

## 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 marks 40+ years in Little Falls with re-grand opening of its remodeled "next-generation" grocery store**

*Coborn's in Little Falls is the company's fourth store to use this new "next-generation" format*

Little Falls, Minn. - Coborn's is marking more than 40 years in Little Falls with the completion of a major remodeling project that has transformed the grocery store into one of the company's new "next-generation" grocery stores. Guests and employees will mark this achievement with a variety of celebratory events on **Thursday, February 15.**

The celebration begins with entertainment and an in-store sampling event which starts at **10:30 a.m.** Coborn's guests will have the opportunity to try some of the store's newest fresh offerings! At **11:00 a.m.**, the public is invited to a mini program to recognize the efforts of those involved in the remodel. Chris Coborn, Chairman, President and CEO of Coborn's, Inc. will deliver remarks along with Store Director Greg Zylka, District Manager David Ham and Little Falls Area Chamber of Commerce President Deb Boelz. A ribbon cutting picture and coffee/cake will follow. Entertainment and the sampling event will continue until **1:30 p.m.** At **3:30 p.m.**, the store will hold another sampling event for evening shoppers which will go until **6:30 p.m.**

Through this remodel, Coborn's has added more fresh products, introduced new services and brought a unique modern look to the interior of the store, as seen at Coborn's Marketplace in Isanti, Pine Cone Rd. in Sartell and Albertville. Some of the key changes that Coborn's guests will notice include:

**The Kitchen:** This new centerpiece area will serve made-to-order entrees that are packaged in-store for easy, convenient pick-up and quick at-home preparation. Brick-oven fired pizza, delicious sandwiches and other grab-and-go breakfast, lunch and dinner options are just a few of the items guests will find in the Kitchen, in addition to a sushi bar.

**Click and Collect online shopping:** Guests will be able to place their order online by visiting [coborns.com](http://coborns.com), shopping on any mobile or desktop device and have their order waiting for them for pickup at a designated timeslot they've chosen. This service will be available at the store later this winter.

#### **Changes in the grocery aisles:**

- Larger selection of vitamins and supplements.
- Added natural/organic pet food.
- Larger selection of nutrition bars & portable wholesome breakfast snacks.
- More "better for you" snacking options.
- Specialty olives section – 55 varieties to choose from.
- Added over 30 new hot sauces – go from India to Mexico to local and more!

- Added a Thai & Indian food area.
- Added more than 40 new types of olive oil - nearly 100 varieties to choose from.
- Meat department, Frozen Foods and Natural Foods products now integrated and grouped together to make the shopping experience even easier for guests.
- Brand new candy section with a significant increase in candy offerings! Enjoy a wide assortment of options, including premium selections and M&Ms sorted by color!

**Caribou Coffee:** Coborn's has added a Caribou Coffee in-store to further cement this grocery store as a destination in the community. This new addition will allow guests the opportunity to enjoy a warm or cool beverage while shopping, or in the comfort of a cozy coffee shop environment.

**Full-service Floral Department:** Guests will continue to have access to the full-service floral services at Coborn's in Little Falls within a remodeled department! Experienced floral designers can assist guests with their floral needs.

**New Smoked Meat Products in Meat Department:** In addition to the already wide selection of quality fresh meat products, this new remodel will bring with it the addition of new items, including a variety of smoked meats, such as smoked ribs, chicken, sausage, brisket options and more. In addition to its wide assortment of signature meats, Coborn's Marketplace offers the greatest selection of fresh seafood in Morrison County.

**Coborn's Liquor Store:** Coborn's Liquor also underwent a remodel to provide an enhanced shopping experience for guests with an increased assortment of items.

Coborn's in Little Falls is led by Store Director Greg Zylka who has been with the company since 1977.

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### **About Coborn's, Inc.**

St. Cloud, Minn.-based [Coborn's, Inc.](#) is a 97-year-old employee-owned grocery retailer with nearly 8,000 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."