

## PRESS RELEASE

### *For Immediate Release*

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## **Coborn's, Inc. to celebrate grand opening of new Cash Wise store in south Fargo**

### **Cash Wise south Fargo will be the company's first next-generation Cash Wise store**

**Fargo, N.D.** – Coborn's, Inc., parent company to Cash Wise, is excited to announce the grand opening of its new south Fargo Cash Wise location on Tuesday, July 24!

This location's grand opening will include several events throughout the day to celebrate this new Cash Wise location, which will be the company's first next-generation Cash Wise store. The next-generation concept includes enhanced services, an expanded assortment of products and a new décor package to make the shopping experience even more unique.

At **11:30 a.m.**, a short program will be held to celebrate the completion of the remodel. Chris Coborn, (President/CEO/Chairman of the Board), will offer remarks along with Store Director Greg Jaroszewski, Fargo Mayor Dr. Tim Mahoney, and Darren Dunlop, Business Development Manager for the Fargo Moorhead West Fargo Chamber of Commerce. Coborn's, Inc. Executives will also be in attendance. A ribbon cutting will take place shortly after and a grand opening cake will be served.

Throughout the day, various sampling events will occur giving guests an opportunity to try some of Cash Wise's new and delicious items. Sampling events will take place from 11:00 a.m. – 1:00 p.m. and 3:30- 6:30 p.m. throughout the store. Entertainment will also be at this location from 3:30-6:30.

As mentioned, this is the company's first next-generation Cash Wise store. Coborn's, Inc. first introduced the next-generation concept in its Coborn's division of stores when it opened Coborn's Marketplace in Isanti, MN in 2016. Since then, the company has remodeled five other Coborn's stores in Minnesota to this format. Some staples of the next-generation concept:

**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 Kabar Sushi space next to the brick oven pizza.

**Chop Shoppe:** This new service will allow guests the opportunity to save time by getting their fresh fruits and veggies cut before they leave the store. The Chop Shoppe also produces a variety of freshly-squeezed juices, which are available to purchase.

**Click and Collect online shopping:** Guests will be able to place their order online by visiting Cashwise.com by shopping on any mobile or desktop device and have their order waiting for them for pickup at a designated timeslot they've chosen at Cash Wise in south Fargo.

**Unique Items in the Grocery Aisles:**

- Expanded craft pop, sparkling waters, ultra-premium water & teas
- High end mixers
- Special hot sauce section
- Gourmet olives
- Additional premium BBQ sauces
- Large Olive Oil selection
- Large snacking section
- Large variety of Indian Foods
- Additional Super Premium Spices (Morton Basset-Minnesota Nice Spice-Victoria Taylor Rubs & Urban Accents)
- Enhanced vitamin & adult nutrition items
- Candy section with a variety of candy offerings! Enjoy a wide assortment of options, including premium selections and M&Ms sorted by color!

**Dunn Brothers:** An in-store Dunn Brothers coffee shop has been added to this location. It 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 have access to a variety of services in the full-service floral department. The floral team does funerals, weddings, deliveries, balloon bouquets along with special events planning. There are arrangements, mixed bouquets, along with a variety of green and blooming plants ready for guests' shopping convenience. Experienced floral designers can assist guests with their floral needs!

**The Bake Shoppe:** For every sweet tooth out there, we have you covered. Our brand-new Bake Shoppe features a wide variety of brand new artisan breads, decadent desserts, custom made cakes, a new variety of gluten free choices and all your favorite breakfast rolls, donuts, bars, cookies and more, all showcased in a brand new colorful corner of the store, just as you walk in.

**Farmers' Market:** The former produce department has been transformed into a brand new updated space called the Farmer's Market. With literally hundreds and hundreds of offerings and over 150 varieties of organic fruits and vegetables on hand, guests will have an abundance of deliciously healthy fruits and vegetables to choose from.

**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. Guests will also find Cash Wise To the table Meal Kits and the recently launched top tier Greater Omaha 1881 Certified Hereford Beef products, which are also sold at all Cash Wise locations in the Fargo/Moorhead area.

Coborn's in south Fargo is led by Store Director Greg Jaroszewski who has been with the company since 1988.

**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, video and pharmacy locations. To support its 120 retail locations, Coborn's, Inc. operates its own central bakery, dry cleaning facility and grocery distribution center. In 2018, Coborn's was named to the Star Tribune's "Top Workplaces in Minnesota" list and was also named to Achievers' list of "50 Most Engaged Workplaces."

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