

CULTIVATE Know Your Food | Know Your Farmers

Wedge



REE

Reintroducing Wedge Community Co-ops

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Marvelous Mushrooms

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Board Election and Annual Meeting

FALL 2023





Twin Cities Co-op Partners Leadership Team

Josh Resnik CEO

Deb Kermeen CFO

James Collins Senior Director

of Supply Chain

Adam Gower Director of Human Resources

Rebecca Lee Senior Director of Purchasing & Merchandising

Jill Holter Director of Marketing

Doug Peterson Wedge Lyndale Store Director

Lisa Coyne Wedge Linden Hills Store Director

Publication Contributors

Amanda Rodriguez Community Outreach & Marketing Specialist

Chelsea Korth Senior Communications Specialist

Lindsey Countryman Marketing Specialist

Jack Boyum Design & Art Direction

Lauren Cutshall Photography After six years of operating our retail business with two distinct brand names - the Wedge and Linden Hills - we have unified our brand name as one. This is an exciting milestone in the history of our co-ops, and is part of a growth-minded strategy as we look to the future.

In looking to develop a unified brand for both stores, we wanted to celebrate our long heritage and built-up trust from the community, and also recognize the importance of our neighborhoods and the vital role our co-ops play in the community.

I spend a lot of time working with people from food co-ops across the country. "The Wedge" has for a long time been viewed as a national leader, and it represents a commitment to supporting a local food economy and the innovators in the food world. This is the view of our co-op owners as well. In our brand development work this spring, we tested the strength of the Wedge and Linden Hills against important attributes like "Is a well-respected part of the community," "Sells the highest quality items," and "Is a leader in food trends and new products." While both brands scored very well on all, the Wedge brand scored consistently higher even when adjusted for the fact that more customers shop at the Wedge as their primary store. From this knowledge we gained, we've chosen our primary retail brand as "Wedge Community Co-ops."

But! We also recognize the importance of Linden Hills in our name. Long-time owners said it will always be the "co-op in Linden Hills to them" – even with a different name on the front door. So, to keep the neighborhood connections, the signs on the front of the stores will read "Wedge Linden Hills" and "Wedge Lyndale."

While we're updating our signage and other visuals, the fundamental reasons why you shop at the co-op are unchanged. We are still 100% committed to building community by developing a strong local food system - through support of local farms and producers, prioritizing organic and sustainably produced items, and investment in our neighborhoods.

Over the upcoming months we will be rolling out the new brand logo and visuals in signage at each store, as well as new branded merchandise. It will create a stronger brand for our customers, vendor partners, and the community, and put our co-ops into a great position as a continued leader in the national food co-op movement.



auto Soull Josh Resnik,

Josh Resn TCCP CEO

ANNUAL OWNER MEETING

Monday October 9

Doors at 5:30pm Meeting at 6pm



Join us for our business meeting, food, music, and much more

*FREE gifts with new brand for attendees!

St. Mary's Greek Orthodox Church 3450 Irving Ave. S, Minneapolis, MN 55408

Board Election and Annual Owner Meeting registration opens September 1



HOLIDAY ORDERS

Leave some (or all) of the prep to us—order turkeys, sides, pies, and everything you'll need for your November and December holiday feasts.

Order through our website starting on November 1

OUR UPCOMING CHANGE MATTERS PARTNERS

Your round-ups at the register will make a positive impact on:



IMMIGRANT LAW CENTER

OCTOBER

Empowering immigrants with legal support



DIVISION OF INDIAN WORK

NOVEMBER

Empowering urban Native Americans through culture

Owners vote on our December Change Matters partner!

Cast your vote in our Board Election, Sept 1 - Oct 9. Below are the three organizations.

THE FOOD GROUP

Fighting hunger and supporting emerging farmers

REPOWERED

Striving for justice, sustainability, recycling, and fair opportunities

NORTH COUNTRY FOOD ALLIANCE

Worker-run non-profit empowering food sovereignty

SAVE THE DATE

Upcoming deals, exclusively for <u>owners!</u>

October 4–10 20% OFF Frozen Pizza

November 8–14 20% OFF

Cheese (+ pla<u>nt-based)</u>

Nov 29-Dec 5 20% OFF Gifts & Natural Home

December 6-12

10% OFF

One Entire Shopping Trip Uledge community co-ops

a modern, growth-minded brand for the future of our co-ops



December 2022:

Interviews with owners, staff, board, and vendors

May 2022:

Survey sent to 9,000 to measure our conclusions and progress – nearly 1,000 responded!



April 2022:

Final work session and reports – what we learned, what we need to learn yet, and where we want to go as a retail co-op brand – BRAND PROMISE

June 2023:

Brand identity work with creative and design team – creating the look & feel of how we represent our brand



January 2023:

Research phase, studying demographic and shopper data from our neighborhoods and the Twin Cities metro area



March 2023:

Owner and shopper focus groups -

February 2023:

Work group convenes to study research findings and brainstorm



In the months to come, look for our new logos, colors, fonts, and icons popping up in our stores.

July 2023:

Finalize brand identity creative, plan activation and launch of new brand

August 2023:

Brand launch begins online, in-store, and in the community

The Marvelous World of **MUSHROOMS!**

We're lucky to have local mushrooms year-round at the co-op, but there's something about their earthy heartiness that says "autumn" to us. More than a dozen varieties of fresh mushrooms can be found most days on our shelves—and every single one features unique flavors, textures, and uses.

We're sharing some of our favorite recipes for the hearty season.

Try a versatile homemade broth that uses both fresh and dried mushrooms and is loaded with umami flavor. Or experiment with hot and sour soup with mushrooms and tofu—another fan favorite.

However you add mushrooms to your weekly cooking routine, they'll offer a hearty boost of nutrients and elevate the flavors of your dish beyond measure.

> All mushroom recipes can be found at wedge.coop/recipes



Mushroom Broth

16 ounces fresh mushrooms, coarsely chopped – use a variety and include the stems ½ ounce dried

mushrooms like porcini or shitake 1 medium yellow onion,

- skin on, quartered
- 2 garlic cloves, *sliced*
- 1 large handful parsley and stems
- 1 chopped carrot 1 chopped celery stalk 2 teaspoons salt 10 cups water

Place all ingredients in a large stock pot, cover with water. Bring to a boil, reduce heat to simmer, cover and cook for one hour. Strain and discard solids, and refrigerate up to one week, or freeze for up to six months.

Mushroom Hot and Sour Soup



Indigenous Food Labs

Sean Sherman's newest project, Indigenous Food Lab, is now open in Minneapolis and is home to a market, classroom, and restaurant. A professional Indigenous kitchen and training center, the Food Lab exists to establish a new Indigenous food system that reintegrates Native Foods into tribal communities across North America. They envision a future of developing and supporting multiple tribally-operated kitchens, bringing cultural and nutritional revitalization across North America. Find them in Midtown Global Market.

Chef Ana Garcia Castellanos, Kitchen Assistant Manager, provided this recipe from her native Guatemalan background. "I cook to live and I live to learn, and I learn to share," shares Chef Ana.

Hongos en Almibar Picante

with a Bean Puree and Nixtamal Tortillas

Serves 2

6 oz maitake or shiitake mushrooms 4 oz chanterelle mushrooms 2 teaspoons sunflower oil Pinch of Salt 1 pound dried white beans, soaked overnight 2 bay leaves 8 cups water 2 teaspoons ground sumac 1⁄4 cup chopped red bell pepper 1 teaspoon salt 1 cup cooking water from the beans 1 cup maple syrup 1 teaspoon salt 1 teaspoon salt 1 teaspoon chili flakes 1⁄2 - 1 teaspoon chipotle powder 4 Nixta tortillas

1. Drain and rinse soaked beans, add to pot and cover with fresh water. Add bay leaves and salt. Bring to a boil over medium high heat, then lower heat and simmer until tender, about 40 minutes.

2. While beans cook, in a small bowl combine maple syrup, 1 tsp salt, chili flakes and chipotle powder. Set aside.

3. Cut chanterelle mushrooms in half, and pull apart maitake mushrooms (thickly slice shiitake if using those). In a skillet, heat the oil over medium heat. When hot, add maitake mushrooms and sear on both sides, about 2 minutes, browning lightly. Season with salt. Remove and then add the chanterelles and cook 1 ½ minutes per side. With the heat off, add all mushrooms and spicy maple syrup to the hot pan, toss gently to combine.

4. Remove beans from pot, reserving cooking liquid. In a blender, add beans, 1 cup cooking water, sumac, bell pepper, 1 tsp salt. Blend until smooth. Taste and add additional salt if needed.

5. Optional salad for serving: 1 cup finely chopped Swiss chard, 1 chopped tomato, 1 minced garlic clove, 1 Tbsp olive oil, salt to taste. Combine garlic, olive oil and salt. Toss with chard and tomato.

6. Spoon some bean puree in the center of each plate, smooth a hollow in the middle. Add salad, then layer on the mushroom mixture. Drizzle some of the spicy syrup around the plate. Serve with two warm Nixta tortillas.

STAFF SPOTLIGHT



Ryne Case

Produce Buyer Co-op Partners Warehouse

Favorite Mushroom:

Shiitakes! They're great year-round and have a deep umami flavor. For a special splurge, I love lion's mane—they are big and glorious and awesome brain food.

Favorite Way to Serve:

Sear shiitakes in a hot pan with coconut oil. Add your favorite spices and soy sauce. They taste like plant-based bacon, trust me!

Favorite Fancy Way to Serve:

This fall, I'm planning to make a Midwest Northwoods-style arancini using a lobster mushroom risotto base and a nettle cream pesto.

CHEESE SALE!

Owners save 20% off all cheese. Including Plant-Based

November 8-14

Cheese Please!

Your Guide to Cheese for Every Occasion

1.10

Holiday gatherings are part of the fall and winter seasons—and no doubt, you'll be asked to bring an appetizer or delicious addition to a party this autumn. Cheese is our universal favorite, so we rounded up some memorable and hearty recipes including a tavern soup, and an easy way to make The Best Mac 'N Cheese.

Keep reading for the best cheeses for every recipe—just like any "grate" person would. Our top tip? Choose local cheeses from Minnesota and Wisconsin.

All recipes can be found at wedge.coop/recipes

Tavern Soup

Try The Wedge's Housemade Beer Brats (available at the Linden Hills location), or any other favorite sausage. Don't forget a hearty dark bread for dipping!

- ³⁄₄ cup butter
 ³⁄₄ cup flour
 1 medium onion, *diced*3 stalks celery, *diced*3 carrots, *diced*
- 12 ounces beer a local IPA is great
- 7-8 cups chicken or vegetable broth
- 1 Tablespoon grainy mustard Pinch of cayenne pepper 1½ teaspoons salt Freshly ground black pepper 4 cups thinly sliced kale or
- cabbage
- 4 cups shredded cheesewe use a combo of sharp cheddar, Monterey jack, and American
- 1 lb. beer brats, grilled or pan fried, sliced into 1 inch pieces
- Thinly sliced scallions for garnish

In a large soup pot, melt butter. Sauté onion, celery, and carrots for 10 minutes until soft. Add flour and stir until no traces of flour remain. Add beer and broth, stirring constantly and bring to a low boil. Reduce heat and add mustard, cayenne, salt, and pepper. Simmer for 10 minutes. Lower heat and add cheese one cup at a time while stirring. When smooth, add kale and sausage, simmer very gently for 10 minutes until kale is tender. Garnish with scallions.

Mac and Cheese: The Template

Simple Stovetop Prep



1 pound small shaped pasta of your choice



2 cups milk of your choice



4 Tablespoons butter



3 cups shredded cheese of your choice

we recommend a combination of sharp (cheddar), nutty (fontina or asiago), and American

<u>For vegan</u>

2 Tablespoons nutritional yeast for an extra "cheesy" flavor



1 teaspoon dry mustard 1 teaspoon salt , ½ teaspoon pepper

Optional: a few tablespoons cream cheese or sour cream

> At The Wedge, we offer an abundance of plant-based cheeses for folks with a variety of preferences and dietary needs.

From Pumpkins to Potions: Secrets to Wellness This Fall

Seasonal transitions in Minnesota are meaningful. As the juiciest heirloom tomatoes begin to wane, the sun's intensity dials back and crisp air arrives. The cooler temperatures ripen squash, pumpkins, and local apples and fall is here.

As we transition back to school and new routines, autumn reminds us to return to balance. Tuning into your own health through immune support, functional wellness, minerals, and mushrooms can make all the difference in maintaining healthy stasis through the colder months.

Learn more about what's trending in wellness products, get tips from our sage staff, and try our new favorite fall smoothie.

Spiced Pumpkin Protein Smoothie

- 2 scoops Sprout Living Pumpkin Seed Protein or Epic Protein Vanilla Lucuma powder
- 2 cups milk of your choice (we like Crystal Ball Farms whole milk or Willa's oat milk)
- 1 can pumpkin puree
- 1 frozen banana
- 1 cup ice cubes
- 3 Tablespoons maple syrup (we like B&E's Trees)
- 2 teaspoons Frontier Pumpkin Spice blend

25% OFF SUPPLEMENTS

Open to all shoppers! October 26–29

Pre-shop October 18-25



Trending Wellness Products for Fall

1. Magnesium Glycinate:

Magnesium is a top wellness trend this season. Bound with glycine, this magnesium is formatted to support healthy muscle relaxation, sleep, and mood.

2. Four Sigmatic Protein Powders:

Featuring a healthy dose of mushrooms, these protein powders are a great way to sprinkle in immune support with your protein boost as we head into the colder months.

3. Host Defense MyCommunity Powder:

This potion blends 17 functional

mushroom species, including chaga, reishi, and lion's mane. All these ingredients support a healthy immune response and encourage your body's inherent self-defense. Mix a scoop into your morning coffee or stir it into your oatmeal.

4. Derek Product Purple Sea Moss:

Lyndale location only

Sea moss, in both dried and gel form, is a major wellness trend this season. Sea moss contains 92 of the 102 essential minerals our bodies need and a high level of antioxidants. It has traditionally been used to reduce inflammation and may alleviate skin irritation while supporting strong hair and nail tissue. Wedge Lyndale Wellness Manager CJ has an unorthodox use of this miracle ingredient in his routine.

"While most people take the sea moss internally, I LOVE to use it as a face mask! It's deeply hydrating and a natural source of carrageenan, so l've personally found it's great for skin plumping and fine lines," he shares. "Use a nice thick layer of the gel on your face, avoiding the eye area, and leave it on for 20 minutes. Relax and let those vitamins and minerals work their

BOARD ELECTION & Annual Owner Meeting

Exercise your responsibility and privilege as an owner and **VOICE YOUR VOTE.**

Owners of our co-op vote every year to choose the Board of Directors that help lead and shape the direction of our organization. The TCCP Board of Directors is made up of passionate, skilled, and dedicated individuals who bring a wealth of knowledge and experience to guide our business.

This year, we have six Board candidates running to fill three Board positions. Each will serve a term of three years. Get to know each candidate, and then cast your vote online at **wedge.coop/tccp-board-election-2023**



ANNUAL OWNER MEETING

Monday, October 9 | 5:30 Doors | 6:00 Meeting

Join us for our business meeting, food, music, and much more *FREE gifts with new brand for attendees!

St. Mary's Greek Orthodox Church 3450 Irving Ave. S, Minneapolis, MN 55408

Board Profiles

ALAN TURKUS

After a successful thirty-year career in business, I took a step away from corporate life. In 2015, I left Amazon-where I helped build their book publishing business from scratch into an international \$100 million business in five years and led their second-largest imprint to three years of double digit-growth-to return to Minneapolis and focus on raising my son in the Fulton neighborhood. Last year, I joined the Linden Hills Co-op as a part-time cashier because I am passionate about the Co-op's mission to build community by nurturing a strong local food system and because I wanted to connect with and serve my community. Since I joined the Co-op, I have had the great fortune to meet and form relationships with many of the Co-op's employees and owners and have learned a lot about the business. Twin Cities Co-op Partners is a gem in our city-few things are more important than coming together to provide healthy and nutritious food to each other-and I can't think of a better place to contribute to my community than by joining the Board, where I can apply my business expertise and what I have learned by working there, to help the Co-op thrive. As a Board member, I would push the Co-op to innovate so that it can improve the experience and value it offers to owners and maximize its positive impact for all stakeholders. Our entire community flourishes when the Co-op grows smartly and sustainably.

BAO VANG

It is an honor to be considered for TCCP Board service. The co-op model is a foundational part of my DNA as my parents and their Hmong relatives created and operated a co-op back in the 1980s, first in Minneapolis and later in St. Paul. Their store offered familiar Asian products, produce and ingredients and served as a "connector" for a growing immigrant community.

Currently, I am the Vice President of Communications for Better Business Bureau of Minnesota and North Dakota where I serve as a senior leader and spokesperson for the largest professional association in the upper Midwest with almost 7,000 Accredited Business members. As a non-profit organization, BBB's primary mission is to help businesses enhance their customer experiences by building trust and to assist consumers as an intermediary when business transactions don't meet expectations. My team creates the communication strategies around the objectives of building trust, integrity, and transparency in the marketplace.

My professional background also includes deep roots in media including roles as a news anchor and reporter at WSAW-TW in Wausau, Wisconsin and similarly at WBAY-TV in Green Bay. I am proud to be among the very first Hmong on-air contributors in the United States. My two degrees are from the University of St. Thomas; BA in Broadcast Journalism and Spanish and an MBA with an emphasis in business communications.

COLLEEN TOOMEY

I am relatively new to Minneapolis. The Co-ops have been my principal grocery shopping destinations since my move. I grew up as one of six children. The sole determinant of food purchases in my family was price, which rarely meant good flavor and nutrition. My abiding interest since, wherever I have lived, has been food that is not only affordable, but nutritious, flavorful, locally sourced, and accessible.

For the past 20 years, I have lived in New York City, China, and Pennsylvania, serving in senior positions with Columbia University, Peking University, and Penn State University. I managed large budgets, teams of professionals, and capital projects; helped plan and implement new graduate programs; coordinated an institution-wide DEI audit and enhanced engagement with Harlem for Columbia University's School of International and Public Affairs ("SIPA"); and helped develop and manage SIPA's response to the Covid-19 pandemic. While at Penn State, I had the privilege of serving on the Board of Directors of the nonprofit Central Pennsylvania Festival of the Arts.

In my experience, institutional advancement and growth depend as much on the contributions of individuals with fresh perspectives as on the contributions of those with deep knowledge of current and past organizational operations and practices. If I am elected to the TCCP Board, my principal contribution would be the former, while continuing to learn as much as possible about the strengths and challenges of the Co-ops from other owners, directors, and staff. I appreciate your consideration.

JOBIN KADAPURATH

Fifteen years ago, when I relocated to Minneapolis, my roommate, now best friend introduced me to Wedge. Throughout my single days and as I started a family, TCCP became the go-to store to discover ingredients for meals while creating cherished memories and getting to know our local community.

Growing up in an agricultural family, I saw my grandparents cultivating various crops, raising animals, and selling their produce locally. Their loving and caring ways had a significant effect on me, making me realize the importance of local producers in feeding and supporting communities. Through my father's job contributions with researchers dedicated to combating malnutrition through crop cultivation in semi-arid regions of the world. I was exposed to dedicated scientific efforts that go into bringing food from farm to the table and the contributions of local farming initiatives into communities.

Food is of great importance to our family; my wife, a published food author and blogger with farming roots loves to experiment with ingredients. As a product manager specialized in retail and supply chain, I've contributed to the creation of patent-producing in the space. If entrusted with the board responsibility my personal goal is to utilize my capabilities to enhance TCCP's services, contribute to membership growth and increase reach of TCCP's quality food and experience across our community.

MARK GREENE Incumbent

TCCP serves a vital role in providing fresh/organic

locally-sourced food to the Twin Cites community, through its Wedge and Linden Hills stores and the Co-op Partners Warehouse.

As a long-time Uptown resident and retired financial executive, I seek to support this mission by continuing my work as Secretary of the Board and Chair of the Governance & Board Development Committee, focused on three priorities:

• Use my business experience to apply fiscal discipline, ensuring that TCCP operates profitably for its owners

• Adopt sound co-op governance principles to harness the collective talents of the Board, supporting Management in operating TCCP efficiently

• Position TCCP for growth, including thoughtful expansion into under-resourced Twin Cities "food deserts" which lack inclusive access to fresh, nutritious food.

I look forward to continued collaboration with my Board colleagues to help TCCP maintain its leadership position in the co-op community.

With my experience and dedication, I am eager to serve on the TCCP board. Together, let's strengthen TCCP, enrich our close-knit community by upholding TCCP's values, making it a truly special place for everyone.

TOM PIERSON Incumbent

Twin Cities Co-op Partners (TCCP) faces many challenges in the shifting landscape of our local and national food system. Our co-op must remain relevant to our members in the Twin Cities area, with our retail locations, while simultaneously serving the needs of our member co-ops across the Midwest, through the distribution of Co-op Partners Warehouse. From my experience serving on the Wedge Board, through our consolidation into TCCP, I hope to maintain oversight of the efforts already underway by our co-op. As a board member, worker, and volunteer in co-ops over 20 years, I am seeking a final term on the TCCP Board because I care deeply about the success and sustainability of our co-op.

Transforming Lives Through Change Matters

Change Matters generates monthly donations for local non-profit organizations through register collections and partnerships with co-op vendors. For over four decades, our grant programs, food donations, and employee volunteer service hours have supported community gardens, provided meals for families, promoted local produce in schools, and improved fresh food access.

We are dedicated to creating a strong and equitable food system. Our community-giving efforts focus on rebuilding and investing in neighborhoods, addressing hunger, and uplifting marginalized communities. Here's a list of impact made so far this year!



Jonny Pops donated 25 cents per unit sold, and Triple Crown Organic BBQ Sauces donated 75 cents per unit sold

14



Gustola Granola donated \$1 per unit sold, and **Botanical Lucidity** donated 10% of total sales

\$415.61



GRAND RISINGS FARM \$8,497.68

Four Sigmatic donated 25 cents per unit sold, and Equal Exchange donated 50 cents per chocolate bar sold

\$756.00

The 2024 Change Matters applications are open October 1!

Submit your application by October 31 at wedge.coop/ concern-for-community/



Food for the People

The Food for the People program, in partnership with Divine Natural Ancestry and Shared Ground Farmers' Cooperative,

has raised \$97,000 and provided 3,500 free CSA boxes to marginalized communities.

With donations from Seven Sundays and Wonderstate Coffee, March's Change Matters fundraising alone raised \$8,594.83.

The program aims to create a just and equitable food system, empowering communities and fostering connections to local farmers. They also host educational workshops and community gatherings. Food for the People is transforming the narrative around food access, making it a fundamental right for all.



Letter from the Board

Sarita Parikh, Board President

Back in 2002, as a brand new Minneapolis resident—new to the Linden Hills neighborhood and a transplant from San Francisco—I worried where I'd find the delicious, fresh, and local food I'd enjoyed in California. The years I'd spent out west introduced me to the joys of small-farm raised heritage tomatoes and berries. I relished in wedges of cheese made close by and fresh bread delivered when it was still warm. I feared going back to the bland, mass-produced food of my youth.

When I shared my worry, everyone I knew from Minnesota gave me the same guidance: "You have to try the co-op." When I tried the Linden Hills Co-op, I found a place that had incredible (and beautiful) produce alongside vast assortments of local cheeses, meats, and baked goods. Every trip to the co-op was a delight. Look how fluffy this cilantro is! This housemade sausage is calling my name! Don't even get me started on the key lime pie! I'd found a place to feed my body in a delicious, healthy, and sustainable way.

What I didn't realize was that the Linden Hills Co-op would not just nourish my body, but it would also nourish my soul. I got to know employees. I'd run into neighbors and people I volunteered with. When pregnant with each of my children, part of my "nesting" instinct included a daily stop into the c o-op. Linden Hills Co-op wasn't just my neighborhood store, it was part of my community.

Then, a couple of years after moving to Minneapolis, I had my first Wedge Co-op experience. Holy smokes! The Wedge was happening. It had the same incredible selection of food, but the vibe felt like the neighborhood! Immediately, I recognized I was among people who shared a love of food and a love of the place we lived. It was a different vibe from Linden Hills Co-op, but it had the same underpinnings of community and quality.

When the Wedge Co-op and Linden Hills Co-op came together in 2017, we knew this was a chance to scale the impact of quality, sustainability, and community—or, in short—a chance to scale the co-op model. We'd have more buying power, more ability to market, more operational efficiencies. And, we'd hoped that this model could grow, over time, so that every neighborhood in the Twin Cities could have this kind of neighborhood store. Places that nourish both your body and your soul. A place where you know the staff and run into people you know. A part of the community.

Part of growing the co-op impact is to simplify where we can. One place where a single change can go a long way is in our brand. In this issue of Cultivate, you'll learn more about the new "Wedge brand and the move to name the locations Wedge Linden Hills and Wedge Lyndale." This name shift enables us to unify how we talk about the stores, and helps us simplify marketing—from coupons and flyers, to the messaging you see in stores, to how we talk with local farmers and vendors. Both stores share the same community and quality foundations, and will have the tools and resources to scale and create greater impact.

As you familiarize yourself with the new Wedge brand, feel free to reach out to the Board with questions at board@tccp.coop. And in the meantime, plan to have a slice of that key lime pie!



Nedge Community Co-ops 2105 Lyndale Aven<mark>ue S</mark> Mpls, MN 55405 Take sustainability a step further, sign up to receive Cultivate digitally at wedge.coop/digital-opt-in



ledge.

3815 Sunnyside Avenue Mpls, MN 55410 | 612-922-1159 awedgecommunitycoops @wedge_community_coops

Mpls, MN 55405 | 612-871-3993 2105 Lyndale Avenue S

Wedge Lyndale

Wedge Linden Hills

No.

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