willy street co-op

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

# READER

VOLUME 52 • ISSUE II • NOVEMBER 2026




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willy street co-op
# READER

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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.

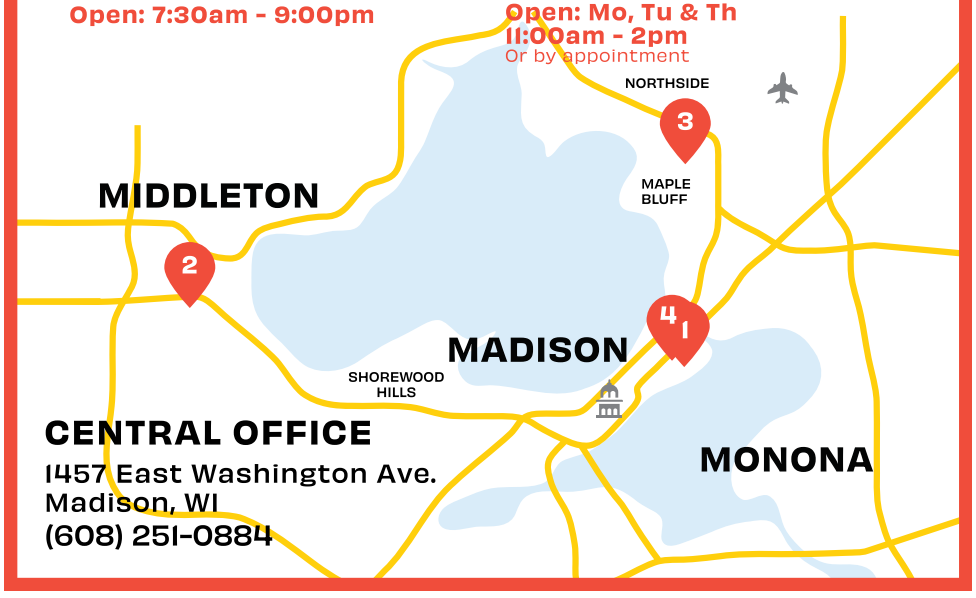
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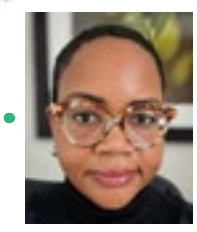



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## BOARD of Directors


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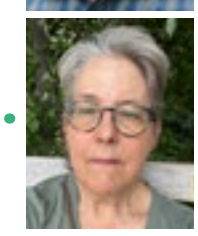

MIKE ENGEL


BETHANY MATSON


TATIANA DENNIS


BEN BECKER


ANTHONY HERNANDEZ


DEBRA SHAPIRO


DAN STREIT


ASHWINI RAO

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.

**December 9, 2026**
**January 27, 2027**
**March 24, 2027**
**April 28, 2027**

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

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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




## JUST ICE TEA

**I just tried Just Ice Tea in the can (from Willy North) and loved it! The real is made with cane sugar unlike their tea in glass bottles, which is made with honey. I cannot digest honey or agave syrup, so mane of the sweetened beverages you carry are off limits for me. Glad to see it in the grocery aisle and would love to see it in the refrigerator case as well. (I go to all 3 co-op locations)**

Thank you for reaching out with your comments about Just Ice Tea. I will mention the different sweeteners they use to our Grocery Managers. We tend to carry their products in glass, but I bet there are quite a few people who would prefer the cane sugar. I appreciate you mentioning it! -Dean Kallas, Grocery Category Manager

## MEDIUM SIZED EGGS

**Not sure if this is available anywhere - I know the previous vendor discontinued their product but if anyone sells medium sized eggs- I appreciated that being available. Thank you.**

Thank you for reaching out with your request! I will speak with the Grocery Manager at Willy East and see if we can get some medium eggs in for you. The mediums are usually slower sellers or only seasonally available through some of our local vendors. -Dean Kallas, Grocery Category Manager

## METAL UTENSILS

**No to metal utensils. Please bring back the disposal "to go" esp for the on the road. Ok give us the choice - multiple locations for getting etc, Thank you.**

Thanks for writing in with your feedback, we are going to bring them back and offer both disposable and metal options! -Nicholas Oconnor, Director of Prepared Foods

## PLATES & SILVERWARE

**Thanks for bringing back plates and silverware!!**

You bet! It was long overdue. -Nicholas Oconnor, Director of Prepared Foods

## SALAD BAR AT WEST

**Please bring back greens to salad bar (at West)! I hate having to go to Whole Foods to get a fresh and raw salad. Before Covid, the lunch room was full!**

Thank you for the feedback! While we don't currently have plans to bring it back to our West store at this time. I will keep this in mind as we look at future plans. -Nicholas Oconnor, Director of Prepared Foods

## GLUTEN FREE BREAD

**Fresh GF Breads, buns, and rolls. Willy has only GF bread products. Would love some fresh ones. I love this place.**

Thank you for your comment! I do not know of any gluten-free bakeries in the area that are making fresh bread, buns, or rolls. Gluten-free breads can be fairly expensive, and selling them fresh can be costly if you have products going stale. I will speak with the Grocery Manager at Willy North about expanding our gluten-free selection. -Dean Kallas, Grocery Category Manager

## NA BEER

**Hi, I am so disappointed that you no longer seem to carry the Untitled Art Mango Dragonfruit Sour! It is their only gold medal product, and the only NA beer that I have found to taste good. Please return this product to your lineup, as it is so difficult to find anywhere! Thank you!**

Thanks for inquiring about the Untitled Art item you are no longer finding at our stores. Unfortunately, the company who purchased Octopi Brewing, where this product is produced, made the decision to stop producing all Untitled Art NA beers. I share your frustrations, as I think these are some of the best NA beers on the market and they are (were) produced locally. I'm sorry to be the bearer of bad news, but I hope you have a great week! -Nick Heitman, Meat/Seafood & Specialty Category Manager

## TIPI

**This message is for Megan Minnick. Thank you for the feature on Tipi Produce! It was my second growing season as Willy Street's produce buyer when Tipi was born on a ridge above Gays Mills. We grew up together. Organic certification didn't exist yet. Farmers submitted signed affidavits attesting to their growing practices and agreed to surprise inspections to verify. Since riding my bike in the Driftless Area was (and is) a favorite pastime, I rode out to TIpi to inspect the fields, sheds, barns, and walk-in cooler one day. They passed with flying colors! We'll miss them and hope one of the kids will see the light and come home to farm.**

I reached out to Megan with your comment, and here was her response: "Thanks so much for writing in! What a wonderful memory from the very beginning of our long history with Tipi. Steve and Beth's produce will indeed be missed on our shelves." I echo Megan's sentiment—thanks for sharing your story! We loved reading it and passing it along to the Willy Street Co-op community. -Caitlyn Tompkins, Marketing Manager

## NEW SALES FLYERS

**The new monthly sale flyers look very nice and I appreciate being able to access all the pages for current sale items on the website. Thank you. But I really miss being able to look at the Reader and see the highlights of specials for the whole month. These used to be items I suspect were common or regular purchases for many shoppers. For me, and perhaps other owners on a budget that look-ahead was integral to my purchase planning for the month—if I saw that there was a substantially better price coming at the end of the month, I'd postpone a purchase, rearrange my menus or conversely, I'd buy ahead. Now that lookahead space appears to be themed: BOGO, Eat Local Month, etc. Will we go back to getting a view of a month's upcoming specials in the future? Or could the specials for the whole month be made accessible on the website or shopping site? Thanks!**

The current system we use won't allow us to show the next sales cycle's flyer online, unfortunately. We are going to test out adding both months' flyers (instead of just the first half of the month) to the print newsletter. If you're looking at the newsletter online, which it seems like you are, I know that isn't very helpful. We do have two cycles worth of sales flyers in the stores at all times, but I know that doesn't help based on how frequently you shop and where your shopping day falls in the cycles—if it's at the end of one cycle, the next flyer only gets you 2-3 weeks rather than a full month. We'll continue to work on other options! -Brendon Smith, Marketing & Communications Director

## PLASTIC PRODUCE BAGS

**Very surprised to find the plastic produce bags inconveniently moved so high I can't reach them and could be unsafe for elderly customers.**

Thank you for reaching out about the height of our bag dispensers. This was a concern that was brought to my attention when we installed the new perimeter coolers back in August of 2025. When we installed the new coolers, there were a few requirements of installation that had to be met in terms of height accessibility, type of dispenser and how they were attached to our new fixtures. Thus, a few bags were hung on the coolers, with more dispensers focused throughout the rest of the department. I have slightly altered the layout of these over time, but we still offer 6 bag dispensers at a lower height. If you are shopping from the large fruit cooler or vegetable cooler and are looking for easy access bags, you can utilize the bag dispenser at the end of the banana table, in between our promo coolers, in between the two large perimeter coolers or the two at our tomato display. I hope this was helpful! -Demeter Brock-Montgomery, Willy East Produce Manager

## JOJOBA OIL

**Hi folks! I was recently recommended jojoba oil for my hair type, but I would prefer to support a business that produces with some degree of ethics.I have no issue paying a little extra, especially since I spend relatively little on hair products to begin with, but since it would likely be used daily, it couldn't be astronomical. That's all! Thanks very much in advance for any insight the kindhearted folks at the Co-op may be able to provide.**

Thanks for reaching out! I would recommend the Desert Essence 100% Pure Jojoba Oil. Desert Essence is a Certified B Corporation and the jojoba oil is Non-GMO Project verified. The jojoba plants are grown in 'the golden sand dunes of the Peruvian desert', but the jojoba oil is manufactured here in the United States. The Desert Essence 100% Pure Jojoba Oil is available in both a 2 fl oz and 4 fl oz bottle, at all three of our stores. It can be found near the essential oils, by the carrier oils. If you give it a try, I hope you like it! -Sara Berg, General Merchandise Category Manager

## COMPOSTABLE COFFE CUP LIDS

**Lids for coffee are compostable though there is no place to put them in the store. Don't see why paper cups could not join them in another container. Perhaps others see this problem. Perhaps others see the need for a conservation club locally.**

Thank you for bringing this up. Yes, this is something that has been on my radar and I'm currently trying to find a solution for. We don't have any way to compost things in this area, making it quite a problem for us when we're trying to do a good thing. I've sent this issue to our Sustainability committee already and am waiting to hear back. -Nicholas Oconnor, Director of Prepared Foods

## HOT WATER

**Could we get tea bags and hot chocolate packets please with a hot water pot. I'm not a coffee drinker. I love coming in and sitting after my walk and would like some tea & hot chocolate. Thank you, I LOVE my COOP!**

What a fun suggestion! One issue we're always running into with this area is space. There's never enough space in this area for all the things we want to offer. That said, I will look into this and see if we can make room.-Nicholas Oconnor, Director of Prepared Foods

**Have a comment or request you would like to share?**

**WE WOULD LOVE TO HEAR FROM YOU!**

**www.willystreet.coop/contact-us**





# Lene Vibe



*Come by and see the work of this wonderful Danish maker today!*

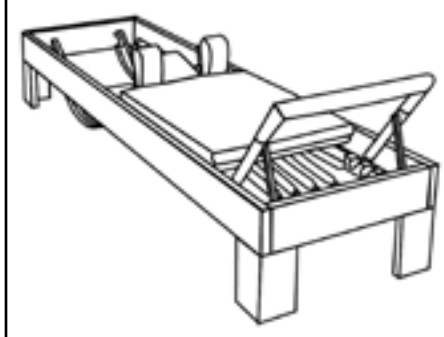
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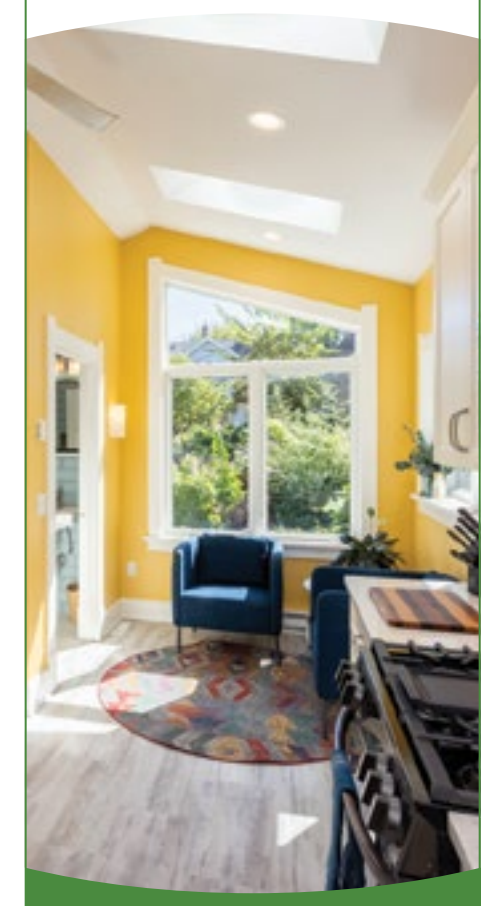
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**By: Anya Firszt, General Manager**

Hello, dear Owners,

November has so much to offer.

Before I share what we have to offer at the Co-op this month, I'm thrilled to announce that the Willy Street Co-op production kitchen—which supplies most of our hot bar, Prepared Foods, and Bakery items—will move to Garver Feed Mill in the spring of 2027.

Since 2005, the Willy Street Co-op's production kitchen has operated at 1882 E. Main Street, predating the opening of our second store in Middleton (Willy West). When Willy North opened in 2016, the kitchen struggled to support all three stores. Workspaces became overcrowded and storage reached capacity. Unable to expand at the current site, the Co-op began searching for a larger facility. Last spring, an ideal space became available at Garver Feed Mill.

The Garver location will provide expanded workspace and storage, and includes many features we would otherwise need to build out. This opportunity to sign a lease was open for a limited time, and remaining at our current site would require significant investment.

The lease begins on 1 January 2027, and we expect the kitchen to be running by next spring.

## MAKE ROOM AT THE TABLE!

A few months ago, we began preparing for the holidays by buying turkeys, arranging extra storage space, planning our promotions, and ensuring we had enough staff. This month, all our preparations are coming together. Now is a good time to check your pantry, make a shopping list, and stock up on baking supplies, herbs, spices, canned goods, and anything else you might be missing. Review those tried-and-true recipes you enjoy making each year for friends and family. Whatever dish you decide to cook—turkey, vegetarian, vegan, or gluten-free—you'll find everything you need at the Co-op to make a meal everyone will love.

Stock up on Field Day essentials on sale November 4–17 to get natural and organic products for less! Organic pumpkin puree, organic gravy, organic broth, and about 70 more products are on sale.

We're trying something new this year—online turkey reservations! (See page 10).

This issue includes an article encouraging you to think about our unhoused neighbors this month and every month as you celebrate with loved ones. While approaches and individual philosophies vary in how we address homelessness in our community, the Co-op strives to support our neighbors as best we can, in ways that make sense for our organization. We encourage you to read the article for deeper consideration (see page 9).

## PACK THE PANTRIES

Again this year, we need your help to stock our five local Dane County food pantries. From Nov. 2 through 29, you can purchase a $15 or $25 bag filled with staple grocery items. Bring a packed bag to the register or use one of the handy-dandy scan cards, and we'll transfer the bag for you.

## 2026 ANNUAL BOARD ELECTIONS

Congratulations to our newly elected Board of Directors: Mike Engel, Benjamin Becker, Ashwini Rao, and Bethany Matson.

Thank you to our outgoing Board members, Isabel Freinkel, Ike Ross, and Ari Tessitore. We appreciate your time, dedication, and expertise in moving the Co-op forward.

## PERSONNEL UPDATE: MIKE TOMALOFF IS TAKING LEAVE

The President of our Union, Mike Tomaloff, has been elected Western Regional President of the United Electrical, Radio & Machine Workers of America (UE). At the beginning of this month, Mike is taking a leave from the Co-op to focus on UE regional work. His return date is undefined, depending on whether he is reelected to serve another term in this new capacity. In the meantime, we'll miss him not only as the UE president, but also as one of our top-notch class instructors.

## PLEASE NOTE

The Co-op has reduced hours on Thanksgiving Day; we're open 7:00am–2:30pm.

May your Thanksgiving holiday be full of good food and people you care about.

-Anya




**By: Dan Streit, Board Member**

On October 6th, I had the privilege of helping to facilitate the Willy Street Co-op annual meeting. During the meeting, I was inspired as I watched eight good-hearted, well-intentioned, and community-focused Co-op Owners speak into the camera and tell their fellow Co-op Owners why they are running for a seat on the Board.

Some candidates described long histories with the Co-op and their interests in pursuing a leadership role. Others noted that the co-op model resonates deeply with them and that they are eager to contribute their varied experiences toward helping the Co-op thrive. Yet others shared about the sense of community and of peace that they experience when they visit one of the Co-op's locations and that they look forward to contributing to this community by serving on the Co-op's Board of Directors.

While the candidates shared a diverse set of experiences and reasons that led them to run for a seat on the Board of Directors, a theme of commitment to service and a value of cooperative ownership connected all of the messages.

I am writing this article during a time of campaigns and elections locally, within our state, and nationally, and I am grateful to live in a democracy in which I can actively participate. As a cooperative, Willy Street Co-op offers unique opportunities to engage in democracy in our community.

Do people ever ask you why you shop at the Co-op, when you might sometimes be able to purchase an item at a lower cost at a different store? Part of my response to this question is that I vote economically, as well as in elections.

Our food system is dynamic and impacts our economy, our environment, our community, our individual well-being, and our taste buds. Willy Street Co-op is a cornerstone of our local food system and when I vote to participate in that system, I receive more than an "I Voted" sticker. I get delicious and healthy food that nourishes my body while sustaining local farmers and producers who make our community richer.

Thank you for voting.

### Congrats to our newly elected Board members!


Mike Engel


Ashwini Rao


Bethany Matson


Benjamin Becker









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

**www.willystreet.coop/events**




## GOLDEN MILK: A PLANT-BASED ANTI-INFLAMMATORY ELIXIR

**Location: Willy West Community Room**
**Sunday, November 8, 12:00pm–2:00pm**
**Ages: 14+; adult supervision not required**
**Instructor: Anupama Bhattacharya**
**Fee: $30 for Owners; $40 for non-owners**
**Capacity: 20**

Golden Milk, or Halde Dhoodh, is a powerful, delicious beverage rooted in Ayurvedic tradition, originating 3,000 years ago in India. Its synergetic mixture of herbs and spices serves as a potent anti-inflammatory and antioxidant. We will explore the chemical compounds of the ingredients and their biomedical effects. Anupama will demonstrate two methods—using a freshly made nutmilk and a packaged store-bought dairy-free milk. Demonstration with limited hands-on opportunities. Recipes contain: tree nuts. Vegan.

## SIDES FOR HOLIDAY ENTERTAINING

**Location: Willy West Community Room**
**Wednesday, November 11, 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**

Is it Thanksgiving Dinner without the classics? Why not? Let's mix it up with some non-traditional side dishes! Cheese pumpkin gratin sits in for mashed potatoes, and roasted autumn veggies with sage brown butter will fill in for those mushy baby carrots. For dessert? Pumpkin pie is really great, so buy one from the Co-op, then go home and make apple cinnamon bread pudding with brandy sauce for a change of pace. Join Chef Paul in the Co-op kitchen and try something new this year. Demonstration with limited hands-on opportunities. Recipes contain: dairy, eggs, wheat.

## CULTURAL INFLUENCES OF GUMBO: AFRICAN

**Location: Willy West Community Room**
**Thursday, November 12, 5:30pm–7:30pm**
**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 explore 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: Jambalaya, Okra and Tomato Stew, Calas, and Hush Puppies. Everyone will make a Voodoo Seasoning packet to take home as well! Laissez les bon temps rouler. Demonstration with limited hands-on opportunities. Recipes contain: milk, tree nuts, and wheat.

## ONE BIG BIRD

**Location: Aubergine, 1226 Williamson St.**
**Monday, November 23, 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**

When you only cook something once a year, it's hard to master! Co-op Class Instructor Chef Mike. has some tips for dealing with that one big bird that some may look forward to preparing, but nevertheless find it kind of daunting! We'll demonstrate spatchcocking poultry, make some stuffing and talk about how to use it safely in your bird, try some sous vide tricks for perfect turkey, and we'd better make some gravy, too. Demonstration with limited hands-on opportunities. Recipes contain: dairy, wheat.

## TRADITIONAL INDIAN FLAVORS WITH A BIOMEDICAL PERSPECTIVE

**Location: Willy West Community Room**
**Sunday, December 13, 12:00pm–2:00pm**
**Ages: 14+; adult supervision not required**
**Instructor: Anupama Bhattacharya**
**Fee: $30 for Owners; $40 for non-owners**
**Capacity: 20**

In this class, we will make two Indian classics while exploring the chemical compounds and their biomedical effects. Daal is an amazing source of protein and a powerful immunity booster. Gajar Halwa is an excellent vegan, gluten-free dessert that will quench our seasonal sweet tooth. Bridging the wisdom of traditional flavors with modern science, we will delight our palate and uplift our health. Demonstration with limited hands-on opportunities. Recipes contain: tree nuts. Vegan.

## CULTURAL INFLUENCES OF GUMBO: ASIAN

**Location: Aubergine, 1226 Williamson St.**
**Tuesday, December 15, 5:30pm–7:30pm**
**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 explore 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: Cajun Fried Rice, Bourbon Chicken, and Yakamein. Everyone will make a seasoning packet to take home as well! Laissez les bon temps rouler. Demonstration with limited hands-on opportunities. Recipes contain: milk.

## COOKING WITH CHEF PAUL: TAIWANESE GUA BAO AND PORK CONFIT

**Location: Aubergine, 1226 Williamson St.**
**Thursday, December 17, 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**

Oftentimes, we find great cuisines have something similar in their cooking techniques or flavor profiles. Taiwan has pork belly, slowly braised in flavorful local ingredients. Simply fill up a steamed bun and turn it into an open-faced sandwich. In France, confit is considered a technique to preserve food in its own fat. Join Chef Paul to explore these two culinary powerhouses. Demonstration. Recipes contain: peanuts, wheat.

## HOLIDAY HORS D'OEUVRES OLD AND NEW

**Location: Aubergine, 1226 Williamson St.**
**Monday, December 21, 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 holidays are all about honoring the past while looking forward to the future, and a good holiday spread is a great way to reflect that. We have some old recipes with a modern twist to conjure those golden days of yore that those faithful friends who are dear to us will not soon forget. On the menu: Mushroom caps stuffed with blue cheese, sausage, and figs; Oysters Rockefeller with spicy arugula, mornay sauce, and brioche crumbs; and light and crispy tempura shrimp with sambal and cilantro cocktail sauce. Demonstration with limited hands-on opportunities. Recipes contain: dairy, eggs, shellfish, wheat.




## BAKING SOURDOUGH BREAD

**Location: Aubergine, 1226 Williamson St.**
**Saturday, November 7, 10:00am–12:00pm**
**Ages: 12+; adult supervision required**
**Instructor: Wendy Porterfield**
**Fee: $45 for Owners; $55 for non-owners**
**Capacity: 12**

Learn the art of sourdough—and enjoy fresh bread, too! In this hands-on class, discover the health benefits of sourdough, how to care for a starter, and how to mix, knead, shape, and bake bread. You'll take home a dough ball to bake, an organic sourdough starter, and a recommended supply list. Please bring a small mixing bowl with lid or cover to mix and transport your dough. Hands-on. Recipes contain: wheat.

## BAKING WITH CHEF PAUL: HOLIDAY PASTRY—PIE AND SHORTBREAD

**Location: Willy West Community Room**
**Thursday, November 19, 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**

Pies are good for many occasions! During the holiday season, pies are a comfort food and shortbread is an easy finger food for the table. In this class, Chef Paul will show you how to make a pie from scratch plus answer all your questions about making a pie. In the meantime, shortbread will also be made and discussed. Demonstration. Recipes contain: wheat.

## BAKING HOLIDAY STAR BREAD

**Location: Willy West Community Room**
**Thursday, December 3, 6:00pm–8:00pm**
**Location: Aubergine, 1226 Williamson St.**
**Tuesday, December 8, 6:00pm–8:00pm**
**Ages: 12+; adult supervision required**
**Instructor: Wendy Porterfield**
**Fee: $40 for Owners; $50 for non-owners**
**Capacity: 12**

Looking for a holiday treat that will impress everyone with both beauty and flavor? We will learn to make holiday star bread using packaged yeast and whole grain flour. A savory pesto/parmesan and a sweet cinnamon option will both be demonstrated, and we will bake and taste these in class. Come ready to take the recipes and skills home for your own holiday baking! Demonstration with limited hands-on opportunities. Recipes contain: milk, eggs, wheat.



### SPROUTS: COOKIE CLUB

**Location: Aubergine, 1226 Williamson St.**
**Thursday, November 12, 4:00pm–5:00pm**
**Ages: 5–12 years old; adult supervision not required**
**Instructor: Paul Tseng**
**Fee: $15 for first child of Owner ($12.50 for each additional child); $25 for each child of non-owner**
**Capacity: 10**
Make some tried and true classic cookies! Iced and decorated sugar cookies, and chewy chocolate chip cookies will fill your favorite cookie jar, but they're so good they won't be around for very long! Hands-on. Recipes contain: milk, eggs, wheat

### SPROUTS: A MAGICAL TEA PARTY

**Location: Willy West Community Room**
**Tuesday, November 17, 4:00pm–5:00pm**
**Ages: 5–12 years old; adult supervision not required**
**Instructor: Paul Tseng**
**Fee: $15 for first child of Owner ($12.50 for each additional child); $25 for each child of non-owner**
**Capacity: 10**
Join the Sprouts for an adventure through the looking glass, where it's tea time any time! We'll make a high time of high tea and make a variety of finger sandwiches, scones, madeleines, and brew up a cuppa (decaf, of course!). Recipes contain: milk, wheat, eggs. Hands-on.

### SPROUTS AND FRIENDS: HOME SWEET GINGERBREAD HOME

**Location: Aubergine, 1226 Williamson St.**
**Thursday, December 10, 4:00pm–5:00pm**
**Location: Willy West Community Room**
**Tuesday, December 15, 4:00pm–5:00pm**
**Ages: 5+ (kids and adults)**
**Instructor: Paul Tseng**
**Fee: $15 for Owners ($12.50 for each additional child); $25 for each non-owner**
**Capacity: 10**
It's construction season! Well, it is if you're building with gingerbread. Join us at Sprouts Holiday Headquarters to raise the roof (and walls), to construct a cookie cottage cozy enough for a calling bird or four. We'll supply the baked gingerbread walls and roof, the icing to glue it all in place, plus candies, sprinkles, and other sweet things to decorate your creation. You bring your adult, your holiday spirit, and your creativity! Hands-on. Recipes contain: eggs, dairy, wheat (made without gluten available by request).

### SPROUTS WINTER BREAK: HANDMADE PASTA

**Location: Willy West Community Room**
**Tuesday, December 29, 11:00am–12:30pm**
**Ages: 7–14 years old**
**Your Co-op's Own: Paul Tseng**
**Fee: $15 for Owners ($12.50 for each additional child); $25 for non-owners**
**Capacity: 10**
Join Chef Paul to learn how to make simple pasta dough and turn it into fettuccine, bowtie pasta, and a colorful pasta with vegetable juice. We will make a homemade tomato sauce to top the pasta. Hands-on. Recipes contain: eggs, milk, wheat.

### SPROUTS WINTER BREAK: DAIKON CAKE

**Location: Willy West Community Room**
**Wednesday, December 30, 11:00am–12:30pm**
**Ages: 7–14 years old**
**Your Co-op's Own: Paul Tseng**
Fee: $15 for Owners ($12.50 for each additional child); $25 for non-owners
Capacity: 10
Join Chef Paul for a celebration feast! Many cultures celebrate the new year with food traditions. Growing up in Taiwan, Paul absorbed many different dishes from the people who immigrated to Taiwan from China in the late 40s. They brought their food customs and traditions with them, and now Paul wants to share what he learned from his parents and neighbors with you! Hands-on. Recipes contain: seafood, soy, treenuts.




### NOURISHING THE NEURODIVERGENT MIND: GUT-FRIENDLY STEPS FOR FAMILIES AND ADULTS

**Location: Zoom**
**Wednesday, November 18, 12:00pm–1:00pm**
**Instructor: Katy Wallace, ND**
**Fee: Free; registration required**
**Capacity: 50**
Did you know your gut health and brain are closely connected? Recent studies show a strong link between our gut microbiome and neurodivergence, especially for Autism and ADHD. Join Katy Wallace, Naturopathic Doctor from Human Nature, LLC, as she shares easy, practical tips to improve your gut health and help you create a happier, healthier gut-brain balance.

### BONE HEALTH AND NUTRITION

**Location: Zoom**
**Tuesday, December 8, 12:00pm–1:00pm**
**Instructor: Katy Wallace, ND**
**Fee: Free; registration required**
**Capacity: 50**
Are you wanting to do more for bone health than taking calcium and doing weight-bearing exercises? Join Katy Wallace, ND, of Human Nature, LLC, in discussing three main areas that typically need attention in a case of bone loss: high-mineral diet, nutritional supplementation, and adequate monitoring and adaptation.




### MAKING ELDERBERRY SYRUP & HONEY FERMENTED GARLIC

**Location: Aubergine, 1226 Williamson St.**
**Tuesday, November 10, 6:00pm–7:30pm**
**Location: Willy West Community Room**
**Monday, November 16, 6:00pm–7:30pm**
**Ages: 10+; adult supervision required**
**Instructor: Wendy Porterfield**
**Fee: $40 for Owners; $50 for non-owners**
**Capacity: 12**
Prepare for winter by making two traditional seasonal remedies: elderberry syrup and honey fermented garlic. Learn how to prepare, store, and use these delicious additions to your kitchen, and explore how they can help you weather cold and flu season well. Each participant will take home jars of both recipes, along with the skills to make them yourself. Demonstration and hands-on.

### HOMEMADE GIFTS FOR HOLIDAY GIVING

**Location: Aubergine, 1226 Williamson Street**
**Tuesday, December 1, 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**
Make a resolution this season to give more gifts that come not just from the heart but from the hearth as well. Join Chef Mike in the Co-op kitchen to prepare gifts that are just the thing for that hard-to-buy-for person on your list. Candied nuts, cocktail bitters, homemade mustards, and salted caramels are delicious, easy to make in large quantities, and are sure to please. Demonstration with limited hands-on opportunities. Recipes contain: tree nuts, peanuts, dairy.

### HOMEMADE GIFTS FOR HOLIDAY GIVING: PAWS AND CLAWS EDITION

**Location: Willy West Community Room**
**Wednesday, December 9, 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**
Make a resolution this season to give more gifts that come not just from the heart but from the hearth as well. Join Chef Mike in the Co-op kitchen to prepare gifts that are just the thing for the pet lover on your list. We'll make treats and biscuits that you can tie a ribbon around and gift to that special hound (or cat!). We're using human-quality ingredients from the Co-op, of course, so if you're feeling brave, you can have a taste too! Hands-on. Recipes contain: wheat, peanuts, soy, eggs, fish

### HERBAL GIFT-MAKING

**Location: Willy West Community Room**
**Saturday, December 12, 10:00am–2:00pm**
**Ages: 12+; adult supervision required**
**Instructor: Linda Conroy**
**Fee: $60 for Owners; $70 for non-owners**
**Capacity: 20**
If you're looking for ways to keep up with the spirit of giving without giving in to the pressure to spend lots of money on trendy but less-than-ecological gifts, look no further! Everyone will take home 10+ herbal preparations that you can gift to loved ones over the holidays, including body spray, lip balm, felted soap, herbal condiments, lotion bar, dream pillow, tea blend, and more. Hands-on.




### 45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS

**Location: Aubergine, 1226 Williamson St.**
**Wednesday, October 14, 1:30pm–4:45pm**
**Friday, November 20, 1:30pm–4:45pm**
**Wednesday, December 2, 1:30pm–4:45pm**
**Location: Willy West Community Room**
**Friday, October 23, 1:30pm–4:45pm**
**Friday, November 13, 1:30pm–4:45pm**
**Friday, December 11, 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.*

**An anonymous donor will cover the cost of a limited number of sessions for those with a financial need who are 18 years and under. Please reach out to Katy for more details at info@humannaturellc.com or call 608-301-9961.**



**Need a Place to Host?**

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

We've got spaces to host your next get-together, birthday party, book club, meeting, workshop, or any other fun idea you may be envisioning!

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

Community News

By: Community Shares of Wisconsin




*Photos courtesy of Access to Independence, a Community Shares of Wisconsin member nonprofit.*

## "CHIP" TODAY TO BUILD TOMORROW

Would you like to CHIP?

Willy Street Co-op customers are familiar with this simple question but may not be aware of the big impact of the Community CHIP® program. Each customer who decides to "CHIP" at checkout has a small donation added to their purchase total and that donation goes directly to Community Shares of Wisconsin to support our 80 local member nonprofits.

As the oldest social justice fund in the nation, Community Shares of Wisconsin and our member nonprofits have worked together for more than 55 years to advance social justice and protect the environment in Wisconsin. Our local member nonprofits are working in our community on essential issues like voting rights, affordable housing, civil liberties, sustainability, LGBTQ+ rights, healthy food and farms, criminal justice reform, and diversity, equity, and inclusion.

"The Co-op's Owners and customers are a very socially engaged and community-minded group of people, so I know that they want to help support the amazing work of these local nonprofits," says Anya Firszt, General Manager of Willy Street Co-op.

As struggles are interconnected, so too are the solutions to those struggles. Community Shares of Wisconsin and our member nonprofits envision a future where we all have clean water and air, where all neighbors have access to family-supporting jobs, and where all communities across Wisconsin are safe and thriving.

Community Shares funds nonprofits that acknowledge the systemic impact of racism and other forms of oppression that result in disparities in access to economic and social success. We prioritize acknowledging, identifying, and disrupting policies and practices that perpetuate poverty and inequality because we believe they're the root causes of injustice and must be addressed for real, lasting change.

Our approach to fundraising and community building focuses on connecting with as many individual donors as possible, and the Community CHIP program is a great example because it allows Community Shares of Wisconsin to democratize philanthropy and help everyone's contributions add up to make a big difference.

Community CHIP began in 1971 and is the original source of funding for Community Shares of Wisconsin (then known as the Madison Sustaining Fund). The program was nicknamed "The People's Tax" because it allowed the community to directly support community organizations that were meeting needs not met by existing institutions. Local cooperative businesses collected donations in jars near cash registers and Community Shares distributed those funds to local nonprofits based on the consensus of members.

More than 50 years later, with new challenges to our democracy, the work of Community Shares' member-nonprofits is more urgent than ever. Candace Weber, founding member of Community Shares of Wisconsin, said, "A lot of young people felt very powerless fifty years ago and found that coming together helped us become more powerful. This is still true. If we come together as a group, a community, we can make meaningful change." Weber added, "I feel most powerful when the money I give goes to organizations whose work I know. I have been, and remain, a firm believer that change happens from the ground up. Local change is going to be substantial and real. My contribution can mean change for my community and my neighbor."

Willy Street Co-op has participated in the Community CHIP program since 1978 and has been the exclusive home of the Community CHIP program since 2008. Through your donations, the Community CHIP program at Willy Street Co-op has raised over $5 million since 1978, and today the program raises over $325,000 annually from thousands of generous Co-op shoppers like you.

If you would like to donate, just say "yes" when the cashier asks if you want to "CHIP." You can also "CHIP" when using self-checkout. The Co-op collects your donation and gives 100% of the money to Community Shares of Wisconsin, and we distribute the donation equitably among our member nonprofits and provide training and technical support for those nonprofits.

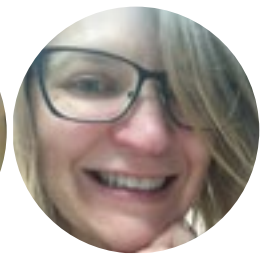
Your "CHIP" today is an investment in a tomorrow where communities are safe, healthy, and thriving. Community Shares of Wisconsin thanks the Willy Street Co-op for their strong partnership and thanks the thousands of Co-op shoppers who have made change happen one "CHIP" at a time.

For more information about Community Shares of Wisconsin, our member nonprofits, and the Community CHIP program, visit communityshares.com



Co-op News







**By: Anya Firszt, General Manager, Kristin Esselstrom, Willy East Site Director, and Kristina Kuhaupt, Customer Experience Manager**

## A HEARTFELT REFLECTION TO THE WILY STREET NEIGHBORHOOD

Greetings from your local Co-op during this harvest season!

As the chill in the air grows, so does the desire to reflect on this past year. We are grateful for all of our locations and their surrounding communities, but we are especially fortunate to still have the location where our Co-op originated on Williamson Street. We don't take our deep roots in the Williamson-Marquette neighborhood for granted. This neighborhood is extremely tight-knit and has been through a lot in the past several years. We have seen this neighborhood grow, adapt, and heal; all with grace and resilience.

Neighborhoods are the fabric of our work, home, school, events, and lives. Today, we want to recognize our neighbors, including those experiencing financial hardship and who are unhoused; who are part of our Willy Street community. Over the past couple of years, in particular, we have seen community resource challenges as major cuts in local, statewide, and federal budgets have made it harder to get assistance. Seeing firsthand what happens when resources are scarce can be heartbreaking, especially in the neighborhood we call home. The Williamson-Marquette neighborhoods are home to several organizations that provide support to community members struggling with food and housing insecurity. As demand for support from local organizations increases, these issues have become more visible at our East Co-op location on Williamson Street.

Our inclusive environment policy states, "At Willy Street Co-op, we strive to create and maintain an environment to shop, work, or gather that promotes respect and safety for our staff, customers, vendors, and community members." For us, "Everyone is Welcome" is not just a tagline. We recognize that in addition to endeavoring to make our customers feel welcome, we also provide important resources for our community. We have public bathrooms and indoor seating areas with outlets. It may not seem like much, but some community members have shared that these resources have provided a sense of security and relief from difficult circumstances.

We also find it important to provide tangible weekly resources people and organizations can count on. This includes, but is not limited to, donations to our local food pantries, being a supporter of Community Shares, and offering sometimes daily one-on-one support to individuals experiencing a difficult situation by providing water, fruit, and/or a granola bar with a pamphlet of community resources at hand.

We acknowledge these are very challenging issues, and your Co-op does its best to help address them; but ultimately, they are larger societal issues we can't solve alone. Creating lasting change takes the whole community working with government agencies.

The Co-op has generous, thoughtful customers, and we have seen the many ways they support other members of the community. We respect how our shoppers navigate potential options to support our neighborhood. Some might want to donate to Community Shares by CHIP-ing at our registers; others might want to buy extra food during a shopping trip to donate it to our connected food pantries; others feel called to give directly to the individuals in need. At the same time, some might not be in a position to support our neighbors financially or might not feel comfortable giving by using these methods or giving at all. All responses are valid, very personal, and not to be judged.

We want to pause here to acknowledge those living next to the Co-op. We hear and understand the unique challenges you face by choosing to live in this neighborhood. As your neighbor, we try to be mindful of any impacts on your everyday living experiences. We acknowledge that our store and our parking lot is a resource to this neighborhood in many different ways. We offer support for local businesses and community events by offering the use of our parking lot after we close for the night. Local residents can also use parts of our lot for snow emergency parking. Because we do allow the use of our lot outside of business hours, it also can be a place where people may congregate after bar time or where our unhoused neighbors may seek refuge for the night. We understand that this may result in disturbances that impact our close neighbors. We continue to explore options that balance our support for our business, other local businesses, and neighbors with the impacts of those decisions.

So how can your Co-op be welcoming to all in these circumstances? We have taken a dual approach over the past year in particular.

Co-op staff members routinely make rounds outside the store during open hours. While we look for any trash, carts needing to be returned, or safety concerns, we also look for anyone who is not adhering to our "no loitering" policy. This includes anyone asking for money or not using our spaces for their intended use. Our goal is to approach anyone on our property with respect and kindness, while consistently informing them of our policies. If someone is in need of support, we let them know what we can offer, including bottled water or a piece of fruit, and we offer to connect them with local resources to support their well-being and build rapport. We also respond to concerns brought to us by customers and neighbors in a similar manner, only involving outside authorities when a situation escalates to the point where we are concerned for the safety of the person, our customers, or our staff.

That said, there is a key distinction to be made between the Co-op property and areas such as the sidewalks and the space between Willy East and the fire station, which we don't own. Your Co-op is not able to address many behaviors that take place on public property, such as people asking for money. Although we don't have control over these areas, Co-op leaders continue to attend community meetings and discuss how we can better work together to address issues arising in our community.

We want to hear from you! If you have any thoughts, questions, and/or opinions you would like us to consider on this topic, please fill out a Customer Comment form at any store location or on our website at: willystreet.coop/contact-us.

As we look to the upcoming holiday season, may we all reflect on how we can better support one another as neighbors.



# TURKEYS

*New This Year*

## Reserve Your Thanksgiving Turkey Online!

11/1/26–11/19/26

**Turkey Pre-order:** 11/1–11/19

**Turkey Pick-ups:** 11/20–11/27

**Open Stock Turkey Available:** 11/20

**Turkey pre-orders can now be placed via our online reservation form!**

willystreet.coop/reserve-turkey

**Call or stop by Customer Service at any store if you have questions.**

**Willy East:** 608-251-6776

**Willy West:** 608-284-7800

**Willy North:** 608-471-4422

Our all-natural turkeys are free-range and raised on Ferndale Market's family farm in Cannon Falls, Minnesota. Whole Ferndale turkey and bone-in turkey breast will be available beginning Friday, November 20 at all three stores. All Ferndale turkeys are free of antibiotics, added hormones* and preservatives.

In addition to Ferndale turkey, organic whole turkeys from Larry Schultz will be available at all stores beginning Friday, November 20.

*Federal regulations prohibit the use of hormones in poultry.

Turkey prices and sizes vary and are available while supplies last.

## Pre-Order & Open Stock Turkey

Ferndale Market
All-Natural Fresh
**Turkey**
From: Cannon Falls, MN
**2.29/lb**
Available in 2lb ranges, 10–12 lbs to 22–24 lbs

Ferndale Market
All-Natural
**Bone-in Turkey Breast**
From: Cannon Falls, MN
**3.99/lb**
4–8 lbs, sizing varies

## Open Stock Only

Larry Schultz Organic Farm
Organic Fresh
**Turkey** USDA ORGANIC New
From: Owatanna, MN
**5.99/lb**
10–14 lbs

## About Our Turkey Farmers

### Ferndale Market




Since 1939, the Peterson family has been raising free-range turkeys on their farm in Cannon Falls, MN. What started with Dale and Fern Peterson's dream has become a three-generation tradition, passed down to their son, Dick, and now their grandson, John. They carry forward a legacy of care, respect, and family pride—ensuring the same quality they've been devoted to for more than 80 years.

### Larry Schultz Organic Farm



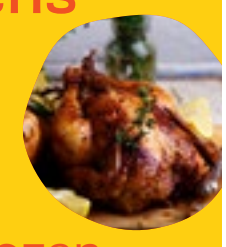

Larry was raised on a small family farm outside of Owatonna, MN. His parents, Alvin and Helen Schultz, have always farmed organically. When farm chemicals came into use in the 1950s and 60s, they never changed their farming practices. When Larry started farming in the mid 1980s, he followed in their footsteps using organic methods. Organic turkeys from Larry Schultz Organic Farm represent a serious commitment to organic farming—meeting both Global Organic Alliance (GOA) and USDA guidelines and certifications. They are fed certified organic feed which contains no antibiotics, herbicides, or pesticides.



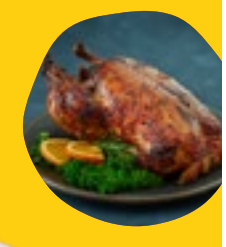
New Mary's

## Open Stock Poultry

Mary's
All-Natural, Frozen
**Cornish Hens**
From: Sanger, CA
**10.99/lb**
1–2 lbs



Mary's
All-Natural, Frozen
**Ducks**
From: Sanger, CA
**6.99/lb**
4–6 lbs



# DELI ENTREES & SIDE DISHES

GRAB & GO AVAILABLE 11/13-11/26




Ferndale Turkey
**Roasted Boneless Turkey Breast**
**10.99/lb** 1

Field Roast
**Plant-Based Hazelnut en Croute** V
**10.99/lb** 2

Willy Street Co-op
**Green Bean Casserole** MW OG V
**10.99/lb** 3

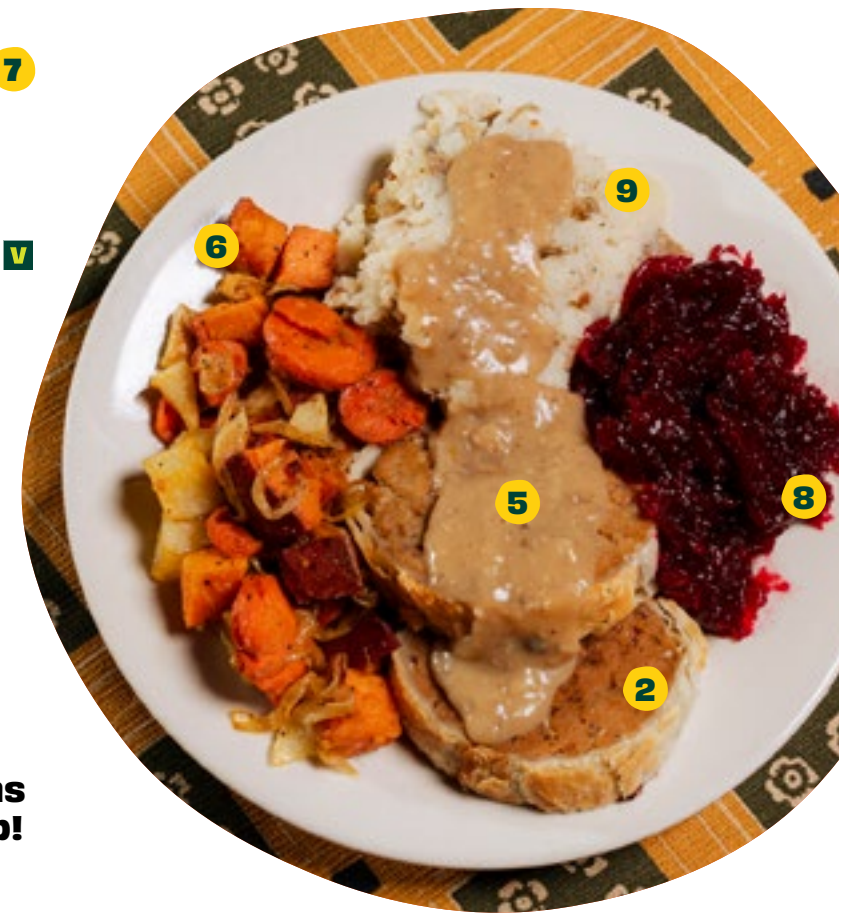
Willy Street Co-op
**Turkey Gravy**
**6.99/lb** 4

Willy Street Co-op
**Mushroom Gravy** MW OG V
**6.99/lb** 5

Willy Street Co-op
**Maple Roasted Root Vegetables** MW OG V
**10.99/lb** 6

Willy Street Co-op
**Stuffing** V
**8.99/lb** 7

Willy Street Co-op
**Cranberry Sauce** MW OG V
**9.99/lb** 8




Willy Street Co-op
**Garlic Mashed Potatoes** MW OG V
**6.99/lb** 9

Willy Street Co-op
**Creamy Harvest Soup** MW OG V
**6.99/lb**

Willy Street Co-op
**Creamy Chicken Wild Rice Soup**
**6.99/lb**



**All Willy Street Co-op Deli items are made locally by your Co-op!**

**Thanksgiving sides, turkey, and Plant-Based Hazelnut en Croute will be available on the hot bar every day after 11 am from 11/20-11/26 for $10.99/lb.**

## Made From Scratch PIES

Willy Street Co-op
**6" Pumpkin Pie**
**9.99** 1

Willy Street Co-op
**9" Pumpkin Pie**
**19.99** 6

Willy Street Co-op
**6" Pecan Pie**
**12.99** 2

Willy Street Co-op
**9" Pecan Pie**
**25.99** 7

Willy Street Co-op
**6" Apple Pie with Streusel**
**9.99** 3

Willy Street Co-op
**9" Apple Pie with Streusel**
**19.99** 8

Willy Street Co-op
**6" Door County Cherry Pie**
**12.99** 4

Willy Street Co-op
**9" Door County Cherry Pie**
**25.99** 9

Willy Street Co-op
**6" Apple Pie** MW OG V
**10.99** 5

Willy Street Co-op
**6" Pumpkin Pie** MW OG V
**10.99** 10




**All Willy Street Co-op pies are made locally by your Co-op!**

Made with local flour, butter, eggs, apples, and cherries.

V = Vegan

MW OG = Made without Gluten

# PRODUCE



**Organic Sweet Potatoes**
Organic orange sweet potatoes

Ruesch Century Farm
**Organic Cranberries**
from Vesper, WI

**Organic Root Vegetables**
Red & gold beets, parsnips, and turnips

Driftless Organics
**Organic Potatoes**
3 lb bag of gold or red
from Soldiers Grove, WI

**Organic Brussels Sprouts**

**Organic Garlic**

**Organic Winter Squash**
Mix of butternut, acorn, kabocha, spaghetti, and delicata

Lovefood Farm
**Organic, Fresh Herbs**
Lovefood Holiday Mix: rosemary, sage, and thyme
from Stoughton, WI

Driftless Organics
**Organic Carrots**
Bulk and 3 lb bag options
from Soldiers Grove, WI

**Organic Onions**
Local red & yellow onions, and local shallots

**Organic Celery**

# PLANT-BASED ENTREES




Big Mountain Foods
**Plant-Based Roast & Gravy**
33.5 oz • save $8.00
11/4–12/1
**19.99**




Tofurky
**Plant-Based Roast**
26 oz • save $5.00
11/4–12/1
**15.99**

Tofurky
**Plant-Based Ham-Style Roast**
19 oz • save $5.00
11/4–12/1
**15.99**




Field Roast
**Sage Garlic Plant-Based Celebration Roast**
16 oz • save $3.00
11/18–12/1
**7.99**




Quorn
**Meatless Turkey-Style Roast**
16 oz • save $4.50
11/4–12/1
**8.49**







Gardein
**Plant-Based Turk'y Roast**
35.2 oz • save $4.50
11/4–12/1
**14.99**




Field Roast
**Celebration Roast & Gravy**
32 oz • save $7.00
11/18–12/1
**16.99**




Field Roast
**Hazelnut Cranberry Plant-Based Roast**
32 oz • save $7.00
11/18–12/1
**18.99**

PLANT-BASED

co+op deals

# THANKSGIVING ESSENTIALS




Bob's Red Mill
**Organic Unbleached White Flour**
5 lb • save $4.00
11/18–12/1
**5.99** USDA ORGANIC




Kooshy
**Sourdough Stuffing**
6 oz • save $1.00
11/4–12/1
**3.99**




Woodstock
**Organic Cranberry Sauce**
14 oz • save $2.98 when you buy 2
11/18–12/1
**2/$7** USDA ORGANIC




Frontier Co-op
**Turkey Brine**
14.1 oz • save $2.50
11/4–12/1
**8.99**

Farmer's Market
**Organic Pumpkin Puree**
15 oz • save $1.30
11/4–12/1
**2.69** USDA ORGANIC




Wholly Wholesome
**Organic Pie Shells**
14 oz • save $1.80
11/18–12/1
**5.99** USDA ORGANIC



Find even more ways to save on Thanksgiving essentials in the Novmber Co-op Deals flyers.

co+op deals

NATIFS

**Plus, shop Field Day Products on Co-op Deals.** For each Field Day product sold November 4–17, we'll donate 5¢ to NATIFS! See the Co-op Deals flyer for all of our Field Day deals.




Firehook
**Organic Sea Salt Baked Crackers**




Driftless Provisions
**Hunter's Dual** L

Fortune Favors
**The Classic Sweet & Salty Candied Pecans** L




Treeline Cheesemakers
**Herb Garlic French-Style Cashew Cheese**










Four Fat Fowl
**St. Stephen Triple Cream**

Gavioli
**Sparkling Blood Orange Juice**

Uplands Cheese Inc.
**Rush Creek Reserve** L






# HOLIDAY ENTERTAINING

Big Dipper Wax Works
**Beeswax Tapers**

Villa Sandi
**Il Fresco Non-Alcoholic Sparkling Wine**




Potter's Crackers
**Organic Cranberry Hazelnut Crisps** L






# WINTER HOLIDAY PARTY PLAN 3-Pack Wine Deal

$50

Iris Vineyards
**Chardonnay**




Iris Vineyards
**Pinot Noir**




Villa Sandi
**Asolo Prosecco**




Wines curated by your Co-op

# NON-ALCOHOLIC PARTY POURS



**By: Melissa Reiss, Purchasing Assistant**

Throughout Wisconsin, a fine beverage is enmeshed in our culture, from classic supper club Old Fashioneds to game day 6-packs. Far and wide, however, alcohol is commonplace at holiday gatherings. Whether moderating consumption, abstaining entirely, or exploring a sober-curious lifestyle, individuals can experience genuine regional taste without alcohol.

The market for N/A (non-alcoholic) beverages continues to expand as the "sober-curious" movement gains momentum. Not just a boring replacement, or a plain ol' soda, these bevvies are just as complex, exciting, and tasty as alcoholic beverages. Here are some of what I'll call the differently-potent potables that you'll find at the Willy Street Co-op this holiday season.

## SPIRITLESS

1

Founded in 2019 with an idea to provide alcohol-reduced or non-alcoholic options so consumers can maintain social connections and make balanced lifestyle choices, Spiritless offers alcohol-removed spirits as the base for all your favorite mixed drinks. At the Co-op, we recently introduced these two:

Kentucky 74 Bourbon is an exceptional alcohol-free alternative engineered through a unique reverse-distillation process. Designed for classic bourbon cocktails, it delivers a smooth, full-bodied palate infused with warm notes of rich caramel, vanilla, and oak. Sip it neat, standard-mix it into a whiskey sour or old fashioned, or split equal parts with traditional bourbon to reduce calories and proof without compromising on authentic flavor.

Espresso Martini is a ready-to-pour cocktail catered to anyone seeking the deep, robust profile of a traditional espresso martini without the booze. Forget the shakers and stirrers—simply pour, serve, and savor! Delivers a full-bodied coffee taste perfectly balanced by subtle sweet notes and a delicate touch of bitterness.

For more information, see spiritless.com.

## MOCK & CO.

2

Brandy or bourbon? Mock & Co introduces a third option—neither!

Experience the essence of a Wisconsin supper club tradition without the alcohol—full on flavor, zero hangover, thoughtfully crafted for today's conscious drinker. Far from diluted substitutes, these hand-crafted mocktails offer a rich, full-bodied character with the depth and warmth characteristic of a traditional pour. Produced in small batches right here in good ol' Wisco, these alcohol-free old fashioneds deliver authentic flavor this state is known for.

You'll still have to decide between sweet and sour. We carry them both at all three Willy Street Co-op locations. Willy West and Willy North also have a "no sugar" variety.

For more information, see www.mockandco.com.

## GAVIOLI SPARKLING JUICE

3

Perfect for celebratory toasts and family gatherings, these alcohol-free sparkling beverages are crafted using Italian grapes infused with sparkling mineral water. Available in delicious Peach and Blood Orange flavors, they contain zero artificial colors, artificial flavors, or added sugar. The bottle artwork is equally gorgeous, adding an extra touch of elegance to any occasion.

## LEITZ EINS-ZWEI-ZERO

4

Meaning ONE-TWO-ZERO, this is a historic family-owned winery located in Rüdesheim am Rhein within Germany's renowned Rheingau wine region.

Their dealcoholization process utilizes a patented early-20th-century vacuum distillation method, the wine is placed under a vacuum to lower alcohol's boiling point to around 84° F. This gentle heating removes alcohol while preserving natural aromas and authentic flavors, yielding refined products that closely mirror traditional wines.

## NEW BLOOD

5

Crafted in Australia by Nugan Estate, these alcohol-removed wines faithfully capture the character of traditional varietals.

## MOUNT FISHTAIL

6

An alcohol-removed white wine hailing from Marlborough, New Zealand, Mount Fishtail Zero NA Sauvignon Blanc offers a crisp, mineral finish balanced by vibrant tasting notes of zesty lime and passionfruit.



# PARTY POURS



**By: Maya Ticku, Merchandising Assistant**

Whether you're planning to host a holiday party or you've been invited to one and don't want to arrive empty-handed, this guide will help you select the perfect bottle of wine, each one $25 or less.

## KILA CAVA

1

Kila Cava offers delicious bubbles that punch WAY above their price point. From the Penedès region of Spain, this light-bodied bottle of sparkling wine presents notes of pear, white flower, and citrus, with a clean crisp finish. Priced at $13.99.

## BUEHLER CHARDONNAY

2

For a crowd-pleasing pour, Buehler Chardonnay fits the bill, as a versatile and classy white California chardonnay. This chardonnay comes from a family-owned Napa winery in Sonoma County, California. True to its Californian roots, this chardonnay presents notes of ripe pineapple, waxy lemons, with hints of honeysuckle and walnuts, and a creamy, full mouth feel. Priced at $19.99.

## IRIS PINOT NOIR

3

If you are looking for a red wine that is sure to please everyone, Iris Pinot Noir is sure to be an elegant but approachable pour for everyone at the holiday dinner table. From the Willamette Valley of Oregon, this Pinot pairs well with all food types, but is truly delicious as a solo pour between meals. In each glass, expect aromas of red raspberry, cherry, and savory herbs, with a silky finish. Priced at $19.99.




This Holiday season, we'll be offering a special 3-pack of wine for $50. It'll contain a bottle of Iris Pinot Noir, Iris Chardonnay, and Villa Sandi Asolo Prosecco. Each pack will come in a branded co-op box!

## ZILLAMINA RED & WHITE

4

For a Spanish wine, Zillamina Red and Zillamina White, both of which are from a USDA-certified organic vineyard. Each pour is certified vegan friendly, suitable for everyone at your dinner table. Zillamina Red is a brilliant ruby red and has aromas of red fruit and spices—making it perfectly festive. The palate is structured, powerful, and balanced. If you prefer the refreshing experience of a white, Zillamina White blend is complete with aromas of apple and citrus fruits, a lively pour destined to match your holiday spirit. Priced at $12.99.

## CLINE CABERNET SAUVIGNON

5

Looking for the perfect sidekick to your hearty holiday meals? Cline Cabernet Sauvignon offers a medium-bodied, intense pour, bold enough to match the savory flavors of your centerpiece meals. From a family-owned and -operated vineyard in Alexander Valley, California, Cline Cabernet Sauvignon boasts rich flavors of blackberry, boysenberry, and vanilla with notes of olives, elderberry, and toasty oak. Priced at $17.49.

## WHERE'S LINUS? ORANGE

6

For a unique pour, check out these orange wines! Orange wine is essentially white wine that is made with extended contact between the juice and grape skins during fermentation. The result ends up tasting more like a light red wine rather than a white.

For sauvignon blanc lovers, Where's Linus? Orange offers an incredible "sauvignon blanc-y" taste. This fun orange wine comes from Bodkin Wines by winemaker Chris Christensen. As a Black, self-taught winemaker originally from Cedar Rapids, Iowa, Christensen promotes diversity and inclusion, in addition to producing award-winning, innovative wines. Bodkin Wines uses grapes sourced from organic and sustainable vineyards. Priced at $16.99.





COMMUNITY SHARES OF WISCONSIN

# GIVE TODAY TO BUILD TOMORROW

## Your Donation During Workplace Giving Advances Social and Environmental Justice

Workplace giving campaigns are underway and we would be grateful for your support this fall.

Community Shares of Wisconsin offers you the choice of supporting 80 local nonprofits working on essential issues like civil liberties, sustainability, LGBTQ+ rights, voting rights, healthy food and farms, criminal justice reform, affordable housing, and diversity, equity, and inclusion.

Your gift today is an investment in a tomorrow where communities are safe, healthy, and thriving.

Photo provided by Wisconsin Women's Network

Learn more and donate at
communityshares.com/workplace-giving










**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





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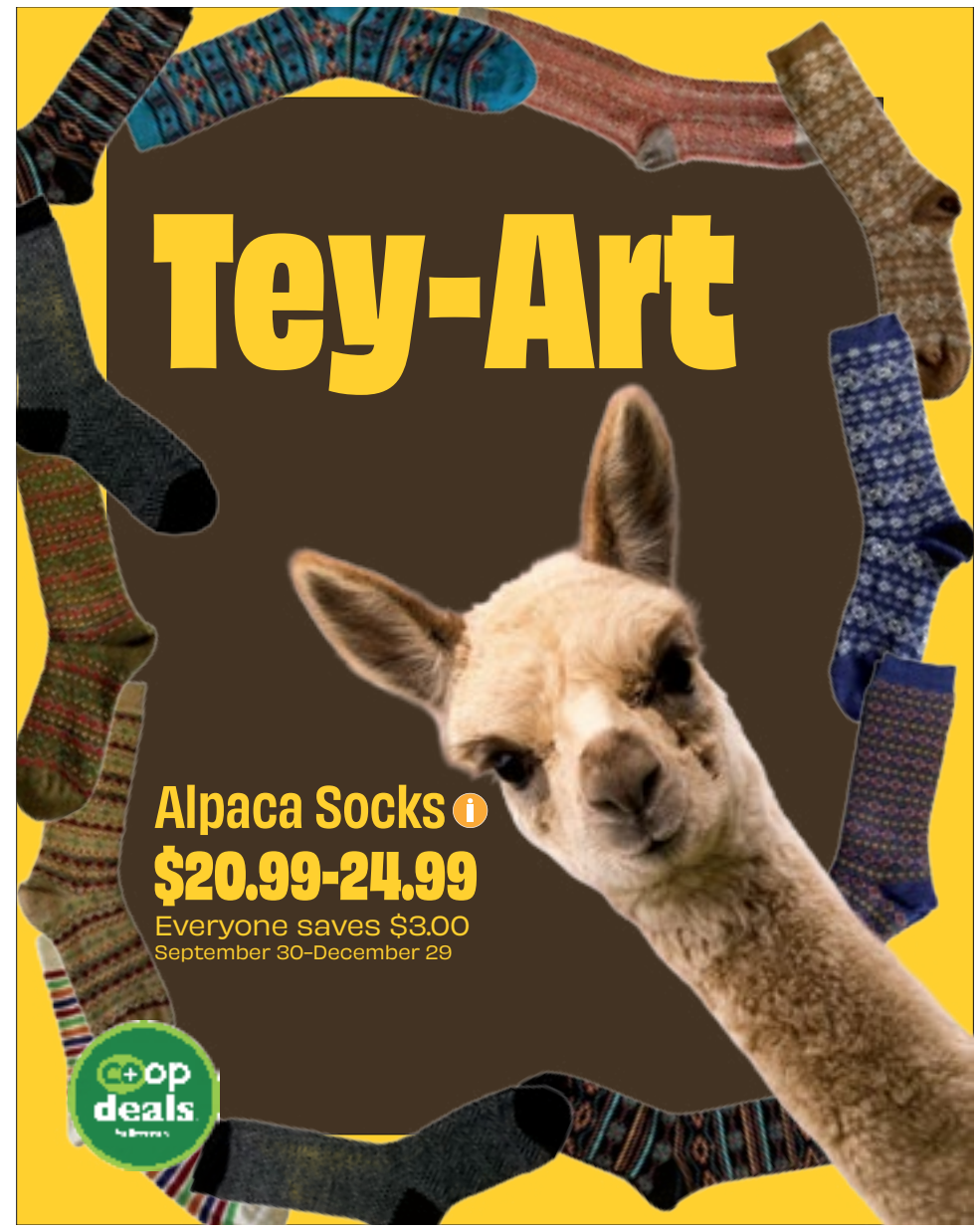
# NOVEMBER 4!

WELLNESS WEDNESDAY

Owners Take

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wellness & bodycare items




# UPLANDS CHEESE




## Pleasant Ridge Reserve

&

Limited QUANTITY




## Rush Creek Reserve

UPLANDS CHEESE




All Willy Street Co-op Pies

MADE BY YOUR CO-OP

## $2 OFF!

November 23-29

fresh deals



## New Deli icons coming soon!

| V | VG | MW OG | | |
|---|---|---|---|---|
| VEGAN | VEGETARIAN | MADE WITHOUT GLUTEN | MILD | HOT |

# Staff Picks!












## Rishi Tea & Botanicals Masala Chai

L

My favorite store-bought chai that I've found. A perfect blend of ginger, cardamom, cloves, and black pepper. It pairs perfectly with almond milk.

-Stephen, Logistics

1

## Sown Unsweetened Organic Oat Creamer

My go-to creamer for my morning coffee. I love the fact that it's organic. My mornings wouldn't be the same without it. It turns my morning cup of coffee into a smooth, rich, flavorful experience and a little goes a long way.

-Francis, Facilities

2

## Divina Pitted Kalamata Olives

These olives are a great addition to a Mediterranean salad.

-Nico, Grocery

3

## Bautista Fresh Medjool Dates

Before trying these, I thought dates were just dry cubes that would collect at the bottom of an unsatisfying trail mix. But no more! These have an amazing soft texture and just the right amount of sweetness. Obsessed.

-Austin, Deli

4

## Gardein Plant-Based Turk'y Roast

This is the perfect meat-free alternative for a holiday meal! The outside stays crispy, the "turkey" stays moist, and it is stuffed with a delicious plant-based stuffing. I love it as an entrée with mashed potatoes, but it is also great sliced for sandwiches for day after leftovers!

-Rachael, Deli

5

## Blue Potatoes

L

All Blue Potatoes are such a beautiful color, and have a subtle sweetness. They make wonderfully creamy lavender mashed potatoes. They get a nice crisping to the outside when roasted and stay creamy inside. They are local, organic, and delicious!

-Rodney, Administrative

## GoMacro Pure Promise Maple Sea Salt Macrobar

i L

The whole lineup from this Wisconsin business is delicious, but the Maple Sea Salt bars lead the pack in my opinion! Not chalky or dry, they make for a great snack or quick power-up.

-Jon, Grocery

6

## Field Roast Hazelnut & CRanberry Roast

This is, by far, the best plant-based roast—perfect as a centerpiece for any meat-free holiday dinner. The seitan-based roast is packed with a hazelnut and cranberry stuffing and wrapped, Beef Wellington-style, in a vegan puff pastry. The result is a crisp outer layer and a moist, savory interior. Unlike other plant-based roasts, the Field Roast roasts do not dry out when cooked.

-Lucas Administrative

7

## Casas Del Bosque Pinot Noir

It is light and freshly balanced with a fruity aftertaste. It pairs well with friends and dinners alike. It makes a great house warming gift or a gift for yourself. They are acclaimed for their excellence and quality of wine. Enjoy the little corner of Chile in your glass.

-Amanda, Customer Experience

8

## Firehook Classic Sea Salt Crackers

These organic artisan baked crackers are simple, elegant, and versatile with just a touch of sea salt and the perfect crispness. They pair exceptionally well with creamy chèvre and charcuterie but are also quite satisfying on their own.

-Jason, Produce

9




















## Willy Street Co-op Pecan Pie L

Packed full of nutty goodness with a flaky crust!

-Brendon, Communications

10

## Willy Street Co-op Olive Bar

The variety of olives! Kalamata, Greek, Greek mix, Mt. Athos, Thasos, green, with pits, pitted, garlic-stuffed, in a variety of sizes. Also roasted red peppers, mushrooms, artichokes, stuffed grapes leaves, and cornichons. (Selection varies by store.)

-Ellen, Logistics

11

## Willy Street Co-op Chicken Pot Pies L

Handmade crusts made with Meadowlark flour and filled with chicken, these are wonderful to take home and bake off for dinner!

-Nicholas, Production Kitchen

12

## Equal Exchange Organic Walnuts

I love Equal Exchange, and their walnuts just taste better than the competition's.

-Dwayne, Grocery

13

## Divine Fig Spread

The taste of this classic spread is simply brilliant with a wide array of cheeses. Made from regeneratively farmed figs in Greece. Simple ingredients; huge flavor!

-Thayer, Front End

14

## Rishi Tea & Botanicals Organic Lavender Earl Grey Tea i L

This tea is smooth and not too caffeinated, and the lavender adds a lovely calming aroma. I start my day with this tea most mornings, with oat milk and a little bit of honey.

-Gwyn, Front End

## W.S. Badger Beard Oil

Helps with chapped skin during cold months, and smells great!

-Nick, Purchasing

15

## Uplands Cheese Pleasant Ridge Reserve L

The best alpine-style cheese made domestically comes from our backyard! Pleasant Ridge Reserve, made by Uplands Cheese in Dodgeville, is a local treasure. They prioritize the health of their cows and you can really taste it in the cheese. Its nutty smooth taste goes great on any cheeseboard and pairs nicely with coffee, a Spotted Cow, or any crisp wine.

-Luke, Deli

16

## Hook's 10 Year Sharp Cheddar Cheese L

The queen of cheese, this sharp cheddar is best eaten plain but will gracefully suffer the company of a thin slice of apple or a sumptuous cracker. See how quickly 10 years of work can disappear!

-Katy, Front End

17

## Ferndale Market Smoked Turkey Drumstick

I like using these as a soup base. Simply heat the drumstick in water for broth, then add some cooked diced vegetables and canned beans. Take out the drumstick and shred the meat from the bone for a deliciously easy autumn meal!

-Isabel, Grocery

18



# Need some inspiration? Check out our Thanksgiving recipes!

Recipes

willystreet.coop/recipes/thanksgiving




## Seeking Owners to Help Us Award Local Grants!

**The Co-op seeks a Co-op Owner-At-Large to serve on the Community Reinvestment Fund & Rooted in Our Community grant committee.**

Committee members must be available from 6-9pm between February 8 and 26 for two meetings. Time outside of meetings is required to review documents and a reception for the grant winners and committee members will be scheduled the week of April 19. Ideal candidates have backgrounds in at least one of the following program focuses: food justice and/or access, creating cooperatives, sustainable agriculture, health and wellbeing, and/or social change.

**If you would like to be considered to be on our grant committee, please fill out the Committee Interest Form by Friday, November 13, 2026:**
**willystreet.coop/ownership/committees**

Willy Street Co-op Community Reinvestment Fund




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