



INCLUSIVE TRADE VENDORS

By: Melissa Reiss, Purchasing Assistant

Willy Street Co-op's Inclusive Trade program is dedicated to featuring products from businesses that are at least 51% owned, controlled, and operated by individuals from the following historically underrepresented groups: Women, Black, Indigenous, and/or Persons of Color, LGBTQIA+ people, Veterans, Persons with disabilities

By spotlighting these Inclusive Trade vendors, we aim to achieve several goals: to help customers easily find products that align with their values, to drive increased business to these diverse vendors, and to advance the co-op's overall diversity, equity, and inclusion objectives for our vendors and customers. Here are a few Inclusive Trade vendors you'll find at your Co-op.

MOCK & CO



- Inclusive Trade Recognition: BIPOC-Owned
- Business Location: Madison, WI
- Available at your Co-op since: 2025

In Wisconsin, we appreciate a good drink. Mock & Co crafts their non-alcoholic Old Fashioneds to keep that tradition alive, minus the hangover. These are full-bodied, complex mocktails—not watered-down substitutes. Made in small batches, their rich, balanced Old Fashioneds are a nostalgic nod to Wisconsin's cocktail culture, perfect for anyone cutting back, staying dry, or sober-curious. Enjoy the taste of tradition, without the buzz. For more information, see mockandco.com.



MANGO MAN COOKS!



- Inclusive Trade Recognition: BIPOC-Owned
- Business Location: Madison, WI
- Available at your Co-op since: 2018

Chef Thony Clarke—aka, The Mango Man—established his first venture in Madison, Wisconsin with the Café Costa Rica food cart. Over the next ten years, his business flourished, expanding from the food cart to a small restaurant on Butler Street, and then to a larger location on Williamson Street.

Chef Thony has been working on perfecting his signature sauce—his Mango Man Salsa, a blend of tomato, habaneros, herbs and spices—for years. It perfectly balances sweet, tangy, and spicy. It's sunshine in a jar with just the right heat. Great with chips, grilled shrimp, or tacos—it adds a bold twist to anything.

He is frequently in the stores, doing demos for folks to try his creations. For more information, see elcafecostarica.com/mango-man-cooks.



CEDAR TEETH



- Inclusive Trade Recognition: Woman-Owned
- Business Location: Milwaukee, WI
- Available at your Co-op since: 2017

Hannah Roland's journey to entrepreneurship began in North Dakota, where she was the family cook. After moving to Bay View, Wisconsin in 2007, she gained valuable business dedication and experience while working at a local restaurant. This led her to establish her own business, Cedar Teeth.

Hannah makes vegan and vegetarian sourdough pizzas, creating her own crusts from scratch, assembling and packaging everything by hand. She also developed a meat substitute, the Thunderbird, after experimenting with alternative recipes at home. Made from chickpeas and flavorings, the "alterna-meat" is known for its smoky flavor and pulled pork texture. Hannah achieves this texture through a long kneading process, pressure cooking, and finishing the product in a smoker for a BBQ essence.

Find her delicious pizzas and meat alternatives in the freezer aisle! For more information, see www.facebook.com/thecedarteeth.

