

PRESS RELEASE

For Immediate Release

Contact

Kevin Hurd, Communications & Engagement Specialist
Coborn's, Inc.
320-252-4222, ext. 6311, office
kevin.hurd@cobornsinc.com

Coborn's, Inc. launches new "To the Table" meal kit line in Coborn's, Cash Wise and Marketplace Foods stores

ST. CLOUD, Minn. - Coborn's, Inc. guests looking to cook great tasting meals with fresh ingredients within a matter of minutes have a new ally at the grocery store. Coborn's, Inc. has entered the growing meal kit market with a new line of "To the Table" meal kits now available at Coborn's, Cash Wise and Marketplace Foods grocery stores.

This new meal kit is perfect for those who want to release their inner chef but just can't find the time to do it. From package to plate, this delicious meal can be cooked in less than 15 minutes using cooking oil and the fresh ingredients provided in the kit. No knife needed either! Unlike other meal kit services, To the Table meal kits are available to pick up anytime in-store at Coborn's, Cash Wise or Marketplace Foods with no subscription or shipping/handling time. Simply buy, cook and serve!

Each To the Table meal kit serves two people and is available in one of six recipes, including:

BEEF & BROCCOLI STIR FRY

Enjoy this popular restaurant dish in the comfort of your own home. This easy recipe for Beef & Broccoli Stir Fry includes tender slices of beef, a variety of colorful vegetables and Hoisin sauce.

CHICKEN FAJITAS

A South of the Border favorite! Delicious chicken fajitas with onion and bell peppers in a chipotle lime sauce. Top it with fresh pico de gallo, cheddar and jack cheese for a fiesta in 15 minutes or less!

CHICKEN PAD THAI

Delicious stir-fried rice noodles Thai-style topped with chicken, snow peas, carrots, peppers, onion and traditional Pad Thai sauce for an authentic flavor. We provide the ingredients, you provide the love.

CHICKEN PESTO SPAGHETTINI

Experience the delicious taste of combining pesto sauce with chicken and veggies on a plate of whole wheat spaghetti.

FETTUCCINE ALFREDO WITH KALE

Oh, Kale yeah! Spinach fettuccine and creamy alfredo with a perfect blend of chopped kale and sun-dried tomatoes. Top it off with parmesan cheese and a lemon squeeze.

PORK YAKISOBA STIR FRY

This meal is brought to life with fresh yakisoba noodles, carrots, broccoli, cabbage, snap peas, kale and kicked up with sriracha teriyaki sauce. Spice up your life in just 15 minutes or less!

"We are excited to offer this unique item in our stores," said Emily Coborn, Vice President of Fresh Merchandising for Coborn's, Inc. "Meal kits are perfect for people who want to enjoy a delicious lunch or dinner made from fresh ingredients, but don't necessarily have the time to shop and prepare something."

To the Table meal kits can be found in the new "Meal Easy" section at Coborn's, Cash Wise and Marketplace Foods stores. Here, guests will also find the Ready Chef Go and Oven Ready meal options that were already being sold in the grocery stores. The Meal Easy area is a one-stop shop for anyone seeking quality meal options that are convenient, nutritious and affordable.

"Today's consumers are more time-starved than ever," said Dennis Host, Vice President of Marketing for Coborn's, Inc. "To the Table Meal options are an evolution of grab-and-go prepared meal solutions we already offer in our delis as well as other complete meals that have long been available in frozen foods. The difference is that these are turn-key kits, made with fresh pre-measured ingredients, chef-inspired and easy to prepare." Host added, "83% of consumers don't know what they'll prepare for dinner at noon. At 5:00 p.m., that number drops to 65%. To the Table meal kits offer a fast, grab-and-go solution that's affordable, easy to prepare and great tasting. It's a perfect fresh-meal-in-a-box option."

5 Ways to Use Meal Kits

- ✓ Small gift when visiting a friend's home
- ✓ Multiple meal kits can serve as "appetizers" for small gatherings
- ✓ Introduce young chefs to the cooking process
- ✓ Allow aging seniors more independence in the kitchen
- ✓ Perfect for creating a great impression when you are tight on time

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About Coborn's, Inc.

St. Cloud, Minn.-based [Coborn's, Inc.](#) is a 96-year-old employee-owned grocery retailer with approximately 7,500+ employees and 53 stores across Minnesota, North Dakota, South Dakota, Illinois and Wisconsin under the [Coborn's](#), [Cash Wise Foods](#), [Marketplace Foods](#) and [Save-A-Lot](#) banners. Coborn's, Inc. also owns [CobornsDelivers](#), an online grocery ordering and home delivery service; and stand-alone convenience, liquor and pharmacy locations. To support its 120 retail locations, Coborn's, Inc. operates its own central bakery, gluten-free bakery, dry cleaning facility and grocery distribution center. In 2017, Coborn's was named a "Top Workplace in Minnesota" by the Star Tribune and was named to Achievers' list of "50 Most Engaged Companies."