

## PRESS RELEASE

### *For Immediate Release*

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# Coborn's, Inc. to hold grand opening celebration at Cash Wise store in Waseca, MN

**Cash Wise in Waseca opens October 17 with a ribbon cutting celebration to take place on October 25**

**WASECA, Minn.** – Coborn's, Inc., parent company to Cash Wise, will open its Cash Wise store in Waseca, MN on October 17. The store, located at 1230 N. State St., is in the same building formerly occupied by Hy-Vee since 1985. Hy-Vee recently exited the market and Coborn's, Inc. has taken over operations at the Waseca store. Coborn's, Inc. looks forward to serving Waseca and the surrounding communities.

To celebrate the opening of this store, Coborn's, Inc. will hold a ribbon cutting ceremony on Thursday, October 25 at 11:00 a.m. Chris Coborn, (President/CEO/Chairman of the Board of Coborn's, Inc.), will be in attendance along with Kevin Seeley (Cash Wise Waseca Store Director) and his staff, Waseca Mayor Roy Srp, and Ann Fitch, Executive Director of the Waseca Area Chamber of Commerce. Coborn's, Inc. Executives will also be in attendance. A grand opening cake will be served, and samples will be available throughout the store from 10:00 a.m. – 1:00 p.m.

Coborn's, Inc. is excited to serve the communities in and around Waseca with the amenities of this grocery store, which include:

**Bakery/Deli:** Cash Wise offers a variety of delicious items throughout the bakery and deli. In the deli, guests will find a variety of items that are great for eating on the go or perfect for a last-minute meal idea. A seating area also allows guests to enjoy their food in-store with family or friends. The bakery features a wide array of sweet treats that are sure to satisfy anyone's sweet tooth. With a great selection of seasonal items and new products continually hitting the shelves, there's always something new to try at Cash Wise!

**Full-service Floral Department:** Guests will have access to a variety of services in the full-service floral department. Experienced floral designers can assist guests with their floral needs!

**Wide selection of meat/seafood and more:** In addition to the already wide selection of quality fresh meat products, this new remodel will bring with it the addition of new items in the meat department, including a variety of Four Brothers Signature Smokehouse Meats. Also, be sure to check out the complete selection of "Simply Natural Meats." For seafood lovers, Coborn's, Inc. meat departments are well-known for providing a fresh selection of seafood.

The full-service meat counter offers many flavorful value-added meal solution offerings, not to mention knowledgeable staff who are ready to provide guests with remarkable service.

**Cash Wise Liquor:** Guests will have the added convenience of a liquor store next to the grocery store. Cash Wise Liquor has a great variety of wine, liquor and beer at fantastic prices.

**Online shopping with curbside pickup (coming soon):** Guests will be able to place their orders online on any mobile device or desktop device and have their order waiting for pickup at a designated timeslot they have chosen at Cash Wise in Waseca.

**Pharmacy (coming soon):** Pharmacy services will be available in the coming months.

Coborn's in Waseca is led by Store Director Kevin Seeley who has been with the company since 2009.

**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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