



CELEBRATING INTERNATIONAL WOMEN'S DAY: HIGHLIGHTING WOMAN-OWNED BRANDS

By: Melissa Reiss, Purchasing Assistant

March 8th marks International Women's Day, a global celebration of the social, economic, cultural, and political achievements of women. It's also a call to action for accelerating gender parity. At Willy Street Co-op, we believe one of the best ways to celebrate is by shining a spotlight on the incredible women-owned businesses whose products grace our shelves.

Not only do we have the annual celebration day, but the UN has declared 2026 the "International Year of the Woman Farmer." The Year will spotlight the essential roles women play across agrifood systems, from production to trade, while often going unrecognized. Women farmers are central to food security, nutrition, and economic resilience. IYWF 2026 will raise awareness and promote actions to close the gender gaps and improve women's livelihoods worldwide. Learn more at www.fao.org/woman-farmer-2026/en.

By choosing these brands, you're not just getting high-quality, often locally made goods; you're directly supporting women who are building businesses, creating jobs, and innovating in their fields. Join us in celebrating these inspiring owners and their amazing companies! For a full list of the women-owned Inclusive Trade vendors whose products we carry, see www.willystreet.coop/inclusive-trade. Let's make a difference together by consciously choosing to support women in business!



AMERICAN WINE PROJECT

Winemaker Erin Rasmussen founded American Wine Project with the aim of creating beautiful, complex wines from grape varieties that had long been overlooked. After a decade spent working at wineries around the globe and gaining diverse experience, Erin returned to her native Wisconsin. Her mission: to demonstrate that the cold-hardy grape varieties developed in northwest Wisconsin and Minnesota could yield exceptional wines. American Wine Project quickly became a leading voice in North American winemaking by pioneering a new perspective. Erin embraces low-intervention, traditional techniques and is committed to improving biodiversity and minimizing inputs in the vineyard.

In 2020, the winery moved to the former high school Tech Ed building in historic Mineral Point, Wisconsin. Today, the location features the winemaking space, tasting room, and an acre of perennial gardens. Learn more at americanwineproject.com.

GIANT JONES BREWING COMPANY

Wisconsin's only Certified Organic brewery (since 2019!) right here on the east side of Madison. Organic agriculture prioritizes soil health, biodiversity, and conservation over chemical inputs. Ingredients are sourced with a focus on traceability and transparency, ensuring producers adhere to rigorous, third-party verified organic standards. Some ingredients are grown locally at Harmony Valley Farm, a Co-op vendor for decades. With a whimsical, storybook focus on giants and other such creatures, Giant Jones brews flavorful, high-ABV beers (7% abv and up), that will capture your imagination and your heart.

TOTS ON THE STREET

This is a newer vendor for us, and after trying these stuffed tots, we just had to bring them in! This mother and daughter-owned business began in 2019 with a passion for potatoes and one old, tattered food truck. Serving hand-stuffed tots like Sour Cream and Chive and Cheese Curd to folks all over the Milwaukee area, they are now available in our freezer aisle as well as our hot bar! Learn more at www.totsonthestreet.com.



THE UNSCENTED COMPANY

This vendor is built upon a commitment to pure, natural formulations, offering a comprehensive and thoughtfully curated line of products that are exclusively unscented. This focus ensures that individuals with sensitivities, allergies, or simply a preference for a fragrance-free environment can access high-performing, gentle alternatives. Beyond their dedication to scent-free living, the brand places a high value on efficiency and efficacy, guaranteeing that their natural products perform just as well as, if not better than, their conventional counterparts.

The Unscented Company is a leader in environmental responsibility, actively working to reduce plastic consumption and water waste. This commitment is realized through practical, consumer-friendly options such as refills for their liquid products and the promotion of solid formats, like bar soaps and solid dish soaps. By prioritizing these sustainable solutions, the company empowers customers to minimize their ecological footprint while maintaining a clean, healthy home and body care routine. Learn more at www.unscentedco.com/en-us.



MADTOWN SOAP CO.

Handmade soaps and bodycare, made in Madison, committed to sustainability. The core ingredient in their soaps—sunflower oil—is sourced from an organic, US-based family farm. They prioritize sustainability, using boxes made from 100% recycled content and tape printed with algae ink. Madtown Soap Co. operates out of a multi-use facility and chooses to pay a premium for renewable energy. Learn more at www.madisonsoapcompany.com.

FIZZEOLGY

Fizzeology has been fermenting great stuff in the Driftless Region since 2009. Using old-school techniques to really maximize the vitamins and minerals in all their ingredients from organic growers right here in the region. Certified Organic and made in small batches. Wonderful as a condiment or straight from the jar! Learn more at www.fizzeology.com.