. Praeger's  
**All American Veggie Burgers**

8 oz • Save \$1.50

**\$4.99**



Sir Kensington's  
**Mayonnaise**

12 oz • Save \$2.80

**\$6.49**



Triple Crown  
**Organic Classic BBQ Sauce**

14 oz • Save \$2.00

**\$5.99**



Field Roast  
**Mini Corn Dogs**

10 oz • Save \$2.30

**\$5.99**



Bubbies  
**Sauerkraut**

25 oz • Save \$2.30

**\$7.49**

Alba Botanica  
**SPF 30 Sheer Mineral Sunscreen**

3 fl oz • Save \$3.00

**\$9.99**



Waterloo  
**Sparkling Water**

12 pk • Save \$1.80

**\$4.49**

Kettle Brand  
**Potato Chips**

13 oz • Save \$2.30

**\$4.49**



Alden's Organic  
**Organic Ice Cream**

48 oz • Save \$1.00

**\$8.99**



The Good Crisp Company  
**Potato Crisps**

5.6 oz • Save \$1.30

**\$2.69**

Happy Fourth  
of July!



Summer  
celebrations





JULY 2-15

**coop deals**  
Sales For Everyone!



Steaz  
**Organic Iced Tea**  
16 fl oz • Save \$1.58 on 2  
**2 for \$3**



Talenti  
**Gelato**  
16 oz • Save \$1.00  
**\$4.99**



De La Calle  
**Organic Tepeche**  
12 fl oz • Save 98¢ on 2  
**2 for \$4**



C2O  
**Coconut Water**  
33.8 fl oz • Save \$1.50  
**\$3.99**



Goodpop  
**Popsicles**  
Select Varieties  
4 pk • Save \$1.80  
**\$4.49**



Roar  
**Organic Electrolyte Water**  
18 fl oz • Save 98¢ on 2  
**2 for \$4**



Cascadian Farm  
**Organic Frozen Fruit**  
8-10 oz • Save \$2.99  
**\$4.00**

**Sale + Coupon**  
save \$1 more with a coupon if you buy 2!

Avalon Organics  
**Shampoo**  
11 fl oz • Save \$2.50  
**\$7.99**

Woodstock  
**Organic Frozen Vegetables**  
Select Varieties  
10 oz • Save \$2.58 on 2  
**2 for \$5**



Forager Project  
**Organic Plant-Based Sour Cream**  
12 oz • Save 50¢  
**\$3.49**

**Organic Quinoa**  
bulk • Save 50¢/lb  
**\$2.79/lb**

Wild Planet  
**Skipjack Wild Tuna**  
5 oz • Save \$1.29  
**\$3.00**



Woodstock  
**Organic Banana Water**  
16.9 fl oz • Save 70¢  
**\$2.29**

Dr. Bronner's  
**Lip Balm**  
.15 oz • Save 70¢  
**\$2.79**

**Sale + Coupon**  
save \$1.50 more with a coupon!

Davids  
**Kids + Adult n-Ha Whitening + Anti-plaque Toothpaste**  
4 oz • Save \$1.50  
**\$6.49**



Baba's  
**Hummus**  
10 oz • Save \$1.29  
**\$3.50**

Silk  
**Organic Unsweetened Soymilk**  
64 fl oz • Save \$1.00  
**\$4.49**

Ultima Replenisher  
**Electrolyte Powder**  
3.4-3.7 oz • Save \$9.00  
**\$13.99**



Mary Ruth's  
**Organic Kids Liquid Multivitamin**  
15.22 fl oz • Save \$8.50  
**\$15.49**



Nordic Naturals  
**Ultimate Omega**  
180 ct • Save \$21.00  
**\$54.99**

Lightlife  
**Organic Fakin Bacon Tempeh Strips**  
6 oz • Save \$1.50  
**\$4.49**



Brown Cow  
**Cream Top Yogurt**  
5.3 oz • Save 19¢  
**\$1.00**

MegaFood  
**Balanced B Complex**  
30 tab • Save \$7.00  
**\$11.99**

Natural Factors  
**Magnesium Bisglycinate**  
120 cap • Save \$7.00  
**\$12.99**



Sales on this page valid July 2-15, 2025.  
All sales and coupons subject to availability. Sales quantities limited.





Rishi Tea  
**Sparkling Botanical Tea**

12 fl oz • Save \$1.10

**\$2.69** **L**



Bitchin' Sauce  
**Almond-Based Sauce and Dip**

7–8 oz • Save \$2.00

**\$4.99**

Equal Exchange  
**Organic Raw Almonds**

bulk • Save \$2.00/lb

**\$8.99/lb** **i**



Essential Baking  
**Organic Take & Bake Garlic Bread**

16 oz • Save \$1.30

**\$5.99**

Stacy's  
**Pita Chips**

7.33 oz • Save 79¢

**\$3.50**



Santa Cruz Organic  
**Organic Lemonade**

Select Varieties

32 fl oz • Save \$1.20

**\$2.79**



Freshé  
**Tinned Fish Meals**

4.25 oz • Save \$1.20

**\$4.29**

Patagonia Provisions  
**Tinned Fish**

4.2 oz • Save \$2.30

**\$4.69**



**30% OFF!**

Bionaturae  
**Organic Balsamic Vinegar**

8.5 fl oz • Save \$1.30

**\$3.69**

California Olive Ranch  
**Global Blend Extra Virgin Olive Oil**

16.9 fl oz • Save \$7.00

**\$12.99**



**SALAD DAYS**



JULY 16–29

**coop deals**  
Sales For Everyone!

gimMe  
**Organic Seaweed Snacks**  
.32–.35 oz • Save \$1.58 on 2  
**2 for \$4**



Forage Kombucha  
**Organic Kombucha**  
12 fl oz • Save 98¢ on 2  
**2 for \$4**



RISE Brewing Co  
**Organic Nitro Cold Brew Coffee Latte**  
7 fl oz • Save \$1.58 on 2  
**2 for \$5**



**TWO FER!**



R.W. Knudsen  
**Recharge Drinks**  
32 fl oz • Save \$2.58 on 2  
**2 for \$5**



Luna  
**Bars**  
1.69 oz • Save 98¢ on 2  
**2 for \$3**



Kavita  
**Sparkling Probiotic Refresher**  
12 fl oz • Save 98¢ on 2  
**2 for \$4**



Chickapea  
**Organic Chickpea Pasta**  
8 oz • Save \$1.30  
**\$3.49**

Lily of the Desert  
**99% Aloe Vera Gelly**  
4 oz • Save 90¢  
**\$3.39**

Beyond Meat  
**Plant-Based Brats**  
14 oz • Save \$3.00  
**\$7.49**



LaCroix  
**Sparkling Water**  
12 pk • Save \$1.50  
**\$4.99**

Rudi's Organic Bakery  
**Organic Bread**  
22 oz • Save \$1.30  
**\$4.99**

Badger  
**Anti-Bug Shake & Spray**  
4 fl oz • Save \$2.50  
**\$8.49**



HiBAR  
**Shampoo Bar**  
3.2 oz • Save \$4.50  
**\$8.49**

Giovanni  
**L.A. Hold Hair Spritz**  
5 fl oz • Save \$3.00  
**\$5.99**

Bionaturae  
**Organic Tomato Paste**  
7 oz • Save 70¢  
**\$2.29**



Woodstock  
**Organic Pickles**  
24 oz • Save \$1.80  
**\$5.49**

Organic Valley  
**Organic Grass-Fed Whole Milk**  
64 fl oz • Save 40¢  
**\$6.39**

Bizzy  
**Organic Cold Brew Coffee**  
48 fl oz • Save \$1.30  
**\$5.99**



Liquid I.V.  
**Hydration Multiplier**  
10 ct • Save \$3.50  
**\$14.99**

SolaRay  
**Magnesium Glycinate**  
120 cap • Save \$11.00  
**\$15.99**

Garden of Life  
**Beets Gummies**  
60 ct • Save \$7.00  
**\$20.99**



Hume Supernatural  
**Deodorant**  
2 oz • Save \$3.00  
**\$9.99**

**\*Sale+ Coupon**  
save \$2.00 more with a coupon!

Oregon's Wild Harvest  
**Nettle Quercetin**  
60 cap • Save \$10.00  
**\$19.99**

Oatly  
**Oat Milk**  
64 fl oz • Save 50¢  
**\$4.49**



Sales on this page valid July 16–29, 2025.  
All sales and coupons subject to availability. Sales quantities limited.





# June 30-July 6

## Willy Street Co-op Brats & Italian Sausage **L**

Save \$2.00/lb

### \$4.99/lb



## Willy Street Co-op Coleslaw, Potato Salad, & Macaroni Salad **L**

Save \$2.00/lb

### \$5.99/lb



## Saturday Beer Company

**Beer **L****

6 pk • Save \$1.00

### \$8.99

# Happy Fourth!



## S. Rosen's Brat & Sausage Rolls **L**

8 pk • Save \$1.50

### \$3.99





# TOGETHER WE TRANSFORM OUR COMMUNITY

Community Shares of Wisconsin  
funds systemic change.



Photo courtesy of Women in Transition

In July we celebrate Disability Pride Month. Community Shares of Wisconsin member nonprofits work every day to create a world with equality for all, including members of the disability community.

When you say YES to donate through Community CHIP® at Willy Street Co-op, you support nonprofits that empower people with disabilities including:

Chrysalis  
Disability Rights Wisconsin  
Padres E Hijos En Acción  
Wisconsin Council of the Blind & Visually Impaired  
Children's Mental Health Alliance (dba Wisconsin Family Ties)  
Women In Transition

## SAVE THE DATE: COMMUNITY CHANGE-MAKER AWARDS

September 11 at the East Side Club

Community Shares of Wisconsin will celebrate local leaders and organizations who are advancing social and environmental justice in our community.

PRESENTING SPONSOR



COMMUNITY  
**CHIP**  
COMMUNITY SHARES OF WISCONSIN

**COMMUNITY  
SHARES**  
OF WISCONSIN

[communityshares.com](http://communityshares.com)

## Advertise in the Reader

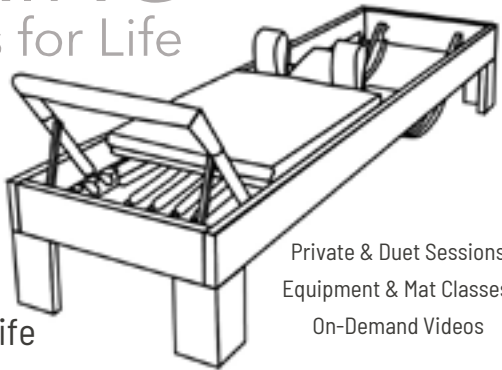
Reach over 35,000 Co-op Owners

Find info at [willystreet.coop/advertising](http://willystreet.coop/advertising)

**willy street co-op**



**SPRING**  
Pilates for Life



608-709-1775

[springpilates.life](http://springpilates.life)

[info@springpilates\\_life](mailto:info@springpilates_life)

710 Harrison St. Madison, WI

Private & Duet Sessions  
Equipment & Mat Classes  
On-Demand Videos

## ATTORNEY PAUL O'FLANAGAN

**Coop member,  
PROGRESSIVE & LOCAL  
LAW FIRM OFFERING:**

**WILLS, TRUSTS, TAX,  
ESTATE PLANS, PROBATE,  
GUARDIANSHIP & FAMILY  
ASSISTANCE TO FOLKS  
AT REASONABLE COST.  
FREE HOUSE CALLS.**

**CALL: 608-630-5068**

**Rhonda Mossner CD, CPD  
Certified Birth and Postpartum  
Doula**



**The Doula With The Mary  
Poppins Touch!**

A longtime Co-op member!



## Find energy savings here.

**Make [mge.com](http://mge.com) your first stop.**

- Get easy, low- and no-cost ways to save energy.
- Learn about new, energy-saving technologies.
- Find incentives from Focus on Energy®.

**Visit [mge.com](http://mge.com)**

**mge**  
your community energy company

GS3418





### Supreme Brie Bites

Can tiny brie be as good as the classic? Absolutely! One of my favorite things in the cheese case is this approachable packet of delight. I LOVE brie (who doesn't?) and with minimal effort adding the best cheese in the world to my picnic is an easy choice.

-Beth, Customer Experience

### Willy Street Co-op Southern Fried Tofu

The Willy Street Co-op house-made Southern Fried Tofu is so tasty and versatile. I love pan-frying it and putting it in a wrap with hummus, spinach, cucumbers, and red onions. It is good either hot or cold and travels well. It's a delicious option to take camping as it makes a good sandwich. Or just snack on it while you're hiking!

-Sara, Human Resources

### Rishi Lavender Mint Tea Sachets

This tea is both relaxing from the lavender and energizing from the peppermint. It's the perfect cup of tea for an afternoon pick me up without caffeine or to unwind at the end of the day. I also love that the Rishi sachets are made from plants—no microplastics in this tea!

-Meghan, Front End

### Triple Crown BBQ Sauce

This is the same sauce we have on the hot bar. With grilling season in full swing this is a must in the fridge. There are a few flavors to choose from; try one or try them all.

-Amanda, Customer Experience

### Gold Beets

Not a fan of red beets? Give the gold a try! Their sweet, mild flavor is perfect for those who find red beets too earthy. Beautiful when cooked, they're a great addition to dishes without turning everything else red.

-Max, Communications

### Alba Botanica Sunscreen

This is great for summer protection. It doesn't leave you feeling greasy or sit on top of the skin causing you to sweat it off. It applies like lotion and leaves the skin feeling so nice and soft all while making sure you don't get burned. It's also the perfect size for a beach bag or picnic basket.

-Steffry, Finance

### Humble Palo Santo & Frankincense Deodorant

I'm SO over the plastic that most deodorant is encased in! Humble deodorant uses cardboard instead of plastic and works as well as any of the other ones we offer. Humble also makes it easy to use every last swipe of product; no digging around the plastic with a Q-tip! The packaging also mentions that this particular scent is a favorite of Donavon Frankenreiter, whoever that is.

-Amy, Administration

### Freshé Canned Seafood

I love these totally portable seafood cans! With each container, I know I'm getting a light meal that's high protein and very tasty. So easy to toss in a bag in case I need a little more than just a snack on-the-go (no offense, snacks—you're great, too). Great for pairing with salads, too!

-Melissa, Purchasing

### Ferndale Market Uncured Cranberry Turkey Sticks

These tasty sticks are a great snack to add a little extra protein to a meal or help hold off hunger between meals. Unlike the shelf stable meat sticks, these sticks are tender and moist, while packing great flavor and having relatively clean ingredients. The cranberry sticks have a hint of sweet to contrast the savory, which I enjoy. Pack them in your lunch cooler or grab some to take with you on the go.

-Heidi, Front End







## Willy Street Co-op Grab & Go Greek Salad L

This Greek salad is the perfect size for a meal, or you could split it up as a side salad. A tasty and textural treat for the tastebuds. Fresh, tart, citrusy, sweet, sour, spicy, and fantastic tasting feta all in one package. I could eat it every day!

-Ellen, Logistics

## Back to Nature Multi-Seed Rice Thin Crackers

These affordable, gluten-free crackers have the perfect crunch and just the right amount of salt. They pair particularly well with tangy, creamy goat cheese, roasted red pepper hummus, or ripe avocado.

-Jason, Produce

## Davids Hydroxi sensitive+whitening nano hydroxyapatite toothpaste

Nano hydroxyapatite toothpastes are a great alternative for anyone who wants to avoid fluoride, but still wants effective remineralization and enamel repair. I also appreciate that it comes in a metal tube, reducing plastic waste.

-Zoe, Front End

## The Delicouser Zocalo i L

I really like all of the spice blends that The Delicouser makes, but this one is my favorite. Season some shrimp with this spice blend, skewer, and grill for the best shrimp tacos! East and North only.

-Nick, Purchasing

## Poblano Peppers

With only a mild amount of heat and maximum flavor, this pepper is a fantastic addition to any taco or fajita.

-Jake, Produce

## Driftless Provisions Uncured Andouille Sausage i L

I love using this deliciously flavorful andouille in jambalaya but in summer it is also great right off the grill. Locally made and nitrate-free.

-Thayer, Front End

## Taste Adventure Bulk Instant Refried Black Beans

I always keep these on hand! Super great for at home, at work, road trips, camping, or hiking. Just add hot water and grab some tortilla chips/plantain chips/crackers/sesame sticks/whatever, and in two minutes you have a deliciously filling meal or snack for one or many! Pretty good on their own, these refried beans become incandescent when you top with chopped green chilies, salsa, pico de gallo, cilantro, fried or scrambled eggs, cheese, nutritional yeast...really anything. They also can make a great thickener or beanily delicious addition to soups or casseroles.

-Kjerstin, Front End

## Chocolate Shoppe Blue Moon Ice Cream L

Blue Moon is a classic ice cream flavor with an intense color that gives it its name.

-Dwayne, Grocery

## One Barrel Brewing Company Commuter Kölsch L

This is the beer I bring when we go camping—light and crisp, perfect for a hot summer day.

-Brendon, Communications

## Siete Charro Beans

I love the versatility of these beans, and they work great as a quick meal. I use them on salads and tacos or straight out of the can over the sink. East and West only.

-Evan, Logistics





# PLASTIC-FREE JULY IDEAS & SOLUTIONS



## COFFEE CUPS: BRINGING OR BORROWING A REUSABLE COFFEE CUP

Takeaway coffee cups are one of the most used single-use plastic items in the world. We offer a few options to carry your hot or cold beverages around with you: Klean Kanteen Sunset 16oz TKWide Insulated Bottles with Cafe Cap and Sea Spray 16oz Rise Tumblers—they look great and won't spill coffee into your backpack, purse, or computer bag. Even if you get your reusable container from somewhere other than the Co-op, we'll give you 15¢ off when you fill it with to-go coffee!

If you happen to forget to bring in your reusable container, you may feel better knowing that our coffee cups and lids are made with renewable resources; lined with PLA (a plant-based plastic), BPI-certified compostable; and meet ASTM D6868 standards for compostability.



## MEAT & SEAFOOD: AVOID THE PLASTIC TRAYS USED FOR MEAT AND SEAFOOD ITEMS.

If you buy meat and seafood products, getting them from the service case (when possible) will decrease the amount of plastic used. The wrap the meat and seafood clerks use does contain plastic to help prevent leaks, but it's designed to use less plastic than most wraps.



## LOOSE PRODUCE: FIND PLASTIC FREE ALTERNATIVES WHEN BUYING FRUIT & VEGGIES.

We offer many fruits and vegetables in bulk both to reduce plastic use and to give you flexibility in choosing how much you'd like. A bunch of bananas or a cabbage sit in your cart or basket well, but a pound of Brussels sprouts will roll all over the place, and leafy greens can get your other groceries wet—sometimes you need a produce bag. We offer plastic produce bags, but we also offer compostable single-use produce bags as well. They probably won't biodegrade in your home composter, though—if you use a compost pick-up service, confirm that they can take Crown Poly Pull-N-Pak® 12 micron Green Compostable Produce Bags before including them in your bucket. We also offer reusable organic cotton mesh produce bags as an option if you didn't bring a bag from home.

Unless you're going to eat the produce you purchased right away or it can sit on your counter, you'll need to store it. Check out our Plastic-Free Fruit & Vegetable Storage Guide ([willystreet.coop/produce](http://willystreet.coop/produce)) for suggestions on how you can keep that produce without using plastic.

## BULK PRODUCTS: BUY FROM THE BULK DEPARTMENT WITH YOUR OWN SANITIZED CONTAINERS WHEN POSSIBLE.

Products in our Bulk department tend to cost less than the packaged versions of those products, and you can buy as much or as little as you need. When you bring in your own sanitized containers to put the products in, you can also skip the single-use plastic!



## REUSABLE SHOPPING BAGS: BRING YOUR OWN AND HELP REDUCE PLASTIC WASTE.

Bringing your own shopping bags can reduce the use of paper bags at checkout. (We haven't offered plastic bags at the register in decades.) We'll also contribute 10¢ to the Double Dollars Fund for each paper shopping bag we don't have to use because you brought your own! You can also bring back any reusable paper shopping bags and put them on the donation shelves near the front of the store—our food pantry partners can use those as well.

If you'd like to buy a reusable shopping bag, we have a number of options:

- ChicoBag Original Totes are light but durable, and crafted from 100% post-consumer recycled plastic bottles.
- Willy Street Co-op branded cotton canvas tote bags



## WATER BOTTLES: BYO REUSABLE BOTTLE INSTEAD OF BUYING PLASTIC ONES.

Get a reusable water bottle and fill 'er up! We offer Klean Kanteen 27oz classic water bottles for sale. Many water fountains, including the ones we have at each store, have an option that makes it easy to fill up your water bottle. Although you may not want to lug around a whole gallon of water, we do have a reverse osmosis bulk water machine at each of our stores to fill up one-, three-, or five-gallon containers.

## PLASTIC STRAWS: REFUSE THEM WHEN BUYING A DRINK & BYO REUSABLE ALTERNATIVE!

Although the plastic used in straws is recyclable, they are too small to be effectively recycled and typically end up in landfills, if not in waterways. Plastic straws can take hundreds of years to break down, releasing toxic chemicals in the process. So, if you like to use straws, consider bringing your own! We offer HIC Stainless Steel Drinking Straws in a 4-pack.



## AT THE BAKERY: PLAN AHEAD & AVOID PRE-PACKED BAKED GOODS.

During COVID, we began wrapping all of our pastries in plastic, but we (and many customers) did not like so much single-use plastic being used. We reintroduced the bakery case with non-wrapped pastries at Willy East, and now you can get your Level 5 Donuts, Far Breton Bakery pastries, and Madison Sourdough croissants, danishes, and pain aux raisins sans plastic. We plan to bring back the bakery cases at Willy West and Willy North later this month.

The tissue paper we offer to choose pastries is made from recycled natural kraft paper using a chlorine-free manufacturing process, and it's compostable. Our bakery bags are also BPI-certified compostable and produced without PFAS.

## REDUCE, REUSE, RECYCLE: THE THREE R'S FOR A BETTER PLANET – REDUCE, REUSE, RECYCLE.

Before you make a purchase, ask yourself 3 simple questions:

- Do I actually need this?
- Is there an option with less plastic packaging?
- Is there an alternative made from recycled materials?



**DENTAL LACE SILK FLOSS REFILLS**

**BOODA BUTTER DEODORANT**

**LUSA ORGANICS DISH SOAP BAR**

**THE HUMBLE CO. TOOTHPASTE TABLETS**

**THE HUMBLE CO. BAMBOO TOOTHBRUSH**

**IF YOU CARE PAPER SANDWICH BAGS**

**BADGER SHAVE SOAP**

**BULLDOG SKINCARE BAMBOO RAZOR**

**LUNCHSKINS PAPER SANDWICH BAGS**

**HIBAR SHAMPOO & CONDITIONER**

**NATRACARE TAMPONS**

**PARTY IN MY PANTS PAD**

**PLASTIC-FREE PRODUCTS AT YOUR CO-OP**

# Not Just a Custom Shop.

## Did You Know:

- ◆ Studio Jewelers exhibits hand-crafted jewelry by an international roster of designers and makers; our in-house designers have pieces for sale here also, so you can see what their work is like.
- ◆ Jewelry repair and restoration is a Studio Jewelers specialty, and we do pearl and bead re-design and restringing, in-house.
- ◆ Our staff estate jewelry specialists can evaluate and advise you on inherited jewelry pieces you may have questions about.
- ◆ We carry fair trade and conflict-free natural gemstones, and have a fully equipped gem laboratory on site.
- ◆ We will gladly check and clean your rings whenever you stop by—and we have off-street parking!

# Studio Jewelers

1306 Regent Street, Madison, WI 53715 • 608-257-2627 •

**People's Choice Award Winner**  
Best Jewelry Store in Dane County  
2022, 2023, 2024

*Skilled. Independent. Woman-owned. Serving the Madison area since 1981.*





By: Lorenza Zebell, Sustainability Analyst at Rehlko (former Program Director Sustain Dane)

Every July, millions worldwide come together to reduce plastic waste. It's called Plastic-Free July, and it's more than just a challenge—it's a movement for cleaner streets, lakes, oceans, and communities.

Everyone has the power to influence sustainable change locally. The ripple effect of our actions has an impact greater than you realize. Studies show that modeling sustainable behaviors nearly doubles the likelihood of others around you engaging in those behaviors. Positive peer pressure!

This month is a great time to take action, whether you are a zero-waste pro or just curious about the low-waste lifestyle. Let's dive into what Plastic-Free July is all about, explore 10 impactful ways to get involved, and learn about what is happening at the Co-op.

WHAT IS PLASTIC-FREE JULY?

Plastic-Free July began in 2011 in Australia and has since become a popular global environmental movement. Organized by the non-profit Plastic Free Foundation, the campaign encourages individuals, businesses, and communities to refuse single-use plastics. By making small, intentional changes, participants help drive systemic change, reduce pollution, and inspire others to

join the cause. But this isn't about perfection, it's about progress. Whether you cut out plastic straws or revamp your entire shopping routine, your actions matter. You may have heard about zero waste from Lauren Singer's jar containing her total trash for four years. Her famous jar sets the bar very high for your average American who produced hundreds of trash bags in that time. Although reducing waste to that level is awesome and a great goal to have, it's not always a feasible lifestyle for many people. And making these lifestyle changes isn't available to everyone. Some people use disposable items that are essential to their health, or don't have the time or resources to facilitate going zero waste.

That is totally ok! It is far more impactful for many people to imperfectly reduce their waste than for a few people to be able to fit their waste into a jar. So, we can use these stories as inspiration and not necessarily a standard to hold ourselves to.

One of my personal commitments this July is to only use compostable bags for my produce at the grocery store and buy unpackaged foods whenever possible. I live in an apartment with no way to compost in my yard, so I use the local Green Box compost

pick-up service, and those bags can be composted with the rest of my food scraps!

10 WAYS TO PARTICIPATE IN PLASTIC-FREE JULY

1. MAKE THE PLEDGE

How do you get from good intentions to reduce plastic use to actually taking action? Making the Plastic Free July Pledge is a powerful way to start because committing to something publicly makes your desired actions much more likely to happen. One study shows that 92% of people are more likely to complete something they previously committed to than 53% who didn't commit. So, sign the pledge today, and tell a friend, family member, co-worker, or neighbor about your commitment!

2. JOIN RECYCLE BETTER JULY FROM LOCAL NONPROFIT SUSTAIN DANE AND THE CITY OF MADISON

Have you ever paused at the recycling bin and wondered if what you're throwing out is actually recyclable, or what will happen to it after it's picked up? Then Sustain Dane's award-winning Recycle Better program is made for you. Join the 1,000+ participants and get your recycling questions answered

this July. Learn more at <https://sustain-dane.org/recycle-better-program>.

3. JOIN A LOCAL LITTER CLEAN-UP

When trash washes into lakes, rivers, and streams, it harms fish and other aquatic wildlife and makes it difficult to boat, fish, or swim. Take a litter walk or join a local clean-up to pick up your neighborhood to prevent this pollution from reaching our waterways and green spaces.

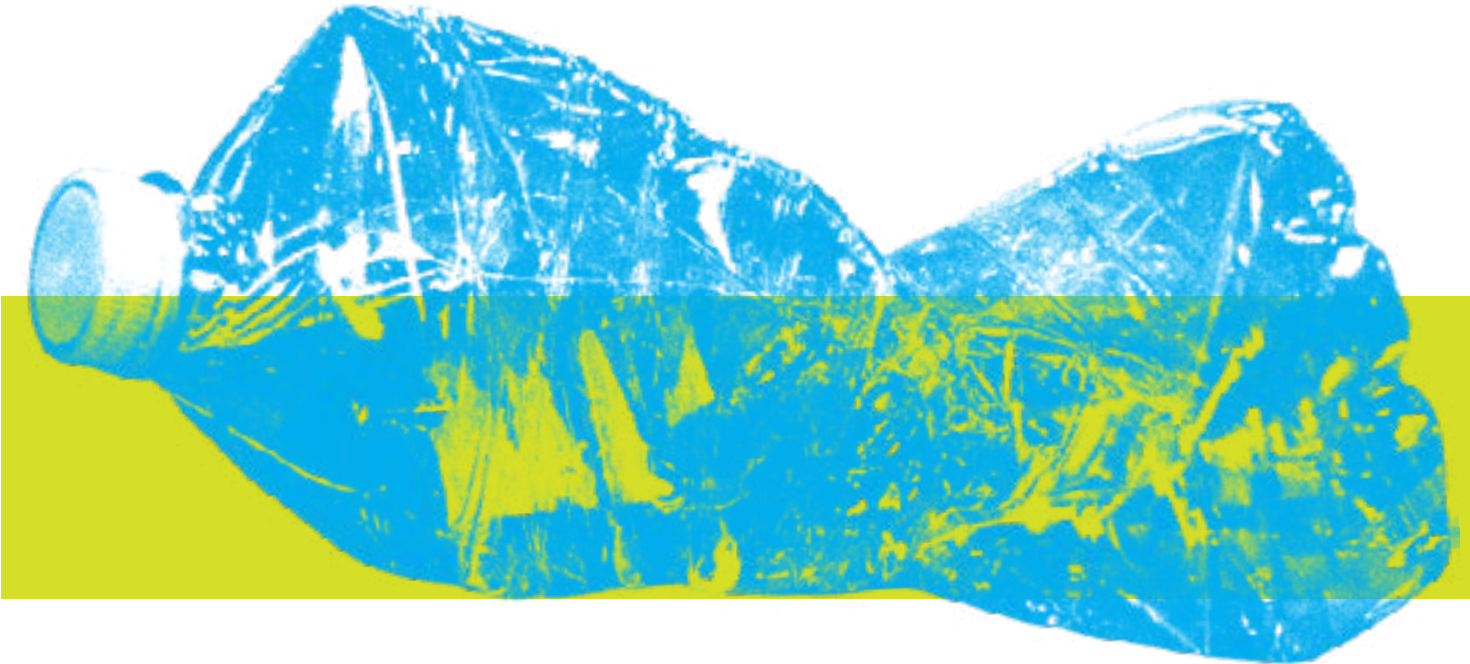
4. START WITH EASY SWAPS

Starting with an easy swap, like remembering your reusable shopping bags, is a great way to build confidence with these actions. Try going a step further:

- Bring your own produce bags or sanitized jars for bulk items. One of the easiest ways to avoid plastic packaging is to buy in bulk. I get bulk grains, beans, nuts, spices, snacks, and more to prevent their plastic counterparts.
- Reuse old containers for leftovers.
- Keep a "low-waste kit" in your car or bag: utensils, straws, coffee cups, napkins, grocery bags, etc.
- Choose loose, unpackaged produce whenever possible.
- Buy local and seasonal fruits and veggies.
- Bring your own produce bags, use compostable bags, or skip the bag altogether for heartier items like apples, onions, or sweet potatoes.

5. SWITCH TO REFILLABLES

Switch to refillable cleaning and body care products to ditch plastic bottles for good. Dish soap, laundry detergent, shampoo, conditioner, and similar products are all great places to begin.





6. CHOOSE GLASS, METAL, OR PAPER PACKAGING

When packaging-free isn't an option, look for products packaged in glass, aluminum, cardboard, or paper. These materials are far easier to recycle and reuse.

Look for:

- Pasta sauces in glass jars (great to reuse in your pantry)
- Beverages in aluminum cans or cartons (yes, cartons are recyclable!)
- Coffees or snacks in BPI-certified compostable containers (especially if you use a home compost service like Green Box that accepts compostables)

7. MAKE YOUR OWN SNACKS AND STAPLES

Making your own versions of foods that normally come packaged can be delicious! I've tried and enjoyed granola, hummus, baked goods, and pickles.

8. SUPPORT PLASTIC-FREE BRANDS

Many brands are stepping up with innovative plastic-free packaging. Look for companies using BPI-certified compostable packaging, glass or metal containers, and refill or return systems.

9. HOST A PLASTIC-FREE PICNIC

Seeing others make sustainable choices is a powerful way to inspire behavior change. Invite friends, family, or neighbors to a plastic-free picnic this July.

- Set the theme: zero waste, local food, using unpackaged ingredients
- Bring reusable dishware and cloth napkins
- Share recipes, tips, and maybe even swap reusable containers

10. HAVE FUN AND MAKE IT BEAUTIFUL!

Living a more consumption-conscious life doesn't have to mean restriction, it doesn't mean having less, and it doesn't mean giving up what you love. Many of the changes I've made personally to lower my waste impact have led to a fuller, richer life. For example, shopping secondhand and vintage for your wardrobe and homewares, having a garden, crafting things out of waste materials, getting unpackaged groceries at a farmers market, or cooking from scratch can all be enjoyable hobbies that reduce your impact. Find what feels right for you and feels like an addition to your life rather than a subtraction!



SPOTLIGHT ON LOCAL ACTION: WILLY STREET CO-OP'S PLASTIC-FREE EFFORTS

I sat down with Liz Muñoz, the Co-op's Director of Purchasing, to learn more about their work reducing plastic waste and supporting shoppers in making low-impact choices.

**Q: Can you share some examples of products or packaging that the Co-op has eliminated or replaced with lower plastic or plastic-free alternatives?**

**Liz:** We are always looking to provide products that are an alternative to ones that commonly use single-use plastics. We are seeing a lot of products in our Wellness departments that provide options, such as Natracare's tampons that use a cardboard applicator instead of the commonly used plastic applicator, a variety of deodorants in plastic-free packaging from brands like the Humble Co and Attitude, as well as a number of soap and conditioner bars.

We are also working on some easy projects, such as providing a plastic-free bulk spice bag or opting for higher-quality materials when sourcing merchandising units (like stainless steel baskets or bamboo display risers, as opposed to the many plastic options available).

The most exciting plastic-free initiative we've got coming up is the return of fresh bakery cases at Willy West and Willy North. If all goes according to plan, we're hoping to get these up and running in the second half of July. We brought the fresh bakery case back to our East location early last July, and it's been a hit. We think our West and North shoppers will be pleased to have these options again!

**Q: How do you prioritize sustainability or plastic reduction in supplier and product selection?**

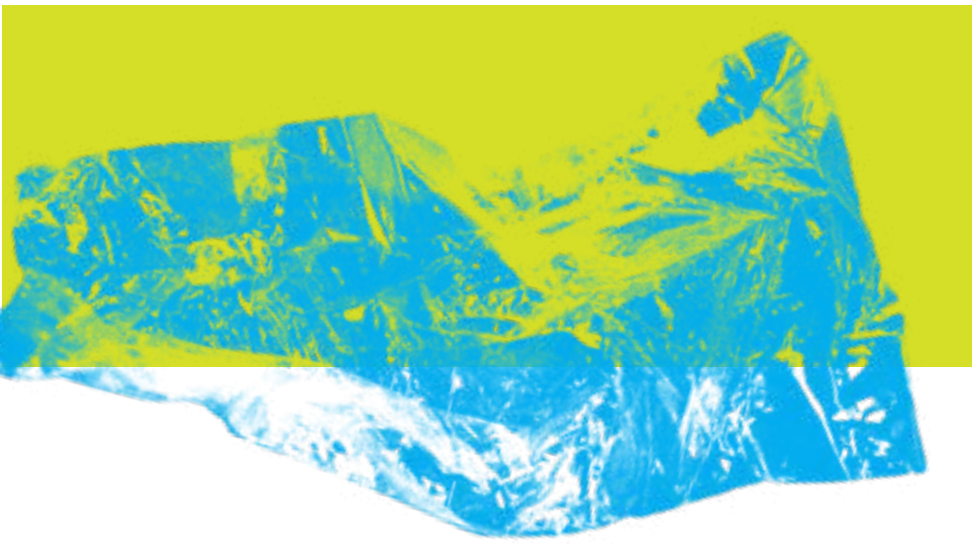
**Liz:** We put together a project group that did a deep review of single-use plastic last year and anticipate doing so again to capture any new opportunities to reduce our single-use plastics within our operations. Prioritizing sustainability or plastic reduction can be a challenge because we can only bring in what suppliers can provide. As technology evolves, we expect to have a broader range of options.

Thankfully, the Co-op has always sourced products from companies that prioritize sustainability. We carry many products from brands like Seventh Generation, which is committed to making 100% of its products and packaging biodegradable or recyclable.

We also carry a wide variety of reusable products that help shoppers reduce their use of single-use plastics (or single-use anything!), like Klean Kanteen's to-go coffee cups and Stasher's food storage containers.

**Q: How do you work with different departments (produce, bulk, and deli) to support plastic reduction?**

**Liz:** Our Produce departments function with the minimal amount of plastic possible. You will not see three tomatoes for sale in a plastic bag (which I've seen recently in Madison). Our produce is mostly sold in bulk, so you can get any



amount and take it home any way you choose, including loose and without packaging. We sell cloth produce bags if you'd like a reusable option, but also offer plastic and compostable bags so shoppers can make up their own minds on how to get their produce home.

Bulk is always a work in progress, and we are always looking to improve the products and offerings in that department. We sell a number of reusable containers to use in our Bulk departments, like mason jars, cloth bags, and various other glass containers. We offer paper bags for free in our Bulk departments if you'd like a plastic-free option, and we also offer plastic bags right now as we've found that some products simply store best in them. I've seen many shoppers reuse these plastic bags repeatedly, so they become less and less "single-use."

Deli is unique in that we mostly offer our own products in this department and have a little more control over what kind of packaging we can provide. While we can't commit to eliminating plastic packaging in our delis, our Co-op-branded hot bar and salad bar to-go containers are made from 100% recycled paper and contain zero plastic materials, which could potentially lead to a 100% plastic-free breakfast, lunch, or dinner (we sell bamboo utensils too!). COVID created a lot of plastic use in the Delis as we worked tirelessly to keep products self-contained. We are still working to undo some of those measures where we can.

We also focus on minimizing plastic waste in our signage. Some of our product signage has to be waterproof or be able to be durable enough to last for months in an active environment. We used to laminate this signage, but we shifted to printing most of this signage on a kind of plastic paper that can be recycled rather than tossed in the trash like laminated signs must be.

**Q: What are some of the biggest challenges you've encountered in trying to source plastic-free options?**

**Liz:** One of our biggest challenges is the demand for plastic-free options that simply don't exist. Product brands and manufacturers, of course, determine the available packaging options, not Willy Street Co-op. There are also, unfortunately, times when plastic is the best option for packaging, whether due to cost, unavailability of other options, or the option that will provide and maintain the best product quality. We're constantly fielding requests and questions from Owners and customers regarding single-use plastic and their desire for us to use less. Our Category Managers always look for plastic-free

options and consider packaging when reviewing our selection. There are certain categories where it can be difficult to find a source for plastic-free options, but we've worked to bring in various available options. (See pages 20 and 21 for details on plastic-free products.)

**Q: What future goals is the Co-op exploring to further reduce single-use plastics, especially during Plastic-Free July and beyond?**

**Liz:** We plan to pull workgroups together in the future to discuss new products on the market that could be folded into areas of the Co-op. Our product departments will continue to bring in new plastic-free products when they become available to us through distributors and do their best to support the current plastic-free products on our shelves. The Co-op will continue to educate shoppers and staff about ways to reduce plastic use in the stores and at home. Plastic-Free July has become a great way to advocate for that, and we are so excited about what is possible.

THE LOW-WASTE JOURNEY

Plastic-Free July isn't about doing everything perfectly alone; it's about imperfectly lowering our waste together. The power of this movement lies in the ripple effect. When you say "no thanks" to a plastic straw or bring your own jar to the Co-op, you're not just reducing waste, you're setting an example for the whole community.

Let's make this our most sustainable July yet. Change happens when inspired people take action! Happy Plastic-Free July!

LEARN MORE:


- Plastic-Free July:**  
[www.plasticfreejuly.org](http://www.plasticfreejuly.org)
- Plastic Free Foundation:**  
[www.plasticfreefoundation.net](http://www.plasticfreefoundation.net)
- Behavior change statistics from Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing by Doug McKenzie-Mohr:**  
[www.cbsm.com/book](http://www.cbsm.com/book)
- Green Box:**  
[www.withgreenbox.com/](http://www.withgreenbox.com/)
- Recycle Better Program:**  
[www.sustaindane.org/recycle-better-program](http://www.sustaindane.org/recycle-better-program)



A SPECIAL OFFER  
FOR NEW CUSTOMERS!

RECEIVE  
\$300

WHEN YOU START BANKING WITH US.



**Lake Ridge  
Bank™**

JUST FOLLOW THESE TWO EASY STEPS:


1

**OPEN** a Forward Checking account and at least one additional deposit product, like a savings or money market account. Our Forward Checking account makes your banking simple with no minimum daily balance requirement and no monthly maintenance fee.

2

**MOVE** your direct deposit, like a payroll or Social Security deposit to your new checking account to start taking advantage of the many benefits Lake Ridge Bank offers. Our ClickSWITCH® tool makes it easy to move your direct deposit, automatic payments and more!

Your \$300 bonus will be deposited into your new Forward Checking account within 90 days after you complete the two easy steps above. Of course, you'll need to keep your accounts in good standing and actively use your new accounts and services (5+ transactions per month). While we truly value our current clients, this special offer is only available to households that have not received a similar bonus (one bonus per household) in the past and don't currently have a checking account with us. Complete these requirements within 90 days of account opening to receive your bonus. **Offer expires on December 31, 2024.**




**IT'S EASY.**


JUST SCAN THE QR CODE  
AND USE THE CODE **BANK300**  
TO OPEN YOUR ACCOUNT  
ONLINE TODAY.

If you prefer to open your account in person, stop by any of our convenient locations or call **(608) 223-3000** to talk to a Banking Advisor.


OUR TRUSTED TOOLS MAKE YOUR BANKING EASIER.




35,000 +  
Surcharge-free  
ATM Network




Digital Wallet  
Venmo, Apple Pay,®  
PayPal,™ Google Pay,™  
and Samsung Pay®




Text and  
Email Alerts




Mobile Deposit  
Deposit a check using  
your smartphone.



Credit Sense  
Your Credit Score and  
a whole lot more.




Send money by  
text or email to  
friends and family.



MEMBER  
FDIC

6430 Bridge Road, Monona, WI 53713 • [lakeridge.bank](http://lakeridge.bank)




**Petinary**

Excellent Pets Deserve  
Excellent Care

1014 Williamson St  
608.255.1239  
[www.petinaryclinic.com](http://www.petinaryclinic.com)

Quality Veterinary Care on Willy St Since 1981



**100 years of Service**


**ACE**

**Hardware Center**


1398 Williamson St. 257-1630  
[acewilly@tds.net](mailto:acewilly@tds.net)

**JULY 2!**

Owners take  
**10% OFF**  
wellness &  
bodycare items




SEPT 21, 2025

 FAIRSHARE


MADISON, WI

**Bike the Barns**

farm tours live music gourmet food



Register:  
**CSACOALITION.ORG/BIKE-THE-BARNs**  
or, join us on the bus: [csacoalition.org/bus-the-barns](http://csacoalition.org/bus-the-barns)



**BETHKE**

HEATING & AIR CONDITIONING, INC


EMERGENCY  
SERVICE 24/7


**251.2222**

• Furnaces • Boilers

• Air Conditioners • Humidifiers

• Duct Cleaning • Maintenance  
Plans • Ductless Mini-Splits



 **FINANCING AVAILABLE**

Locally Owned. Locally Operated.

**BethkeHeating.com**

**Help Save a Tree**

Go to [willystreet.coop/emails](http://willystreet.coop/emails) to sign up to get the Reader via email. For every 1,000 Owners who switch from a printed newsletter to the email version, we'll save one tree per month.

