

willy street co•op

READER

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

VOLUME 52 • ISSUE 6 • JUNE 2026

A Summer Co-op Bucket List



PLUS: FESTIVAL PERKS PASSES, PRIDE MONTH FLYER + PRODUCT SPOTLIGHT & A SUMMER HYDRATION GUIDE

PRSRT 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.



..... **GIGI GODWIN**



..... **TATIANA DENNIS**



..... **ISABEL FREINKEL**



..... **ARISTIDE TESSITORE**



..... **IKE ROSS**



..... **ANTHONY HERNANDEZ**



..... **DEBRA SHAPIRO**



..... **ASHWINI RAO**



..... **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 and select the Board category for details.

June 24, 2026

Sept. 23, 2026

August 26, 2026

October 28, 2026

**EMAIL: BOARD@WILLYSTREET.COOP
ALL-BOARD@WILLYSTREET.COOP**

(includes the GM, Executive Assistant, and Board Administrator)

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) 284-7800
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: Mo, 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 FESTIVAL PERKS PASSES
- 9 SUMMER HYDRATION GUIDE
- 10 CELEBRATING OUR LGBTQIA+ VENDORS
- 11 PRIDE MONTH INCLUSIVE TRADE FLYER
- 12-15 CO-OP DEALS FLYER
- 16 FATHER'S DAY GIFT IDEAS
- 17 NEW PRODUCTS
- 18-19 STAFF PICKS
- 21 FOURTH OF JULY FLYER
- 22-23 A SUMMER CO-OP BUCKET LIST



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



CUSTOMER DATA

Our world is awash in data. We feed it constantly through our phones, our credit cards, our online presence, and many of our everyday actions. That data is processed in a ballooning list of data centers, consuming massive amounts of our resources to analyze and spew out a nearly endless stream of offers, opinions, and infomercials, all extremely well configured to influence our thinking, our habits, our purchasing, and even our voting. Willy Street Coop is a refreshing refuge from this onslaught and it has a remarkably effective checkout system, but that system with its efficient collection of member numbers and their purchases has the potential to contribute to this process. Does someone know that I also buy potato chips and cookies every time I buy kale and kombucha? Bottom line: How is our purchasing information used and how is it safeguarded from access by less benevolent players?

Thanks for your question! We take customer data security seriously because we know our Owners expect that we would. I can confirm that we don't rent or sell customer information to any organization. In the few cases where we do share customer data (such as for Board election voting or mailing notices or coupons), the organization we work with must sign a non-disclosure agreement guaranteeing that they won't use the information we share for any purposes other than those for which we're engaging their services. These organizations must either fully delete it after use or take precautions to safeguard it if it must be kept for some reason. Willy Street Co-op customer purchase data is stored on physical servers located on-premises at one or more of our facilities. We secure personal data from unauthorized staff use by limiting access only to staff who need it to complete approved work. Non-employees should have no access except in limited situations where Willy Street Co-op contracts outside services to complete work. Aggregated, non-personalized purchase data is shared with one of our top product vendors per our fulfillment agreement. -Brendon Smith, Marketing & Communications Director and Forrest Herschelman, Director of IT

SAUERKRAUT

Do you carry raw sauerkraut as described below? "To find unpasteurized sauerkraut, look in the refrigerated section, not the shelf-stable aisle, and check labels for keywords like "raw," "unpasteurized," "live cultures," or "naturally fermented," and ingredients listing only cabbage, salt, and spices (no vinegar or preservatives). Cloudy brine is also a good sign of live cultures, indicating it's a living, raw product."

We do offer a variety of refrigerated sauerkrauts that are fermented without the use of vinegar. Unfortunately, it's not clear on all of the labels if some of the sauerkrauts have undergone pasteurization. I did a little research to find out what information is listed online for the brands that are currently available at our location. I will share below what I was able to find.

Bubbies Sauerkraut Bubbies sauerkraut is not fully pasteurized like shelf-stable versions but undergoes a

flash-heating process for stability, meaning it's heated to reduce gas-producing bacteria without killing all beneficial cultures, so it's not truly "raw" but still contains live probiotics, unlike heat-treated or vinegar-based options. Look for refrigerated Bubbies products, as these have had minimal heating and retain more live cultures, making them a good balance between taste, crunch, and probiotic content, though they aren't as potent as fully raw kraut.

Spirit Creek Farms Sauerkraut All our vegetables come from certified organic growers in northern Minnesota. We never pasteurize our products, ensuring they stay rich in natural probiotics. We use only certified organic spices and solar-evaporated sea salt from Northern California. Every bite is packed with healthy, nutrient-rich, organic goodness!

Fizzeology Sauerkraut Fizeology sauerkraut is raw and unpasteurized, using traditional fermentation methods in barrels with salt and cabbage, never heated, to preserve beneficial enzymes and live probiotics, making it a classic raw fermented food. This process results in naturally fizzy products, indicating the live cultures are active, according to Fizeology Foods and general fermentation practices.

Wildbrine Our unpasteurized sauerkraut is raw, completely vegan, gluten-free, and traditionally fermented to provide you with the essential probiotics your tummy needs. -Dave Andrews, Willy West Grocery Manager

ALTERNATIVE FLOURS & TEA

Hello Lovely Co-op Folks! My family and I shop at the West location several days per/week. We try to follow a mostly gluten free diet and love your hot bar and baked goods; however, many of the soups and various items are made with wheat flour. I've often wondered if it all of your recipes could be made with alternative flours, i.e., chickpea, brown rice, fava bean, so that they are inherently gluten and nut free for folks following specific diets or with allergies? I imagine that changing up tried and true recipes would be potentially time-consuming or most expensive, but it's something that has crossed my mind many times, so I thought I would inquire. I have one additional question, will the West location ever offer tea at the coffee station again? As a tea drinker, it was so nice when you had options besides coffee in the morning. I assume space is an issue, but perhaps you could start by just offering a few options and see if it takes off? Other than that, thank you for the great work! We love knowing we can trust that your produce, meat, and dairy is fresh and that your shelf-stable items have been vetted for the best quality. We also love "The Reader" and enjoy searching for the most unusual letters to the editor over dinner.

Thanks for writing in. I went through and looked at the soups that have noodles or require a roux, and it looks like we have four that contain flour: minestrone, chicken noodle soup, cheesy broccoli, beer cheese. We can certainly look at it, but I'm wondering if maybe we need to rotate in some other soups if you're only seeing the Cheesy Broccoli and Beer Cheese. I'll chat with the West Prepared Foods Manager and see if we can mix it up a bit. As for tea, space is definitely an issue in our coffee area! But that said I will keep it on my radar as I look at the space! -Nicholas Oconnor, Prepared Foods & Cheese Category Manager & Kitchen Director

BLUE CHEESE DRESSING

Firstly, thank you for all that you do for the community and customers. I hesitate to complain because of all of the excellent work you do! But here goes: I am disappointed that Willy St West seems to only carry one type of Blue Cheese Dressing: Briannas (and I looked it up, yes Briannas doesn't include an apostrophe in their name. I guess the dressing doesn't belong to Brianna,

it is indeed named Briannas. Red flag!). This salad dressing is... upsetting. It is cloyingly sweet, oddly gloppy, irritatingly unctuous and only vaguely blue-cheesy. The blue cheese flavor is mild, as if Briannas bottled the experience of sitting across from someone enjoying blue cheese. Truthfully, Ken's Steak House Chunky blue cheese dressing is superior. KENS!? Of course, I will be finishing the bottle of Briannas that I purchased because I hate wasting food (this is pathological), but it will make me slightly sad. :(Please, if you can, stock a second blue cheese dressing at Willy St. West. Thank you so much! Also - I want to shout out the Willy St West cheese department - they are true aficionados and stock the best cheeses! I always see a wonderful selection. Perhaps this is why the Briannas is so disappointing... it will never compare the complexity of Hook's Blue Paradise or Saint Agur Blue. Anyways, thanks for reading my diatribe. Have a lovely rest of your day!

I appreciate your feedback on the blue cheese dressing we carry at Willy West. I am sorry Briannas is not meeting your standards. I will ask our Grocery Manager about carrying another one. Thanks for your recommendation of the Ken's Steak House Chunky blue cheese dressing! We will see if it is available to us through any of our distributors. Thank you for your positive feedback for the West cheese department! -Dean Kallas, Grocery Category Manager

MAY DAY

May 1. No shopping day. Does the Coop have a plan?

Thanks for your email—we do have a plan! We know that many Co-op Owners and customers will choose to honor the Voces de la Frontera request to join in the May Day March and avoid shopping that day, and we support them in making their voices heard. We have chosen to remain open to serve as a community resource and gathering place. If we lack sufficient staff due to their participation in the March, we may need to reduce some services or close one or more stores and/or our Production Kitchen for the full day or part of the day. As you may have already seen, we're collecting donations for Voces de la Frontera at our registers through the end of next week, and matching donations up to \$10,000. We're also offering a free sign-making event at Aubergine for people headed to the March. And, we are sponsoring an event at Atwood Music Hall on May 1, benefiting VOCES de la Frontera. Anya Firszt, General Manager

Editor's Note: You helped us raise over \$34,000 for Voces de la Frontera at the registers. Thank you!

SOURCE FOR MEAT

I am inquiring about the source of chickens for the Co-op. I'm wondering whether you are purchasing from Perdue Farms. If not, what is the source for chickens and red meat?

We purchase fresh chicken from two purveyors, Bell & Evans and Green Circle. Neither of these brands are owned by Perdue. We have quite a few different sources of beef, including Grass Run Farms, Thousand Hills, Wisconsin Meadows, and Cates Family Farm. -Nick Heitman, Meat, Seafood, Beer, Wine & Spirits Category Manager

CHICKEN SAUSAGE

What flavors of chicken sausage in casings or brats does the meat department make in-house, and can you tell me what the ingredients are?

We offer several different house-made chicken sausages and selection varies slightly per location. A couple Co-op favorites: Chicken Italian Sausage (ground chicken, salt, sugar, black pepper, fennel, paprika, crushed red pepper, cayenne) and Spinach Feta Chicken Brat (ground chicken, salt, sage, white pepper, caraway, marjoram, feta, spinach). These sausages are encased using a hog casing. -Nick Heitman, Meat, Seafood, Beer, Wine & Spirits Category Manager

Have a comment or request you would like to share?

WE WOULD LOVE TO HEAR FROM YOU!



www.willostreet.coop/contact-us

ALEX ŠEPKUS®
NEW YORK

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

SPRING
Pilates for Life

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

608-709-1775
springpilates.life
info@springpilates.life
710 Harrison St. Madison, WI

A practice that keeps you fit,
healthy and doing what you love
for the rest of your life.

CHADS
DESIGN BUILD

**Remodeling
Done Well
with Love**

INNER FIRE YOGA

innerfireyoga.com

DIAPER SERVICE
Mother Nature's

Less Waste
Reusable natural cotton diapers +high efficiency Ph balanced washing

Less Cost
Our customers avg. \$500 savings by the end of their diaper journey

Less Time
Easy to use - we do the washing! Pick up and delivery at your door!
608-251-2229
www.mothernaturesdiapers.com

UNIVERSITY HOUSES PRESCHOOL

6033 Odana Road
(608) 238 3955
kmbeck@uhpparentcooperative.org
uhpparentcooperative.org

Providing social, play-based, part-time, mixed-age preschool to local families for over 50 years!
Free Monthly Playgroup!
Check our facebook page for upcoming dates

Co-op Preschool Openings Available!

Serving Willy St.
ACE
Since 1923

100 years of Service
ACE
Hardware Center
1398 Williamson St. 257-1630
acewilly@tds.net

JUST ENOUGH!

Feel free to purchase just one stalk of celery or broccoli, one bunch of grapes, or one banana.

Produce Staff can cut a cabbage or cauliflower in half for you.

Some restrictions apply.
Feel free to inquire if you have a question!

willy street co-op

Kitchens
Bathrooms
Additions
Whole House
Lower Levels
Porches
Decks

See our commitments to you and your home at
chadsdesignbuild.com

608-221-1799

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



**By: Anya Firszt,
General Manager**

Hello dear Owners,
Hello, June! Hello, Summer.

June brings plenty of reasons to celebrate, from the last ringing of the school bell to Pride Month, Juneteenth, the summer solstice, and Father's Day. 'Tis the season to light up the grill, savor the tastes of summer, and soak in every ray of sunshine.

"WORD ON THE BEET" PRODUCE NEWS

Knowing what's happening in the Produce department before I get to the Co-op can be a game-changer, saving me time and energy. I always read "Word on the Beet," a weekly email with updates on new produce items, what's done for the season, promotions, and sage advice from Andy Johnston, Produce Category Manager. You can also receive these updates; sign up for "Word on the Beet" produce news at willystreet.coop/emails! Don't miss out—stay informed and make the most of every visit to the Co-op.

JOIN US FOR THE RAIN GARDEN

SESSIONS every Wednesday evening through September 2, from 5:00 to 7:00pm. Enjoy live music outdoors under the cool shade on the Jenifer Street side of Willy East. Bring your friends, a cozy blanket or chair, and help create a lively audience for our talented local musicians. The season line-up can be found here: www.willystreet.coop/rain-garden-sessions/

GET READY FOR A DELICIOUS ADVENTURE AT SPROUTS SUMMER CAMP

at the Co-op, a brand new cooking class series designed for aspiring chefs ages 7 to 14. Join Co-op Instructors Mike Tomaloff and Paul Tseng for hands-on fun from July 20 to 24 and August 24 to 28, with classes running from 11:00am to 12:30pm, Monday through Friday at Willy West. You can sign up for a single class or dive into all ten (sign up for five to receive a Willy Street Co-op apron).

If these dates do not fit your summer schedule, explore other Sprouts classes throughout the summer. Register at www.willystreet.coop/events.

FESTIVAL SEASON IS UPON US.

Mad Gluten-Free Fest is on Sunday, June 7, 2:00pm to 6:00pm, at Breese Stevens Field (917 E. Mifflin St., Madison). We're one of the sponsors of this family-friendly celebration of delicious, gluten-free cuisine featuring local food vendors from across the state. Stop by the tent we're sharing with Bunky's!

The Marquette Waterfront Festival is celebrating its 37th year. Join in the festivities June 13-14 at Yahara Park Place for music, food, friends, and cheer.

Make Music Madison (from their website) is a free, citywide day of music held every June 21. Madison is part of Make Music Day, a celebration that occurs in 1,000+ cities across the globe. Madison began participating in 2013 and now boasts the largest event in the country. Parks, porches, restaurants, shops, worship spaces, and more are filled with music for all to enjoy! For more information, check out their website: makemusicday.org.

REMINDERS

Last chance to claim your Fiscal Year 2025 patronage refund store credit (if you received one). You have until June 28, 2026, to use it as store credit toward a purchase, redeem it for cash, or donate it to Double Dollars.

If you want to get Co-op notifications by email, please make sure that we have your current email address. You can update it at Customer Service or by emailing ora@willystreet.coop.

NOTE ABOUT OUR FISCAL YEAR

Typically, our fiscal year ends in late June, but this year, it will end in early July. Mark your calendars for Sunday, July 5, the final day of our fiscal year. That day, we will conduct our physical inventory count to verify stock levels for financial reporting purposes and a smooth year-end close. Once the annual audit is complete, we look forward to sharing the FY26 financial highlights with you in the coming months.

MARK YOUR CALENDAR:

- On Saturday, July 4, Independence Day; stores will close at 7:00pm.
- Year-end Inventory Count: Sunday, July 5; stores will close at 7:00pm.

Hope to see you at one of the neighborhood events! -Anya



**By: Tatiana Dennis,
Board Member**

The time is fast approaching for another election cycle here at Willy Street Co-op!

The Board Development Committee has been working hard to prepare for our upcoming election cycle, including revising the Board candidate packet so it better reflects who we are, what we value, and what it means to serve the Co-op in this moment.

Serving on the Board has been such a joyful and meaningful experience for me and, dare I say, it has even been fun! It has

given me a deeper understanding of the Co-op, the people who make it work, and the many ways owners can help shape its future. Great Board members are dedicated to showing up with care, curiosity, accountability, and a willingness to learn alongside others.

As we look toward this year's election, we are hoping to see candidates from diverse backgrounds and lived experiences. Our Co-op is stronger when our Board reflects the range of people, perspectives, neighborhoods, skills, and stories that make up our ownership. You do not need previous board experience to apply. You just need to be an Owner in good standing and someone who cares about the Co-op's future.

If you have ever wondered whether Board service could be for you, I hope you consider learning more. The updated candidate packet will be available by June 10th if not earlier, and it will include more information about the role, expectations, timeline, and election process.

The Co-op belongs to its Owners. Running for the Board is one powerful way to help steward that ownership into the future!

Hear about what's new, what's done for the season, and what tastes best in our Produce department—sign up for our weekly Word on the Beet email!

Sign up at willystreet.coop/emails

You helped us raise
\$34,752
Thank you to everyone for your support of this drive!

Closing Early

**Saturday, July 4th
& Sunday, July 5th**

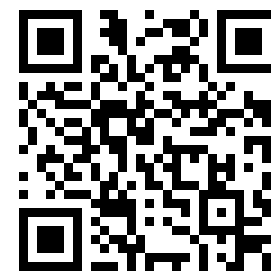
**For Independence Day
& Inventory Count**

@7pm



To register for classes and check out our refund policy, scan the QR code or go to:

www.wilystreet.coop/events



TRADITIONAL TUSCANY

Location: Willy West Community Room
Wednesday, June 10, 5:30pm–7:30pm
Ages: 16+; adult supervision not required
Instructor: Sharon Long
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 8

Sharon recently returned from a cooking course in Lucca, Tuscany, Italy, and she is ready to share her knowledge on two traditional Tuscan dishes: Torta D'erbe Lunigiana (vegetable pie) and Pici All'aglione (hand-rolled noodles with tomato garlic sauce)—both use the same dough. The torte filling will include chard, spring onions, zucchini, and perhaps other seasonal greens. Vegetarian. Recipes contain: milk, eggs, and wheat. Mostly demonstration with limited hands-on opportunities

CULTURAL INFLUENCES OF GUMBO: FRENCH

Location: Willy West Community Room
Thursday, June 11, 5:30pm–7:30pm
Ages: 13+; adult supervision required
Instructor: Steffy 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 explore by ingredients and/or culture, sampling foods that contributed to the main dish of the state, Gumbo. Join Steffy to discuss the traditions and history that make Louisiana what it is today. On the menu: Au Gratin Crab, Pistollettes, Cajun Crepes. Everyone will make a French-inspired seasoning packet to take home. Recipes contain: eggs, wheat, dairy, and shellfish. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: POTSTICKERS

Location: Lakeview Library
Thursday, June 11, 6:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: Free; registration required
Capacity: 12

Join Chef Paul to learn how to make potstickers from scratch, including the wrappers, fillings, dipping sauce, and how to fry the potstickers to golden brown perfection. Recipes contain: wheat, sesame, and soybeans. Register at www.madisonpubliclibrary.org

THE THRILL OF THE GRILL: MEDITERRANEAN

Location: Willy East Rain Garden
Tuesday, June 16, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Burgers, brats, and steaks are classic charcoal fare, of course, but there's more to explore in the Co-op Rain Garden where we will roast eggplant over hot coals for babaganoush, perfectly grilled marinated chicken and pieces of lamb sausage, pita bread brushed with olive oil and toasted on the grates, and grilled romaine and veggies, all served with tangy yogurt sauce and ice cold mint tea. Bring a lawn chair! Recipes contain: sesame, wheat, dairy. Demonstration with limited hands-on opportunities.

LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY

Location: Willy West Community Room
Thursday, June 18, 5:30pm–7:30pm
Location: Aubergine, 1226 Williamson St.
Thursday, June 25, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 8

Chef Paul's own experience cutting himself in the kitchen prompted him to share his knowledge to help others prevent such accidents. Join Chef Paul as he guides participants through hands-on knife skills, including the major cuts, slices, and dices. Chef Paul will discuss kitchen knife essentials, including how to sharpen and maintain a knife. Participants should bring their favorite kitchen knife from home to practice with. Hands-on.

TRADITIONAL LUCCA

Location: Aubergine, 1226 Williamson St.
Tuesday, June 23, 6:00pm–8:00pm
Ages: 16+; adult supervision not required
Instructor: Sharon Long
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 8

Lucca is a town in Tuscany, whose culinary arts were made popular by Stanley Tucci. The widespread use of farro, borlotti beans (cranberry beans), and lacinato (dinosaur kale) is said to have started in Lucca. We will make the Luccan fruit bread, Buccellato, which originated in the 1400s. While that rises, we will prepare and enjoy farro soup that includes borlotti beans and lacinato. Vegetarian. Recipes contain: milk, eggs, and wheat. Mostly demonstration with limited hands-on opportunities.

THE THRILL OF THE GRILL: VEGETARIAN EDITION

Location: Willy East Rain Garden
Tuesday, June 30, 5:30pm–7:30pm
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 in the Co-op Rain Garden for a vegetarian feast all from the grill. Grilled romaine hearts with creamy roasted poblano and avocado dressing, halloumi cheese sliders with cucumber and watermelon relish, and grilled pineapple basted in brown sugar and rum with coconut sorbet for dessert! Vegetarian. Recipes contain: dairy, wheat. Demonstration with limited hands-on opportunities.

COOL EATS

Location: Aubergine, 1226 Williamson St.
Wednesday, July 8, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

It's too hot to cook! Let's try a few no-cook meals on for size and join Co-op instructor Mike T. to demonstrate chilled cucumber soup, delicious ceviche, a raw corn and black bean salad, and a classic icebox dessert. These cool eats are a sure way to beat the heat. Recipes contain: milk, fish, wheat, soy.

MASS EFFECT: BUYING AND COOKING FROM THE BULK AISLE

Location: Willy West Community Room
Thursday, July 16, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Ever find yourself staring down the Bulk aisle at the Co-op and feeling a bit overwhelmed by, well, the bulk of it all? Pondering the seemingly incomprehensible variety: grains, flours, nuts, seeds, and who knew that there were so many different types of granola?! Join Chef Mike for a tour of the bulk department and a culinary sampling of some of the more obscure items that you may meet amongst the bins and towers of grains and goodies. Recipes contain: milk, eggs, nuts, wheat, and soy.

COOKING WITH CHEF PAUL: TAIWANESE WOK—SEAFOOD

Location: Aubergine, 1226 Williamson St.
Thursday, July 16, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

The island of Taiwan is surrounded by a pristine ocean, home to all kinds of seafood. In this class, we'll explore the way to steam a whole fish with a simple

sauce and tackle shellfish with a stir-fry technique. A fish fry will also be demonstrated. Join Chef Paul on this cultural culinary experience. Demonstration. Recipes contain: seafood and gluten.

A TUSCAN MEAL

Location: Willy West Community Room
Tuesday, July 28, 5:30pm–7:30pm
Ages: 16+; adult supervision not required
Instructor: Sharon Long
Capacity: 8

Fee: \$40 for Owners; \$50 for non-owners
These recipes are Sharon's spin on those she learned from Chef Gianluca Pardini in Lucca, Italy. You may watch or help prep the ingredients for the Torta d'Erbe (vegetable torta) and Tiramisu as prepared in Tuscany. While the torta bakes, a volunteer or two will help Sharon construct the tiramisu, which will chill while you sample the torta. Buon appetito. Mostly demonstration with limited hands-on opportunities. Recipes contain: milk and wheat.

GONE FISHIN': SCALLOPS, SHRIMP, AND MUSSELS

Location: Aubergine, 1226 Williamson St.
Wednesday, July 29, 5:30pm–7:30pm
Location: Willy West Community Room
Wednesday, September 16, 5:30pm–7:30pm

Ages: 12+; adult supervision required
Your Co-op's Own: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

The Co-op is where the chefs shop for the finest quality ingredients, and the fish counter is no exception. Chef Mike is excited to share his favorite shellfish with you and to show you how easily they can be prepared at home. On the menu: Shrimp poached in a flavorful court bouillon, chilled and served with homemade chimichurri, seared sea scallops on a bed of greens with beet and bacon vinaigrette, and mussels steamed with chorizo and beer, served with a hunk of crusty bread. Mostly demonstration with limited hands-on opportunities. Recipes contain: fish, shellfish, wheat.

COOKING WITH CHEF PAUL: TAIWANESE WOK—VEGETARIAN

Location: Willy West Community Room
Thursday, July 30, 5:30pm–7:30pm
Ages: 12+; adult supervision required
Your Co-op's Own: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

A wok is a versatile cooking pan that should be able to meet most cooks' needs. Join Chef Paul for this class featuring vegetarian fare. On the menu: Tofu Balls, Fried Dates, Three-Thread Melody, and Egg Drop Soup. Demonstration. Recipes contain: egg and gluten.



GUT HEALTH SERIES: OVERCOMING HEARTBURN

Location: Zoom
Tuesday, June 2, 12:00pm–1:00pm
Instructor: Katy Wallace, ND
Fee: Free; registration required
Capacity: 50
Recent news articles have discussed that the majority of reflux and heartburn problems can be overcome through change in diet and lifestyle. This lecture will present food-based ways to address an "over-acidic" stomach and eat (and sleep) in comfort.



SPROUTS: INDOOR COOKOUT

Location: Willy West Community Room
Tuesday, June 9, 4:00pm–5:00pm
Ages: 5-12; 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

It's grilling season, time to make some cooking-out foods, indoors! We'll make two different types of barbecue sauce (enough to take some home, too!) and we'll try 'em out on some chicken. On the side? Is it a summer cookout if there's no potato salad? We'd better make some of that, too! Recipes contain: dairy, eggs, soy. Hands-on.

SPROUTS: S'MORE OR LESS

Location: Aubergine, 1226 Williamson St.
Thursday, June 18, 4:00pm–5:00pm
Ages: 5-12; adult supervision not required
Well, Mr. T doesn't know how to turn cocoa beans into chocolate, but he definitely knows how to make marshmallows and graham crackers from scratch. Come and help him out and take some homemade marshmallows with you for the next time you're sitting at a campfire. Recipes contain: wheat, dairy. Hands-on.

SPROUTS: FOR THE ADVENTUROUS

Location: Willy West Community Room
Tuesday, July 7, 4:00pm–5:00pm
Location: Aubergine, 1226 Williamson St.
Thursday, July 30, 4:00pm–5:00pm
Ages: 5–12 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

Are you ready for something different? If you need an adventure, join Mr. T and the Sprouts for some outside-of-the-box foods that may be new and unusual to you, but are enjoyed by folks all around the world. We'll deconstruct an artichoke, eat some flowers, try some

shellfish like clams and oysters, and for a sweet finish, we'll see if we can find something a bit uncommon in the fruit section of the produce department. Hands-on. Recipes contain: milk, eggs, shellfish, wheat.



45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

Location: Aubergine, 1226 Williamson St.
Wednesday, June 3, 1:30pm–4:45pm
Wednesday, July 22, 2:15pm–5:30pm
Tuesday, August 18, 2:15pm–5:30pm
Location: Willy West Community Room
Tuesday, June 16, 1:30pm–4:45pm
Tuesday, July 14, 1:30pm–4:45pm
Virtual

Wednesday, August 12, 1:30pm–4:45pm
Fee: \$58 for Owners; \$93 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 or call 608-301-9961.

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.



HERBAL FIRST AID

Location: Aubergine, 1226 Williamson St.
Tuesday, June 9, 6:00pm–8:00pm
Ages: 12+; adult supervision required
Fee: \$45 for Owners; \$55 for non-owners
Instructor: Linda Conroy
Capacity: 20

In this class, we'll explore key herbs traditionally used for cuts, burns, bruises, bites, sprains, inflammation, and acute illness. Linda Conroy will teach you how to assess simple situations, choose appropriate plant allies, and prepare remedies such as poultices, salves, compresses, tinctures, sprays, and teas. We'll also cover safety considerations, shelf life, and when to seek professional medical care. Lecture, demonstration, and hands-on.



FERMENTING VEGETABLES: LET'S MAKE SAUERKRAUT

Location: Aubergine, 1226 Williamson St.
Wednesday, July 15, 5:30pm–7:30pm

Location: Willy West Community Room
Saturday, July 18, 9:00am–11:00am
Ages: 12+; adult supervision required
Instructor: Wendy Porterfield
Fee: \$40 for Owners; \$50 for non-owners
Capacity: 12

Explore the fun of fermenting vegetables to create probiotic-rich foods you can enjoy year-round. Each participant makes a jar of sauerkraut to take home. Gain confidence in safe, simple fermentation while learning the science behind it. All materials provided—please bring a mixing bowl, cutting board, and large knife. Hands-on.



Join Co-op instructors Mike and Paul for a fun, global summer cooking camp! Two weeks of classes—sign up for all 10 or pick your favorites. Each class ends with a shared meal.

Ages 7–14 (no adult supervision required)
Location: Willy West Community Room
Fee: \$30/class for Owners; \$40/class for non-owners

Week 1

Welcome to the Kitchen!

Monday, July 20, 11:00am–12:30pm

Rice is Nice

Tuesday, July 21, 11:00am–12:30pm

Italian American Cuisine

Wednesday, July 22, 11:00am–12:30pm

Fresh Spring Rolls

Thursday, July 23, 11:00am–12:30pm

Mediterranean Cuisine

Friday, July 24, 11:00am–12:30pm

Week 2

Soups and Sandwiches

Monday, August 24, 11:00am–12:30pm

Simple Sushi

Tuesday, August 25, 11:00am–12:30pm

TexMex and Mexican American

Wednesday, August 26, 11:00am–12:30pm

Dumplings

Thursday, August 27, 11:00am–12:30pm

Breakfast Basics

Friday, August 28, 11:00am–12:30pm





FESTIVAL PERKS PASSES

By: Kristina Kuhaupt,
Customer Experience
Manager

As the weather starts heating up, so do the festivals around town. Your Willy Street Co-op has been rooted in Dane County festivals for quite some time. We are known for sponsoring festivals around town and believe in being part of the communities we serve. When the Annual Meeting moved from a joint meeting and party in conjunction with Fête de Marquette to the month of October many years ago, we had the opportunity to provide festival sponsorship on the three sides of town surrounding our stores (North, East, and West).

If you are a Willy Street Co-op Owner, one of the perks I encourage you to partake in is Festival Perks Passes! Owners can choose one of the three festivals to select for their Perks Pass participation. These passes allow you to get 50% off select food and beverages for a specific time of day during the festival and be eligible for a Co-op gift bag giveaway. We set up a tent at each event and give away up to 100 bags to Perks Pass holders on a first-come, first-served basis. Bags go fast every year, so we encourage you to come early if you want a chance at these coveted bags filled with product samples!

OUR FESTIVAL PARTNERS

Fête de Marquette in McPike Park, Madison • Thursday, July 9 through Sunday, July 12.

Up to 1,000 Fête Perks Passes can be picked up at the Willy East Customer Service desk starting at 10am on Monday, June 29.

Fête Perks Passes can be used by Willy Street Co-op Owners on Thursday, July 9 from 4:00pm–7:00pm. Our tent with gift bags is at the entrance by the skatepark, and the giveaway starts promptly at 4:00pm. We will pack up the tent once all bags are distributed.

Fête has been going strong for 20 years and it brings “the vibrant energy of French culture, live music, and community celebration to the city’s East Side,” according to the host of the event, the Wil-Mar Neighborhood Center. Their website goes on to say:

- This free, family-friendly event transforms McPike Park into a lively gathering filled with world-class performances, fabulous food, refreshing drinks for

all ages, and activities for all ages.

- Rooted in the spirit of Bastille Day, Fête de Marquette celebrates the area’s rich history and diverse cultural influences, offering an eclectic mix of music alongside a bustling marketplace of local vendors and artisans. From the energetic dance floors to the relaxing biergarten, the festival provides a welcoming space for both longtime attendees and first-time visitors to enjoy the magic of summer in Madison.
- Proceeds from Fête de Marquette support the Wil-Mar Neighborhood Center, helping fund essential programs and services for the community. Whether you’re here for the music, the food, or the community spirit, Fête de Marquette is an annual tradition that brings people together in a joyful, unforgettable way.

Further event details can be found at: wil-mar.org/fetedemarquetteabout.

Good Neighbor Festival (GNF) at South Beach at the Middleton High School, Middleton • Friday, August 28 through Sunday, August 30

Up to 1,000 GNF Perks Passes can be picked up at the Willy West Customer Service desk starting at 10am on Monday, August 17.

GNF Perks Passes can be used by Willy Street Co-op Owners Saturday, August 29 from 2:30pm–5:30pm. Our tent location is yet to be determined, but it’s a white tent with colorful squares; gift bag distribution will start promptly at 2:30pm.

This six-decade institution on the westside has so much to look forward to. You can partake in rides, games, food vendors, a whole section dedicated to art vendors, a 5k run/walk, music stages, and a parade! Throughout the festival, you can stop by our tent to make a donation to WayForward Resources and spin our prize wheel. It is a great way to have some fun, get a Co-op prize (everyone is a winner!), and support your community through your donation. Specific restrictions apply: one spin per family, per day. Further event details can be found at: goodneighborfestival.com.

Northside Festival at the Madison Mallards/Night Mares stadium, Madison • Saturday, September 12, 11:00am–3:00pm

Up to 1,000 Northside Festival Perks Passes can be picked up at the Willy North Customer Service desk starting at 10am on Monday, August 31.

Northside Festival Perks Passes can be used by Willy Street Co-op Owners September 12 from 11:00am–2:00pm. Our tent with bags is at the stadium entrance and gift bag distribution starts promptly at 11:00am. We will pack the tent up once all bags are distributed.

Although this festival is newer to the area, it is sure to please with family activities, food, and music celebrating the vibrancy and pride of the northside! Further event details can be found at northsideplanningcouncil.org.





SUMMER HYDRATION GUIDE

By: Maya Ticku, Merchandising Assistant

Summer is only weeks away, which means more hours of daylight, higher temperatures, and humidity! As the seasons change, having hydration on hand can help your body move longer and recover quicker. Despite the impending warmer days, it's important to remember that hydration is key all year round—in January when the temperatures are low and the sun is gone, and in June when the sticky, steamy heat is all too familiar. Hydration transcends seasons and activity levels—our bodies need water to operate around the clock. Water helps maintain a normal body temperature, lubricates joints, and removes waste from the body. But anything that increases fluid loss—physical activity, hot weather, and even illness—requires more water intake. So, let this hydration guide fuel your body all summer long; but remember to keep it in your back pocket even in cooler temperatures.

JUST THE ESSENTIALS

When it comes to hydration, water is always the best option and Essentia Water takes it to the next level. Essentia Water is purified, ionized alkaline water. Alkaline water is simply water that has a pH higher than 7, and ionization helps to remove the bitter-tasting acidic ions. Essentia Water is purified by removing unwanted particles through microfiltration and reverse osmosis. All of these things give Essentia Water a clean, smooth taste.



CLEAN HYDRATION FOR ALL ACTIVITIES

ROAR HYDRATION

There's truly nothing better than refreshing fruity flavor after summer activities! ROAR Hydration offers a low-sugar, low-calorie sports drink filled with antioxidants, vitamins, and electrolytes packed in a colorful bottle. Made only with USDA-certified organic ingredients, like coconut water. Choose from these "fun in the sun" flavors: Georgia Peach, Cucumber Watermelon, Mango Clementine, and more!



KNUDSEN RECHARGE

Knudsen Recharge doesn't include the complicated ingredients in typical sports drinks, keeping their ingredient list short—water, fruit juice, and sea salt. Fruit juice is completely farm-to-bottle, meaning every Recharge drink is non-GMO and USDA-certified organic. Their four flavor options keep the decision making no-hassle—choose from Lemon, Grape, Mixed Berry, or Orange.



ORGANIC NOOMA HYDRATION

If you need a salty pick-me-up with a fruity punch, Nooma Hydration offers a plant-based sports drink with 505mg of electrolytes and simple ingredients: organic fruit flavors, Himalayan pink salt, and coconut water. Plus, you can enjoy a hydrating beverage in a completely plastic-free container. All Nooma hydration drinks are certified organic and come in a Tetra Pak bottle with a plant-based paperboard cap.



FOR THE PLANT LOVERS

VITA COCO COCONUT WATER

Looking for a hydration beverage that's more fun than water, but lower fat and lower calorie than a typical sports drink? Vita Coco Coconut Water is perfectly hydrating and full of electrolytes with a nutty, but refreshing taste. Vita Coco is a Certified B Corporation and all products are non-GMO and USDA-certified organic with only one ingredient in their products—coconut water! Coconut water is perfect for post-workout hydration, but can also be a sneaky way to fit hydration into your daily life—add it into a smoothie or as a mixer on a summer afternoon.

WOODSTOCK ORGANIC BANANA WATER

If coconut water is not quite your thing, but you still want plant-powered hydration, try Banana Water instead! Made with potassium-rich heirloom bananas, it has a natural source of electrolytes without the sodium. Woodstock Banana Water offers their no-sugar-added banana water; but for something fun, try out Chocolate Banana, Blueberry Banana, and Strawberry Banana flavors.

JUST ADD WATER – ELECTROLYTE PACKS & MIXES

NUUN

If you like your electrolytes on-the-go, Nuun Hydration offers 10 tablets in one small, transportable tube. Nuun tablets contain 5 essential electrolytes: sodium, potassium, chloride, calcium, and magnesium. These tablets dissolve in your water bottle, creating a mildly fizzy and lightly sweetened electrolyte drink! Nuun Hydration only uses clean ingredients—each product is certified gluten-free, kosher, vegan, and non-GMO. With a variety of tab flavors to choose from, you can find a Nuun tablet that speaks to you!

LIQUID IV HYDRATION MULTIPLIER

Small, but mighty! Liquid IV Hydration Multiplier is a fruity explosion of essential vitamins and electrolytes. Each packet is 0.56 ounces, making it a portable, vitamin-rich companion wherever you are. Aside from their tasty hydration drinks with a science-backed hydration formula, Liquid IV partners with humanitarian organizations in order to advance innovative solutions that help communities protect their water and their future.

WE SUGGEST CHECKING WITH A HEALTHCARE PRACTITIONER BEFORE MAKING CHANGES TO YOUR DIET OR TAKING SUPPLEMENTS.



CELEBRATING OUR LGBTQIA+ VENDORS

By: Melissa Reiss, Purchasing Assistant

LGBTQIA+ Pride Month is celebrated every June to honor the 1969 Stonewall Uprising in Manhattan, a pivotal event in the gay liberation movement. Initially a single day, celebrations expanded to a month of events which recognize, memorialize, and celebrate the historical and present-day impact of individuals who identify as LGBTQIA+. Here are some brands owned fully or partially by LGBTQIA+ folks.

MY SOUL BREW KOMBUCHA



Alesia Miller began brewing kombucha after a 2018 health scare revealed she was almost diabetic. Seeking an alternative to sugary drinks, she discovered kombucha, developing a passion for brewing high-quality, diabetic-friendly, low-sugar, and low-calorie tea.

Founded on February 14, 2019, My Soul Brew Kombucha is a reflection of Miller's personal healing journey. Based in Milwaukee, she has built the business on her

core values of inclusivity, wellness, culture, and trust.

These products now feature bright, attractive new labels and come conveniently packaged in cans—

perfect for your next picnic or beach outing! Their BLM (Blackberry, Lemon, Mango) is a refreshing and bold combination! This drink is a perfect balance of tangy and smooth, blending juicy blackberries, sweet mango, and zesty lemonade. Teacher's Aid, named for Alesia's first love as a singing teacher, is brewed with immune-boosting ingredients like elderberry, hibiscus, and cinnamon. Learn more at: mysoulbrew.com.

SPOIL YOURSELF OCULAR SIESTA EYE PILLOWS



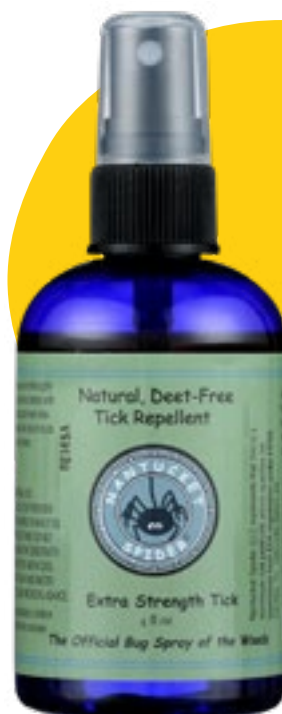
Spoil Yourself, based in Madison, Wisconsin, creates unique eye pillows designed to soothe tired eyes and minds. A portion of the proceeds from every eye pillow sold benefits Camp Heartland, an organization dedicated to providing a supportive camp experience for children affected by HIV/AIDS. Treat yourself to comfort and simultaneously support Camp Heartland with a purchase.

NANTUCKET SPIDER



Nantucket Spider originated as a family endeavor to create a superior, trustworthy insect repellent.

Dissatisfied with harsh, chemical, or ineffective conventional sprays, and the limited availability of natural options burdened by sticky additives, the founders began blending essential oils in their garage.



What started as small-scale production for

close acquaintances and relatives rapidly expanded as demand grew for a genuinely effective, plant-based alternative. Nantucket Spider officially launched in 2013. Initially, the operation was hands-on, with bottling and labeling of sprays conducted internally, and formulas were refined based on consumer feedback. That inaugural recipe has since evolved into a comprehensive collection of essential oil-based insect repellents, all guided by the original mission: to provide families with efficacious, comfortable, plant-derived protection. Learn more at: nantucketspider.com.



EVP COFFEE



EVP Coffee founder Tracy Danner returned to Madison, where she attended college, and opened the first EVP location in October 1997. She was seeking a less stressful way to serve her community, having recently transitioned from a career in substance abuse counseling in Alaska.

EVP (Etes-Vous Prets, French for "are you ready") Coffee is still a local, independent, woman-owned business, 29 years later. They have grown in size to four Madison coffee shops, and they roast coffee daily at their East Washington location. They take pride in their quality product; customers can taste the difference fresh-roasted coffee makes. Beans are available at all three Co-op locations.

Tracy intended her cafes to be warm, welcoming community spaces, while also striving to create a work culture and business emphasizing these ideals. She emphasizes that EVP Coffee is about "truly valuing people and creating a business that has love and kindness as its central focus." Learn more at: evpcoffee.com.



PRIDE MONTH

JUNE 2026



MRS. BEASTER'S BISKITS
DOG TREATS **i** **L**



MY SOUL BREW
KOMBUCHA **i** **L**



GIANT JONES BREWING COMPANY
BEER **i** **L**



BAUDELAIRE
BODY CARE TOOLS **i**



NANTUCKET SPIDER
INSECT REPELLENT **i**



EVP COFFEE
COFFEE **i** **L**



GT'S
KOMBUCHA **i**



SPOIL YOURSELF
FLAX EYE PILLOW **i** **L**



DELTA BEER LAB
BEER **i** **L**

In June, we're highlighting LGBTQIA+-owned Inclusive Trade vendors for Pride Month.

i = Inclusive Trade

L = Local

For our full list of LGBTQIA+-owned Inclusive Trade vendors, visit:
www.willystreet.coop/inclusive-trade

inclusive trade



Tofurky
Plant-Based Sausages and Brats
13 oz • Save \$2.00
\$5.49

Woodstock
Organic Mustard
8 oz • Save \$1.20
\$2.79



Woodstock
Organic Ketchup
20 oz • Save \$1.60
\$3.39



Q Mixers
Drink Mixers
Select Varieties
4 pk • Save \$1.00
\$3.49

Little Sesame
Hummus
8 oz • Save \$1.30
\$3.69



Jonny Pops
Organic Frozen Novelties
Select Varieties
6.72-14.8 fl oz • Save \$1.50-\$2.00
\$5.49

Kettle Brand
Potato Chips
13 oz • Save \$1.80
\$4.99

Back to Nature
Crackers
Select Varieties
4-7 oz • Save \$3.58 on 2
2 for \$6



Badger
SPF 50 Adventure Mineral Sunscreen
2.9 fl oz • Save \$10.00
\$9.99 **i**



LaCroix
Sparkling Water
12 pk • Save \$1.20
\$5.79



Eat Outside!



JUNE 3-16

coop deals
Sales For Everyone!

Clif Bar
Organic Nut Butter Filled Bars

1.76 oz • Save \$1.58 on 2

2 for \$4



Icelandic Provisions
Skyr Yogurt

4.4-5.3 oz • Save 58¢ on 2

2 for \$4



White Leaf Provisions
Organic Baby Food Puree

3.17 oz • Save 98¢ on 2

2 for \$4



TWO FER!



Good Health
Peanut Butter Filled Pretzels

5 oz • Save \$1.58 on 2

2 for \$5



Nixie
Organic Zero Sugar Sodas

12 fl oz • Save 58¢ on 2

2 for \$4



Epic
Pork Rinds

2.5 oz • Save \$2.58 on 2

2 for \$6



35% OFF!

Garden of Life
Dr. Formulated Probiotics Once Daily Men's & Women's

30 cap • Save \$18.00

\$28.99

Vive Organic
Organic Immunity Boost

2 fl oz • Save 58¢ on 2

2 for \$6

Beyond Meat
Plant-Based Chicken Tenders

8 oz • Save \$1.30

\$4.49



Montebello
Organic Pasta

16 oz • Save \$1.20

\$3.79

Daiya
Cheddar Style Slices

7.8 oz • Save \$1.00

\$3.99

GoMacro
Organic Bars

2-2.4 oz • Save 90¢

\$2.59  



30% OFF!

Westbrae
Organic Beans

15 oz • Save \$1.10

\$2.69


Tom's of Maine
Whole Care Toothpaste

4 oz • Save \$2.00

\$5.99

Organic Valley
Organic Grassmilk

59 fl oz • Save 80¢

\$5.99 



Organic Valley
Organic Shredded Cheese

6 oz • Save 70¢

\$4.79 

Seventh Generation
Dish Liquid Soap

19 fl oz • Save \$1.10

\$3.69

Wildwood
Organic Waterpack Firm Tofu

14 oz • Save 80¢

\$2.99



40% OFF!

Natural Factors
Vitamin D3 5000 IU

120 ct • Save \$6.00

\$8.99

Dr. Bronner's
Pure Castile Magic Soap Bar

5 oz • Save \$1.20

\$3.79

Humble
Paperboard Deodorant

2.65 oz • Save \$4.30

\$8.69



30% OFF!



Alter Eco
Organic Chocolate Bars

2.65-2.96 oz • Save \$1.50-\$1.70

\$4.29

Andalou Naturals
Age Defying Resveratrol Q10 Night Repair Cream

1.7 fl oz • Save \$6.00

\$17.99

Mrs. Meyer's
Hand Soap

12.5 fl oz • Save \$1.30

\$4.49



Sales on this page valid June 3-16, 2026.
All sales and coupons subject to availability. Sales quantities limited.



Beyond Meat
Beyond Beef Plant-Based Ground
16 oz • Save \$3.00
\$7.99



Field Roast
Plant-Based Appetizers
10 oz • Save \$2.30
\$6.49



Quantum Health
Buzz Away Extreme
4 fl oz • Save \$2.00
\$9.99



Field Roast
Plant-Based Sausages and Hot Dogs
10-12.95 oz • Save \$7.49-\$7.79 on 2
Buy One, Get One FREE



Applegate Farms
Organic Beef Hot Dogs
10 oz • Save \$1.30
\$6.99



Santa Cruz
Organic Lemonade
Select Varieties
32 fl oz • Save \$1.98 on 2
2 for \$6



Annie's
Organic Graham Crackers
14.4 oz • Save \$2.70
\$4.29



Tate's Bake Shop
Cookies
7 oz • Save \$1.79
\$5.00

Dandies
Marshmallows
10 oz • Save \$1.29
\$3.50

Endangered Species
Chocolate Bars
3 oz • Save \$1.30
\$3.99



Eat Outside!



JUNE 17-30

coop deals
Sales For Everyone!

**Cosmic Bliss
Organic Frozen
Desserts**

14 fl oz • Save \$8.49 on 2

Buy One, Get One
FREE



**Bitchin' Sauce
Almond Dips**

7-8 oz • Save \$6.99 on 2

Buy One, Get One
FREE



**Annie's
Organic Fruit
Snacks**

7 oz • Save \$8.49 on 2

Buy One, Get One
FREE



**C2O
Coconut Water**

17.5 fl oz • Save \$3.29 on 2

Buy One, Get One
FREE



**Nixie
Organic
Sparkling Water**

8 pk • Save \$5.99 on 2

Buy One, Get One
FREE



**Bizzy
Organic Cold
Brew Coffee**

48 fl oz • Save \$7.29 on 2

Buy One, Get One
FREE



**Annie's
Mac & Cheese**

Select Varieties

6 oz • Save \$3.98 on 2

2 for \$3

**Brown Cow
Cream Top Yogurt**

32 oz • Save 80c

\$3.99

**Deep Indian Kitchen
Entrees and
Samosas**

9-12 oz • Save \$2.00

\$5.49



**Tillamook
Ice Cream**

48 fl oz • Save \$2.00

\$6.49

**Evolution Fresh
Organic Juices
and Smoothies**

15.2 fl oz • Save 99c-\$1.29

\$4.00

**Lightlife
Organic Smoky
Bacon Tempeh Strips**

6 oz • Save \$1.50

\$4.99



**Enzymedica
Digest Gold**

45 cap • Save \$15.00

\$17.99

**Nordic Naturals
CoQ10 Gummies**

60 ct • Save \$7.00

\$18.99

**Against the Grain
Gluten-Free Pizza**

22.4-24 oz • Save \$3.00

\$10.99



**Noosa
Yoghurt**

4.5 oz • Save \$2.16 on 4

4 for \$5

**Spry
Xylitol Gum**

100 pc • Save \$2.00

\$6.99

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

25.4 fl oz • Save \$6.00

\$17.99



**Bob's Red Mill
Organic Flour**

5 lb • Save \$3.00

\$6.99

**Organic Valley
Organic Stringles**

8 oz • Save 50c

\$6.49

**Country Life
Easy Iron**

90 cap • Save \$6.00

\$10.99



**Nubian Heritage
Bar Soap**

5 oz • Save \$1.50

\$4.99

**Schmidt's
Deodorant**

2.65 oz • Save \$3.00

\$9.99

**Acure
Shampoo**

8 fl oz • Save \$2.50

\$5.49



Sales on this page valid June 17-30, 2026.
All sales and coupons subject to availability. Sales quantities limited.



FATHER'S DAY GIFTS!

Willy Street Co-op

NASHVILLE HOT TOFU SANDWICH



I'M SPICY!



\$8.99

Made with Willy Street Co-op Southern Fried Tofu, Organic and Local Simple Soyman Tofu, Willy Street Co-op Vegan Sumi Salad, Organic Bread and Butter Pickles, Vegenaïse, Nashville Hot Sauce, Local and Vegan S. Rosen's Brioche Bun

Hot sandwiches available daily after 11AM



**BY: BRENDON SMITH,
DIRECTOR OF MARKETING
& COMMUNICATIONS**



SIMPLE SOYMAN TOFU

It's back, with new owners—the owners who had run Simple Soyman for more than 40 years retired in 2024. The company, which is still in Milwaukee, is once again providing fresh, handmade tofu and tempeh using midwest organic, non-GMO soybeans and traditional cooking methods. All three of our stores now carry their plain tofu, herbed tofu, and tempeh, and we are working on transitioning all of our Deli items to using their tofu/tempeh as well. Learn more at: simplesoyman.com.

Deli items like the Nashville Hot Tofu Sandwich are once again made with Simple Soyman tofu!



VALLEY'S OWN BAKEHOUSE BAKERY PRODUCTS

In 2011, Valley Natural Foods—a grocery cooperative in Burnsville, Minnesota—started a gluten-free bakery called Valley's Own™ Bakehouse. From sweet treats to everyday staples, each product is hand-crafted and packaged in a dedicated gluten-free facility, using locally and specially sourced ingredients to help ensure flavor and texture. The goal of the Bakehouse is to produce gluten-free baked goods that are so good everyone will want to eat them. All three of our stores carry the Gluten Free Banana Bread Loaf; the Gluten Free French Silk Tart; and the Gluten Free Chocolate Cupcake, with some additional products varying by store. Learn more at: valley-naturalfoods.com.



*Gluten-Free
Banana Bread Loaf*

*Gluten-Free
Strawberry Rhubarb Bar*

*Gluten-Free
Double Chocolate Brownie*

BASS BRUSHES SHAVING BRUSH

If you're looking for a gift for someone who shaves with a blade razor (perhaps for Father's Day?) or just a nice self-care item, consider this Bass Brushes Shaving Brush with Beechwood Handle. The 100% natural boar bristles create a rich and warm lather, and the eco-friendly natural beechwood has a luxury-grade matte finish to provide an ergonomic grip. Learn more at bassbrushes.com.



WOODSTOCK FRUIT BARS

What a treat! These frozen fruit bars (four per box) are crafted with:

- real fruit
- Fair Trade Certified cane sugar
- 0g total fat
- No artificial flavors, preservatives, or sweeteners
- No synthetic colors

Choose from Mango Tango (peach, passion fruit, and mango) or Berry Medley (strawberries, cherries, raspberries, and blueberries). Learn more at: woodstock-foods.com.





Kewpie Mayonnaise

Richer and creamier than other mayonnaises, with a savory, umami-packed flavor. I like to mix Kewpie Mayo with Spicy Chili Onion Crisp and then add that to just about everything!

-Frantseska, Administrative

Grillo's Pickles

These are the best pickles! Exceptionally fresh and crisp! So refreshing. I love the spicy kick of the Hot Spears. If you're into doing shots of pickle juice, this is the stuff you want. Also great for adding a splash to a bloody Mary!

-Melissa, Purchasing

Troubadour Bakery Brioche Buns

What's not to like about a four-pack of deliciousness from a lovely Milwaukee-based bakery? I appreciate the good texture and lovely flavor of these rolls that are great at any meal of the day.

-Thayer, Front End

Willy Street Co-op Garlic Lovers Pasta

THIS PASTA ROCKS! It packs a garlicky punch that pairs well with just about everything. I love the textural difference between the peas and the spiral pasta. It's a game-changing side dish for casual BBQs—grab a steak or chop to go!

-Ryan, Meat & Seafood

CereBelly Organic Puree Pouches

These were my favorite on-the-go food for my child when he was starting solids, and beyond. I love that they are specifically formulated to meet nutritional needs for brain and gut development and made with organic ingredients. He loved all flavors!

-Vanessa, Produce

Ceramedx Soothing Facial Lotion

I LOVE Ceramedx—the whole line is fantastic. I found Ceramedx as a vegan alternative to CeraVe and gave it a shot, and my skin has been transformed! My skin tone is even and balanced, no more dryness, no break-outs, no redness, no oiliness, no dermatitis. Both the facial wash and the lotion are great; the lotion is not heavy but still deeply moisturizing.

-Kait, General Merchandise

Snap Peas

I get so excited for snap peas! When they're good, they're so good! I love them raw, and I just pop them like candy. They bring joy in my life, which is sayin' somethin'!

-Amy, Administrative

Yuppie Hill Poultry Large Eggs

These are the best eggs ever. Yuppie Hill is local and woman-owned, their eggs are affordable, and the yolks are deep orange.

-Nate, Grocery

Ultima Replenisher Electrolyte Drink Mix

I have at least one glass of this drink mix every day. It leaves me feeling hydrated and it tastes so good! I like most of the flavors a lot, but the lemonade flavor is my go-to.

-Gwyn, Front End

Oatly Original Oat Milk

As the creamer in my daily coffee or added to a smoothie, this oat milk is just right! It can be tricky finding an alternative milk that can be used in many ways with yummy results. This one has been the most versatile with good flavor.

-Lauren, Facilities





11



12



13

14



15



16

San-J Kimono Mom's Umami Sauce

Perfect sauce for stir fry! Start with sesame oil, add stuff, and top it off with Kimono Mom's.

-Stephen, Logistics

11

Amy's Cheese Pizza

Amy's cheese pizza is my favorite frozen option. It's simple, very flavorful and doesn't have an overwhelming amount of cheese vs pizza sauce per ratio (which I am personally particular about). The Amy's Kitchen brand also supports regenerative agriculture as a way to support climate solutions. I feel better buying groceries for myself knowing it's from a brand I align with morally.

-Asias, Grocery

12

Sakura American Wagyu Sirloin Tip Steaks

These steaks are the perfect size for a quick meal and pair exceptionally well with a bagged salad, asparagus, or my personal favorite—a Caprese salad. In addition to their culinary versatility, the quality of these steaks is fantastic as they are tender and only take a few minutes to prepare. Available at Willy North and Willy West only.

-Lee, Grocery

13

Shady Maple Acres On-the-Vine Tomatoes

These organic and locally grown tomatoes are the juiciest most flavorful tomatoes I have ever eaten. Great for salads, sandwiches, or sauces. I highly recommend these flavor bombs!

-Dylan, Produce

14

Willy Street Co-op Chicken Empanada

It has a generous amount of chicken and is spiced to perfection. I like that I can palm them when I am on the move. Delicious hot or cold.

-Dustin, Administrative

15

Willy Street Co-op Spinach and Feta Chicken Brats

Our in-house made Willy Street Co-op brand of sausages are a MUST for meat-eaters. All of them are worth trying, but the Spinach and Feta are a clever twist on a summer-time cook out classic.

-Jesse, Front End

17

Liquid Death Killer Cola

I'll vouch for any of their products, but the Killer Cola is really a great substitute for typical pop, as it's sweetened with agave. Delicious, guilt-free cola! Available at Willy North only.

-Jake, Communications

16

Renard's Cheese 2 Year White Cheddar

This is the best sharp cheddar we sell. Hands down. No contest. It's sharper than you'd expect for being aged only two years, but it is smooth and creamy at the same time. I use it on everything. Grilled cheese, pizzas, chili, or just with some crackers!

-James, Front End

18

Jeni's Brambleberry Crisp

Jeni's has a lot of great flavors but the Brambleberry Crisp has everything going for it! It's sweet, creamy, has a great crunchy element, and it is a perfect side for other desserts in place of plain vanilla!

-Katy, Front End

19

Rubicon Bakers Confetti Birthday and Chocolate Cream Cupcakes

These cupcakes are delicious and a perfect treat to share with friends and family. This brand comes in a four pack and comes in a variety of flavors, including vegan options which are equally delicious. I would recommend these cupcakes to everyone! Confetti available at Willy West only.

-Collin, Bakery

20



17



Serving Suggestion



19



18



20

TOGETHER WE TRANSFORM OUR COMMUNITY

Community Shares of Wisconsin funds systemic change.



Photo provided by Wisconsin LGBTQ History Project

In June we recognize the freedom to love and the freedom to express one's gender. Community Shares of Wisconsin member nonprofits work every day to create a world with equality and safety for all, including members of our LGBTQ+ community.

When you say YES to donate through Community CHIP® at Willy Street Co-op, you support nonprofits that work for a just, equitable society including:

- Fair Wisconsin Education Fund
- Freedom, Inc.
- GSAFE
- Orgullo Latinx LGBT+ of Dane County
- OutReach LGBTQ+ Community Center
- Wisconsin LGBTQ History Project

SAVE THE DATE: COMMUNITY CHANGE-MAKER AWARDS

September 17 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.



communityshares.com



Savings Emailed!



See what's new & tasty in produce or what's on sale for Owners each week!

www.willystreet.coop/emails to sign up
- you can unsubscribe any time you wish.

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

Shopping with Kids?

Take a piece of pre-washed fruit from the designated basket in Produce for the kids to munch on while you shop.

Compliments of the
Willy Street Co-op
Produce Department

FREE!



Think summer. Think energy savings.



It's easy to save energy at home this summer!

- Set your thermostat at 78°F or higher, if health permits.
- Turn on ceiling fans in occupied rooms for increased comfort.
- Close window treatments to block direct sunlight during the day.

Visit mge.com/saving-energy for more tips.



GS3449



Advertise in the Reader!

Reach over 35,000 Co-op Owners
Find info at willystreet.coop/advertising

willy street co-op



Thousand Hills
**Grass-Fed Beef
 Burger Patties 2pk**
 10.66 oz
\$6.99
SAVE \$3.50

**30%
 OFF!**

Serving Suggestion



Organic Valley
**Raw Cheddar
 & Baby Swiss
 Sliced Cheese**
 6 oz
\$4.99 L
SAVE \$1.50



S. Rosen's
**Brioche
 Burger Buns 8pk**
 21 oz
\$3.99 L
SAVE \$1.00

Kettle Brand
Potato Chips
 13 oz
\$3.99
SAVE \$2.80



**40%
 OFF!**



Westby
**Organic French
 Onion Dip**
 12 oz
\$3.79 L
SAVE \$1.00



3 Sheeps
**Wisconsinitis
 Cream Ale**
 6x12 fl oz
\$8.99 L
SAVE \$2.00



Monday, June 29 - Sunday, July 5

L = Local **i** = Inclusive Trade



A Summer Co-op Bucket List



By: Andy Gricevich

How we upper Midwesterners love our summer getaways—visiting new and distant places, or returning to beloved destinations. This year might be the time to plan our travels for places close to home. With the global situation pushing fuel prices to record highs, filling the tank can crank up the cost of a trip to prohibitive degrees. Fortunately, Wisconsin offers plenty of possibilities for great day trips or overnight stays.

Our Wisconsin isn't just all about Bratfests and state fairs. There are trail hikes along the river in Eau Claire,

Indigenous arts events in Oshkosh and nearby Door County, free outdoor concerts in Menomonie, traditional arts and skills classes offered in the Driftless, and countless events highlighting the diversity of our state: Milwaukee's Black Arts Festival (and many celebrations of the food traditions of various ethnicities), Pride in July and the June-teenth Festival in La Crosse. Of course, the southern half of Wisconsin also offers endless camping opportunities, and plenty of beautiful rural roads for short drives in the countryside.

It's our rural areas that have given

us one of the things that makes Wisconsin particularly special: our regional foodsheds. The state has seen a renaissance of small-scale, sustainable food production, and artisanal culinary invention. One way to get a taste of this vibrant local food world is to visit any of our many grocery cooperatives—places that bring a regional variety together under one roof. Why not make at least one co-op a destination on your next trip, for a snapshot of a given area and a spot to grab a meal or some road food, or crafts and unique goodies to bring home? Here's a brief look at just a handful of the co-ops one might visit along your routes to and from home this summer.

VIROQUA FOOD CO-OP

The stunning topography of southwestern Wisconsin, with its many villages tucked among constantly shifting hills and valleys, has for a long while now seen a flourishing of small-scale farms, a dedication to care for the land, a strong community ethic, and the production of an amazing variety of delicious food. Organic vegetables, dairy, herbs and grains, maple syrup and honey, regeneratively-raised meat, local fruit, and much more seem to spill forth from every nook and cranny of the region.

This abundance supports a thriving culture of artisanal food production; just about anything one can imagine is being made in the Driftless. A condensed taste of this local food scene can be found in the little town of Viroqua and the area surrounding it, with its regionally-focused restaurants, small shops, cafes, pop-up food events, and farmers' market. One institution that's

helped earn the town the moniker “unofficial capital of the Driftless” is the Viroqua Food Co-op.

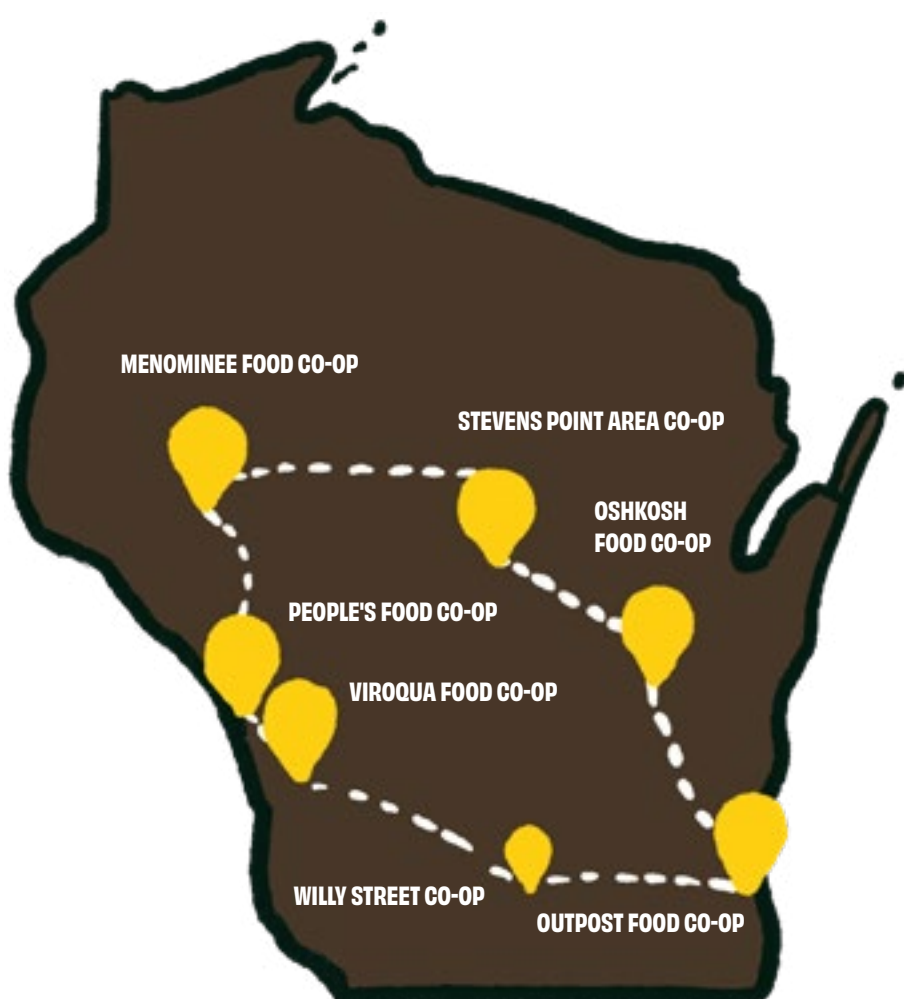
The co-op, while having grown a lot since its founding in 1995, has retained an atmosphere of the small and the local. It's a hub for little communities built around a regional commitment to chemical-free food, restorative agriculture, and sustainable living. There you'll see area farmers meeting for coffee while locals and visitors enjoy great sandwiches and food from one of the best hot bars around at Viroqua Food Co-op's deli. The co-op's bulletin board alone is a great source of information about what's going on in the Driftless, from land sales and farm equipment to wellness offerings, local music festivals, and rural organizing efforts.

The store's shelves feature all sorts of amazing things sourced from small-scale producers: unusual fruits and vegetables, herbal medicinals, artisanal meats, cheeses, beer and wines, bulk grains and flours, and so much more—many products you'll find almost nowhere else. The co-op's dedication to local foods and crafts is complemented by a strong overall ecological mission. The building itself has been designed with sustainability in mind, generating much of its electricity from solar panels and using the heat from refrigerators and freezers for its hot water, while coordinating donations of food scraps to farmers for compost and livestock feed. Viroqua Food Co-op foregrounds economic equitability and diversity, with its focus on Fair Trade and Inclusive Trade, and its support of local farmers and producers through no-interest microloans. All in all, the Viroqua Food Co-op stands as an emblematic institution in a special part of the Upper Midwest.

PEOPLE'S FOOD CO-OP

Heading northwest we arrive at La Crosse, tucked among the bluffs overlooking the Mississippi River. La Crosse enjoys a thriving local food culture that links the city with nearby communities across the water in Minnesota and the countryside around them—a Driftless foodshed as singular as the one embracing Viroqua. That food network finds emblematic representation on both sides of the river in the form of People's Food Co-op.

People's started as a buying club in the 1970s, founded by folks who, seeking independence from the industrial food system, wanted access to chemical-free, unprocessed bulk food. The 1980s saw a movement toward cooperative membership structures and a period of energetic growth, eventually leading to the establishment of the co-op's downtown La Crosse location and, in 2012, its merger with the Good Food Store, another co-op in Rochester, MN. Today People's is one of the most prominent institutions of the region's cooperative grocery movement. At both People's locations, you'll find plenty of products from food-makers based throughout the unique region. Late summer may see the earliest heirloom apples, unusual stone fruit, and rare berries from local orchardists. Small family farms offer organic produce and



grass-fed and pastured meat and dairy. Artisanal cheeses, live-cultured vegetables, and locally-made ethnic foods find space on the stores' shelves. Especially apparent in the People's selection is the prominence of younger farmers doing a lot with little acreage throughout the area.

The co-op features a popular deli with breakfast and lunch options, sushi and specials. In 2023, the La Crosse store bought Fayze's Bakery (which was on the verge of closure), and now offers its artisanal sourdoughs to happy customers. Its community room hosts film showings, workshops, and tastings. Its newsletter gives an often in-depth view of the food networks in which the co-op is enmeshed; the picture it presents is of a cooperative that retains its roots in the desires of its community.

MENOMONIE MARKET FOOD CO-OP

If you're headed Northwest, it's well worth making a stop at the Menomonie Market, with its two stores in the rivertowns of Eau Claire and Menomonie. The Market was founded in 1974 as a buying club (in a choir loft!) by a group of Menomonie residents. Growing demand for minimally processed, sustainable food eventually led to the opening of the full-sized main store in 2015. In 2023, Eau Claire's Just Local Co-op joined with Menomonie and expanded to open the Co-op's second location—a collaborative response to the challenges of the Covid-19 pandemic, and a testament to the devotion of the local community.

A few years ago, General Manager Crystal Halvorson, commenting on the growth of the Market, pointed to "what has stayed the same: a diverse group of people sharing a love for good food, an alternative to an exploitative economy, and support for what makes rural Wisconsin special." The co-op works to revitalize the rural food economy through projects like its Fund Our Foodshare Program, which awards grants to local farmers, producers, and suppliers for equipment, processing, and general sustainability. Both stores host an annual multi-course dinner with ingredients sourced exclusively from current and past recipients, featuring awareness-raising presentations by local producers. The Market is the only grocery option in downtown Eau Claire, and the co-op in general maintains a dedication to community food access and economic well-being alongside its uncompromising product selection standards. It works to fund organizations ranging from the local chapter of the Wisconsin Farmers Union to groups targeting homelessness and housing shortages. Small Midwestern cities and surrounding rural communities like these truly benefit from institutions like Menomonie Market.

STEVENS POINT AREA CO-OP

A trip "up North," may well take you through the Wisconsin River (and university) town of Stevens Point, where you'll find another great co-op. The store's image conveys a sense of strong 1970s roots, as well as a commitment to democratic communal decision-mak-

ing about how the Stevens Point Area Co-op works. It's beloved by the community for its high-quality organic produce offerings and focus on local and sustainable products of all kinds. The Co-op's approach is refreshingly old-fashioned in its politics and unusual in the simplicity of its online presentation. The SPAC website features a set of basic spreadsheets, updated weekly, listing every product available in every department by type, brand, and price. That's an unusual degree of transparency and accessibility for any store. The Co-op has a solid history of analyzing the products it offers in order to minimize controversial additives and ingredients. It's long been invested in the local economy, and has been praised by current and former employees for the high degree of respect for staff input on how the store is run. It's great to see a grocery store with such a balanced dedication to quality, equity, and the broad desires of the members of its community.

OSHKOSH FOOD CO-OP

Northeastern Wisconsin's first grocery cooperative, the Oshkosh Food Co-op was intentionally founded to fill a gap (a "food desert") in the community. The co-op describes itself as a full-service store, emphasizing a balanced mix of locally sourced products and affordable staples. Economic accessibility and customer input are central to the co-op's mission. Oshkosh Food Co-op emphasizes food justice and values of diversity and inclusion. On its website, it particularly acknowledges the role of Black Americans in the founding of the U.S. cooperative movement. The co-op

explicitly highlights the role of racial disparity when it comes to food access, and tries to work to address inequity in its policies and public statements. The Co-op works with regional producers to offer healthy food rooted in local economies. It also coordinates customers and producers by offering signups for organic flour deliveries and a Community-Supported Agriculture share from a farm raising livestock with humane and regenerative practices. Its Food For All program offers discounts to keep products affordable while maintaining high quality standards. The Oshkosh Food Co-op stands out in its dedication to the project of building a more just local economy and culture.

OUTPOST FOOD CO-OP

Heading Southeast to Milwaukee, we can continue our tour with a stop at any of the four area locations of the Outpost Food Co-op. Founded on Earth Day in 1970, this veteran cooperative has grown steadily, with ever-more-diverse projects and community involvements arising along the way. Outpost has steadily become a staple of the natural foods world in Wisconsin. The co-op is especially recognized for its award-winning focus on organic produce, and its delis have long been popular destinations for a quick, healthy, delicious meal. More recently, Outpost has been expanding its prepared food production to supply local hospitals and clinics, and is in the process of building a new independent kitchen to keep such collaborations growing.

The co-op foregrounds community engagement, raising money for food banks (largely through shopper

donations) to address food insecurity. It puts on affordable dinners featuring music and encouraging connection among attendees, and hosts pop-ups by small-scale food producers and chefs. In its "Community Creatives" makers' markets, local vendors, musicians, and poets set up in the store aisles for a unique and multifaceted event. Marketing director Diana Schmidt points to the overall energy of the co-op. "I've been here 25 years in every department because it's a whole different vibe and I love it so much," says Schmidt. "Pardon my French, but it's the friggin' best to be part of a grocery store OWNED by the community... Annnnd one more thing—we have the best carrot cake in all the land." Stop in for a taste of that cake and the Outpost spirit!

COOPERATIVE CONNECTIONS

Wherever your travels take you in Wisconsin, co-ops are places of connection. Each store is a gathering ground for its own local foodshed and its own local folks. At the same time, what they all share is a dedication to the model of cooperative ownership of our food distribution system and a fostering of economic and cultural empowerment. The principle of cooperation among cooperatives is almost a symbol of the connection between distant and unique communities. It's a network built on the idea that food can bring us together across all kinds of lines. When you get what you eat from a co-op on your travels, you're enjoying a taste of unity in diversity—a picture of a broad living culture that helps make our part of the country the great place that it is.



JUNE 3!



Owners Take
10% OFF
wellness & bodycare items

FACE OF LIFE



JAN LIN



ROBERT TETZNER



KERRY SHEA

ART EXHIBITION EARLY JUNE LATE AUGUST

JOIN US FOR ART EXHIBITION NIGHT

Friday, June 5th from 5-8pm

AUBERGINE • 1226 WILLIAMSON ST

Light refreshments will be provided, and adjoining doors to Café CODA will be open for easy access to music and adult beverages.

Free Hands-On Art Workshops 2-4pm on:

June 20: Clay • **July 18:** Comic Creation • **August 15:** Painting

Call or email Jan to sign up janinmadison@gmail.com 608.215.4413

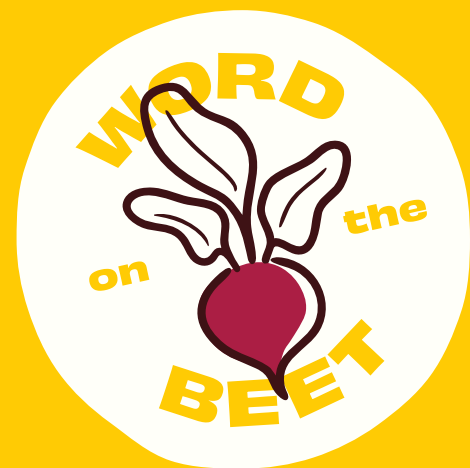


GO PAPERLESS!

Sign up to get our monthly
newsletter emailed
directly to your inbox!

Unsubscribe any time you wish

Sign up at: www.willystreet.coop/emails



**What's new?
What's about to leave
for the season?
What tastes best now?**

**Sign up for weekly emails
about our produce news!**

www.willystreet.coop/emails



Advertise in the Reader!

Reach over 35,000 Co-op Owners
Find info at willystreet.coop/advertising

willy street co-op

Help Save a Tree

Go to 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.



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

