

Wisconsin Grocer

Winter 2026

*Kristin Popp
Named 2026
Woman Grocer
of the Year*

Read more on page 28



*MAHA
Turns One*

*2026 Food
Trends*



Better Food. Better Future. Better for All.

We proudly provide over 46,000 customers with:

- On-time delivery of the best products in conventional, fresh, wellness, natural, and organic.
- Expertise in logistics, merchandising, store operations, retail technology and professional services.
- Superior Private Brands.
- Detailed data that help drive sales today and into the future.



For more information please contact our Central Region:

BRAD MILLER Senior Director, Market Development, **630.743.9226**

CHRIS MORTON Director of Sales, **312.497.6428**

VINCE SELENSKY Senior Manager, Market Development, **704.222.5657**

CRAZY FRESH

THE PICNIC ESSENTIALS

Freshness you can pack & enjoy!



Table of Contents

32 pages per magazine

Serving Size **I Mgnz**

Serving Edition
Winter **2026**

	Page Number*
President's Message	5
Advocacy Report	7
MAHA Turns One	10
2026 WGA Events Calendar	14
Welcome New Members	16
WGA Business Partners	18
2026 Food Trends	19
Growth Possibilities for Global Cuisines	20
Supporting Shoppers' Protein Goals	21
WGA Board of Directors	22
Around the State	25
Woman Grocer of the Year	28
New Product Spotlight	29

*The Page Number tells you where to find the content in this edition of the Wisconsin Grocer. One serving provides knowledge of the happenings in the grocery industry around the state.



WGA Officers

Chair
Steve Burkhardt
Hometown Grocers Inc.

Vice Chair
Mike Olwig
Fox Bros. Piggly Wiggly

Secretary/Treasurer
Dave Ausprung
Sendik's Food Market

Board Members

Lars Batzel
Coborn's Inc.

Greg Hansen
Hansen's IGA Market

Chris Morton
UNFI

Charlie Russell
Piggly Wiggly Midwest

Tegan Counihan
Main Street Market Piggly Wiggly

Mike Isken
Piggly Wiggly Midwest

Isaac Nilssen
Nilssen's Foods

John Wild
SpartanNash

Paul Frey
Certco, Inc.

Nick Lenzi
Lipari

Brian Pleva
Molson Coors Beverage Company

Emilie Williamson
Roundy's Supermarkets

Bob Jaskolski
T.A. Solberg Co., Inc.

Mark Maloney
Russ Davis Wholesale

Rick Roth
Reyes Coca-Cola Bottling

Keith Zuehlke
Kemps

Michelle Harrington
Albrecht's Delafield Sentry

Jeff Maurer
Maurer's Market

Robert Rothove
Associated Wholesale Grocers, Inc.

WGA Staff

President/CEO
Mike Semmann

Director of Development & Events
Kendra Pahnke

Member Engagement Coordinator
Michelle Stangler

Please help us conserve resources. If you are receiving multiple copies or wish to be removed from this mailing list, please call the WGA office at (608) 244-7150.

EDITORIAL INFORMATION: The Wisconsin Grocer Magazine is published four times a year by: Wisconsin Grocers Association, 1 E Main Street, Suite 404, Madison, WI 53703 | wisconsinagrocers.com

Materials in this publication may not be reprinted in any form without permission of the

Wisconsin Grocers Association. Please submit all press releases and stories to Michelle Stangler, mstangler@wisconsinagrocers.com. The Wisconsin Grocer Magazine is designed by Lauren Horzewski-Paniagua and edited by Alex Paniagua.

ADVERTISING INFORMATION: Please submit all advertising materials and questions to Kendra Pahnke, kpahnke@wisconsinagrocers.com | (608) 210-3304

The Wisconsin Grocers Magazine is printed by Advertisers Press Inc. in Middleton, WI

President's *Message*

Wisconsin Grocers 2026 Outlook: Keeping Pace with Value and Consolidation

The endurance of Wisconsin's grocery industry has been tested relentlessly this past year in what feels like a race stacked with obstacles—and it's far from over. Uncertain supply chain policy, compressed margins, shifting consumer sentiment, and intensifying competition defined 2025. While some of those pressures may ease in pace, none are disappearing. With a new lap underway in 2026, I want to use this moment to take stock of the hurdles still ahead—and to focus on how our industry can finish strong.

Food price inflation has cooled from its peak, but households still continue to feel the cumulative effect of higher prices. Consumer confidence remains fragile and sensitive to headlines around tariffs and broader economic conditions. The flight to value will continue, particularly among middle- and lower-income families who build baskets around promotions, private brands, and transparent unit pricing.

Public policy adds another layer of uncertainty. Every decision (or delay) ripples through logistics, packaging, and center-store categories. In this environment, flexibility is no longer optional. Hedging where possible, maintaining supplier agility, and prioritizing categories that can absorb volatility without eroding shopper confidence will separate resilient operators from reactive ones in the year ahead.

While competition can feel like a disruptive part of this relay, it remains one of Wisconsin's greatest strengths. Our state consistently ranks among the nation's lowest in weekly grocery spending, driven by lower living costs, proximity to Midwestern producers, and fierce competition for the shopper's dollar. As that competition continues, shoppers will feel it in sharper local pricing, stronger store brands, and more thoughtfully curated assortments that reflect what matters most in each community. We saw the value of this ecosystem during the avian flu, when local egg producers helped stabilize supply and pricing for Wisconsin shoppers.

Investment in brick-and-mortar is also returning, but cautiously and with purpose. Growth in 2026 should be disciplined and targeted, with an emphasis on infill stores

in fast-growing communities, remodels that elevate fresh departments, and back-of-house upgrades that support e-commerce and prepared foods. Capital projects must do more than add square footage. They must create meaningful differentiation through service counters, local vendor showcases, and frictionless checkout experiences.

“Any runner knows that preparation determines performance. For grocers, that means training for efficiency, testing strategies early, and knowing precisely when to conserve your energy—and when to surge.”

At the same time, consolidation will accelerate. Larger independents and regional players are positioned to acquire fatigued operators through targeted tuck-in transactions that expand footprint and scale. For independents, this presents both risk and opportunity. Strong operators can command attractive valuations, while others can defend market share by doubling down on niche strengths and service-driven differentiation.

Any runner knows that preparation determines performance. For grocers, that means training for efficiency, testing strategies early, and knowing precisely when to conserve your energy—and when

to surge. Cost control remains non-negotiable, but trimming expenses alone will not be enough. Trial runs must become race-ready revenue streams. Retail media networks, membership programs, and adjacent financial services can no longer be warm-ups; they must be fully funded, staffed, and expected to perform in the final stretch.

Against this backdrop, some have called for publicly owned grocery stores as a solution to food access challenges. History and economics suggest otherwise. Grocery retail is a low-margin, high-complexity business that demands speed, expertise, and constant innovation. Public ownership introduces bureaucracy and political influence that dilute accountability, slow decision-making, and ultimately raise costs while weakening the customer experience. The same dynamics explain why public ownership fails in other competitive sectors. It is competitive discipline—not government management—that drives efficiency, innovation, and long-term sustainability.

While 2026 is unlikely to relieve margin pressure, I believe operators who keep the shopper at the center, translate value into meaningful experiences, and build durable, diversified revenue streams will be rewarded in the long run. In a market where competition benefits consumers and consolidation reshapes cost structures, resilience will belong to those who learn faster, execute cleaner, and never lose sight of what matters most—the shopper.



Mike Semmann
President/CEO
Wisconsin Grocers Association





WE BRING THE EDGE IN GLOBAL FLAVOR.

Backed by over six decades of experience, Lipari Foods is your independent partner for global & specialty assortment.

COME SEE US AT:



**PASSPORT
TO FLAVOR**

MARCH 25TH 2026

Your gateway to trends, insights
and opportunity.

13,000 ITEMS	800+ BOOTHS	1200+ BRANDS
-------------------------	------------------------	-------------------------

**SUBURBAN COLLECTION
SHOWPLACE**

46100 GRAND RIVER AVE.
NOVI, MICHIGAN

See your Lipari sales rep for details!

Advocacy *Report*

Wisconsin Grocery Legislation Outlook: The Key Issues and Impacts for 2026

By Mike Semmann

2025-2026 Legislative Session Winds Down

As the Wisconsin Legislature moves through the last few weeks of its session, several bills and regulatory issues remain front and center for grocers. Key topics include THC-infused food and beverages, cottage food expansion for home bakers, alcohol modernization for delivery services, and updates to worker's compensation. Each of these areas carries implications for retail operations and consumer expectations.



WGA Friend of Grocers Program 2025-2026

The Wisconsin Grocers Association will launch the Friend of Grocers program in the second quarter of 2026. This initiative will recognize legislative champions who support policies that strengthen the grocery industry and promote consumer access to safe, affordable food.



Do you want to nominate a legislator as a Friend of the Grocers? Email Mike Semmann at msemmann@wisconsinagrocers.com.

WGA's Grocers in the Capitol Day, A Joint Legislative Conference in 2026 Features Insight from Marquette Pollster Charles Franklin



On Feb. 10, WGA and industry peers met in Madison for a Joint Legislative Conference with the Wisconsin Fuel and Retail Association, Wisconsin Retailers Alliance, and the Wisconsin Bakers Association. Members engaged with lawmakers to discuss priority issues, including food safety, retail modernization, and regulatory clarity. The event featured panel discussions, networking opportunities, and direct advocacy at the Capitol, reinforcing WGA's commitment to representing grocers statewide.

The keynote address was delivered by **Charles Franklin**, director of the Marquette Law School Poll. Franklin provided an in-depth look at voter trends, legislative dynamics, and how public opinion shapes policy decisions in Wisconsin. His analysis offered valuable context for grocers navigating value pricing competition with consumers.

Federal Action: Elimination of the Penny – WGA Contacts State Agencies to Seek Guidance

The U.S. Mint pressed its final penny on Nov. 12, 2025, and Congress is advancing the Common Cents Act to establish a national rounding standard for cash transactions. While this aims to simplify commerce, uncertainty remains at the state level.

WGA has contacted the Wisconsin Department of Agriculture, Trade and Consumer Protection, the Department of Revenue, and the Department of Health Services to request enforcement discretion and guidance on rounding practices. The National Conference of State Legislatures has published a policy brief titled Elimination of the Penny: Cents-able Considerations, but the Streamlined Sales Tax Governing Board has not yet issued uniform guidance.

For a more detailed FAQ on what the phasing out of the penny might mean for your business, visit: home.treasury.gov/news/featured-stories/penny-production-cessation-faqs



Spring Race for Wisconsin Supreme Court Heats Up

Wisconsin voters are preparing for a pivotal spring election scheduled for April 7, with a key primary to be held Feb. 17. The open Supreme Court seat comes as Justice **Rebecca Bradley**, a conservative member of a minority bloc, opts not to seek re-election.

At the time of writing, two candidates have officially filed paperwork with the Wisconsin Elections Commission:

- **Maria Lazar**, a conservative-leaning judge on the state Court of Appeals, previously served as an assistant attorney general under former Gov. **Scott Walker**. Her background includes defending Republican-backed redistricting efforts, voter ID laws, and abortion restrictions.
- **Chris Taylor**, a liberal appellate judge and former state legislator who represented Madison, also worked as policy director for Planned Parenthood of Wisconsin.

A win by a liberal candidate could extend their majority to 5–2, solidifying dominance until at least 2030. Should a conservative win, the current balance will remain unchanged.

The spring election cycle also includes races for three Court of Appeals seats and multiple circuit court positions, with new terms set to begin Aug. 1.

WGA's Top Policy Items in 2025-2026

Retail Theft/Public Safety: The WGA **supports** initiatives that strengthen laws to prevent retail theft that have negative effects on grocers and convenience stores. The WGA **supports** law enforcement and encourages legislation that will provide the responsible dissemination of information to prevent criminal activity.

Credit Card Fees on Sales Tax: Credit card/bank fees continue to rise and have become one of the biggest variable expenses for retailers. The WGA **supports** efforts that would prohibit credit card fees on taxes.

Unfair Sales Act: The WGA **supports** the Unfair Sales Act which includes a minimum mark-up on gasoline, alcohol, and tobacco products, and

Thank you to some of this year's Capitol Day sponsors!



Continued on page 9

The freshest flowers in the Midwest!

Providing the freshest bouquets, blooming plants, tropical green plants, and fresh-cut flowers.

The freshest floral—direct from the farm to you.
Guaranteed.



Continued from page 7

prohibits below cost sales of other products sold at retail. The WGA is against repealing this Act!

Alcohol: The WGA **supports** efforts to allow grocers to deliver alcohol to their customers and provide alcohol with online/pick-up orders. The WGA **supports** changing select credit terms for beer. The WGA **supports** the 3-tier liquor distribution system and laws that allow retailers to meet their customers' needs in the changing marketplace.

THC Beverage Regulation: The WGA **supports** the regulation of THC beverages, without sales to those under 21, maintaining the 3-tier system, and providing the ability for retailers to sell in the future.

Pharmacy Benefit Manager Regulation: On behalf of its members that own and operate pharmacies, the WGA **supports** regulation of pharmacy benefit managers (PBMs), fiduciary and disclosure requirements on pharmacy benefit managers, and application of prescription drug payments to health insurance cost-sharing requirements.

FoodShare/Government Benefits: The WGA **supports** efforts aimed at decreasing fraud, reducing dependency, and limiting government spending on programs that provide food to low-income Americans. The WGA **opposes** benefit reforms which place additional and burdensome regulations on the retail food industry.

Worker's Compensation: The WGA **supports** reforming Wisconsin's Worker's Compensation program to lower costs for employers, increasing administrative efficiencies, and allowing employers more control.



New Dietary Guidelines, Including a New Food Pyramid

The U.S. Department of Agriculture and Department of Health and Human Services released the updated 2025–2030 Dietary Guidelines for Americans, a set of recommendations focused on whole, nutrient-dense foods such as protein, dairy, fruits and vegetables, whole grains, and healthy fats. For the first time, the guidelines advise limiting highly processed foods, as well as products with artificial flavors, colors, or non-nutritive sweeteners, alongside continued guidance on saturated fat, sodium, and added sugars.



The Food Industry Association (FMI) expressed in a press release that the new "Eat Real Food" website features all DGA-related resources, a new food pyramid, and supporting

scientific documents that outline the evidence behind the recommendations. FMI Vice President of Health and Well-being **Krystal Register, RDN**, said the updated guidelines present an opportunity for retailers to support consumers' personalized health goals, noting that FMI research shows 80% of shoppers view their primary grocery store as a partner in supporting health and well-being.

Labeling, SNAP, and Liability: What MAHA-Era Bills Mean for Wisconsin Grocers

Nutrition and labeling proposals were a significant part of the legislative session, drawing sustained attention from the WGA staff and lobbying team. Lawmakers introduced advanced bills that would reshape how food is sold and marketed in Wisconsin. From the grocer's perspective, the volume and scope of these measures required a disproportionate allocation of resources to avoid new mandates that could raise costs and complicate operations.

Assembly Bill 154 would direct the Department of Health Services to seek a federal waiver to prohibit FoodShare (SNAP) purchases of candy and soft drinks. For grocers, the administrative implications are real. Point of sale systems, training, and customer communication would need to be updated if the waiver is granted, and stores could face added friction at checkout when items move in or out of eligibility. The bill requires annual reapplications if the



Store leaders from the 71st and 92nd Sentry and Main Street Piggly Wiggly spoke about their experiences with FoodShare (SNAP) and the importance it has on grocery stores with the Governor's staff.

waiver is denied, which adds uncertainty for retailers planning inventory and systems.

Assembly Bill 550 proposes warning labels for packaged foods containing certain additives banned in other countries. The bill lists 51 additives and would require warnings on packages and on retailer websites. For stores, this raises compliance and operational issues. Grocers would rely on manufacturer labeling but could still face questions from customers and risk of enforcement if a product is mis-shelved or linked online without the required notice. Website updates, shelf tag changes, and staff training would carry costs, particularly for independents and small chains that do not have large compliance teams. Penalties include fines and potential jail time, which heightens liability concerns.

Assembly Bill 544 would require clear labeling for foods made with cultured animal cells as lab-grown meat. While manufacturers would bear primary responsibility for packaging, retailers would need to audit inventory, adjust signage, and train associates on how to answer consumer questions. Mislabeling risks would fall on stores at the point of sale, and category management could become more complex as product lines evolve.

Across all three bills, grocers face added costs tied to technology updates, staff training, customer service, and potential legal exposure. The Wisconsin Grocers Association worked to ensure lawmakers understood store-level realities, including how new rules would affect checkout accuracy, supplier coordination, and the consumer experience. Retailers support transparency and food safety, but they also need clear, workable standards, realistic timelines, and enforcement approaches that recognize the role of manufacturers and the challenges of day-to-day operations in a busy store.

For a national look at how MAHA is shaping the policy environment, see our feature on MAHA turning one in this issue.

WGA Advocacy Team



Jim Steineke
Partner & Vice President of Advocacy
The Welch Group – Contract Lobbyist



Stamena Mesec
Director of Government Affairs
The Welch Group – Contract Lobbyist



Peter Welch
Chief Operating Officer
The Welch Group – Contract Lobbyist



Mike Semmann
President/CEO
Wisconsin Grocers Association



MAHA Turns One

What It Means for Independent Grocers

By David H. Cutler, MPA, CAE
National Grocers Association Vice President, Media Relations & Public Affairs

As we mark the first year of the “Make America Healthy Again” (MAHA) movement, independent community grocers are seeing firsthand how renewed attention on nutrition policy is shaping the food retail landscape. Grocers support the goal of improving health outcomes and expanding access to nutritious food. Still, the experience of the past year has reinforced an important truth: meaningful progress depends on strong partnerships, clear guidance, and practical implementation expectations.

Independent grocers have long been central to improving food access and nutrition in their communities. Local stores offer fresh produce, culturally relevant foods, and personalized service that reflects the needs of the neighborhoods they serve. They are also trusted partners in federal nutrition programs such as SNAP, forming a strong public-private partnership that provides food to more than 40 million Americans each day. That role has positioned grocers at the center of many MAHA-related policy discussions.

As states begin implementing SNAP restriction waivers under the MAHA framework, the operational impact on independent grocers has become clear. While these policies aim to encourage healthier choices, their implementation presents real challenges. Tens of thousands of products are affected by new restrictions, requiring stores to reprogram point-of-sale systems, code and track items, retrain employees, and educate customers on the changing rules. These changes place additional demands on stores that are already operating on razor-thin margins.

The release of federal guidance and the inclusion of a 90-day implementation window are welcome steps forward. They demonstrate recognition that retailers need time to adapt. However, many questions remain unanswered, including how products will be consistently defined, how compliance will be enforced, and how retailers will be supported as policies evolve across different states. Without clarity and consistency, even well-intentioned reforms risk creating confusion at the checkout counter and customer frustration.

Independent grocers helped pioneer nutrition incentive programs in the retail setting that expand access to fresh food and partner with local farmers and producers to bring healthier options to market. These efforts succeed because they are grounded in evidence and partnership, not one-size-fits-all mandates.

As MAHA continues to shape policy conversations in Washington and state capitals nationwide, government agencies must honor their end of the public-private partnership. That means ongoing engagement with retailers, clear and consistent guidance, adequate resources, and realistic timelines that

reflect the complexity of grocery operations. Independent grocers are economic anchors in their communities, creating jobs, generating tax revenue, and ensuring food access in both urban and rural areas.

One year in, the MAHA movement's impact on our nation is becoming clear. Improving nutritional outcomes is a shared goal, but success depends on collaboration and the inclusion of America's Main Street grocers in critical decision-making processes and policies.



Our Farm to Table Values

- Producing the Highest Quality Dairy Products
- Professional Integrity Throughout Our Company
- Exceeding the Expectations of our Customers & Consumers
- Supporting our Local Communities
- Delivering Value to our Farmer-Owned Families



Prairiefarms.com

NEW!

Announcing New Brew Pub Patriot Pizza

A great pizza for a great cause



It's a delicious pizza you can really believe in. The new Brew Pub Patriot Pizza combines great taste with a great cause — supporting America's heroes through a partnership with the Tunnel to Towers Foundation. The classic thin crust pizza comes in several varieties, each featuring a savory blend of mouthwatering ingredients, including rich tomato sauce and real Wisconsin cheese. It's a pizza you can be proud to serve in every way.

Hungry to learn more?
Visit Bernattellos.com/contact-us



Scan to learn more about our partnership

Associated Wholesale Grocers, Inc.



ONE TEAM



TO BE PART OF A WINNING TEAM PLEASE CONTACT:

KEITH MARTIN

828-228-4055 | keith.martin@awginc.com

DARRELL LEHMANN

320-333-5099 | darrell.lehmann@awginc.com



awginc.com

Associated Wholesale Grocers, Inc., 5000 Kansas Avenue, Kansas City, KS 66106

Pick your cherry favorite



Coca-Cola
cherry

Cherry flavored. Cherry vanilla float flavored.

© 2026 The Coca-Cola Company.

Save the *Date*

2026 Wisconsin Grocers Association Events Calendar

February 10

Grocers in the Capitol Day (Concourse Hotel, Madison)

March 11

Day in the Field (Milford Hills, Johnson Creek)

April 2

2026 Awards: Nominations Open



May (TBD)

WI Beef Council Farm Tour (Green Bay)

May 1

2027 Board of Directors: Call for Nominations



June 8

Northern Golf Outing (Greenwood Hills, Wausau)

July 22

Southern Golf Outing (Evergreen Golf Club, Elkhorn)

August 18

Innovation Expo & Owners/Key Personnel Meeting
(Wilderness Resort, WI Dells)



If you have any questions about WGA events or would like to sponsor an event, please contact Kendra Pahnke, Director of Development & Events, kpahnke@wisconsinagrocers.com | (608) 210-3304

FAMILY FARMED. COW *approved.*



OVER 100 YEARS



OF QUALITY DAIRY

IT'S THE COWS.

Welcome *New Members*

Thank you to our newest WGA members! Your membership supports the Wisconsin grocery industry and helps connect you with local retailers, gain industry insights, and have your voice heard at the Capitol.

vibrant retail community through industry representation before regulators and opinion leaders, including local and national decision-makers.

Now is a great time to join the Wisconsin Grocers Association! The WGA is the only trade association dedicated to advancing Wisconsin's retail grocery industry. Your support helps to maintain a healthy and

Your membership ensures you remain at the forefront of Wisconsin's grocery industry, strengthening your business connections and market visibility.



Sanimax
 Contact: Sara Romenesko
 Email: sara.romenesko@sanimax.com
 Phone: (920) 494-5233



Everyday Value Partners LLC
 Contact: Luke Dulek
 Email: luke@everydayvaluepartners.com
 Phone: (262) 365-8582



Orbis Distribution, Inc.
 Contact: Ramin Eghbali
 Email: reghbali@orbisdistribution.com
 Phone: (414) 736-9464

PROUDLY PART OF

PETE & GERRY'S[®]

NELLIE'S[®]

FREE RANGE

THE SAME FAMILY

HEALTHY HENS, HEALTHY EGGS, HEALTHY PLANET

CERTIFIED
HUMANE

RAISED & HANDLED

Certified

Corporation

USDA
ORGANIC

NEW!

MODERN APPETIZERS WITH TIMELESS FLAVOR

EFFORTLESS ENTERTAINING



FINEST RESERVE
by OUR FAMILY®



A NEW PREMIUM BRAND
EXCLUSIVELY FROM



LEARN MORE AT
FINESTRESERVE.COM

Contact **Andy Clausen** | 1 (616) 878-8283 | andy.clausen@spartannash.com for more information.

WGA Business *Partners*



Russ Davis Wholesale/Crazy Fresh Produce

Russ Davis Wholesale started in 1955 by Russ Davis as a one truck business. In 1968, Russ and his son, Gary, expanded the operations by building an 8,000-square-foot warehouse in Wadena, MN. From there, the Company continued to expand its territory, serving many of the independently owned, family run grocery stores that dotted the landscape. Since becoming employee owned in 1991, the company has seen continuous growth year over year. The Company has made several strategic warehouse expansions, acquisitions, and investments in state-of-the-art equipment and technology. Today, Russ Davis Wholesale is a vertically integrated company of 800+ employee owners and is a premier wholesale distributor and processor of fresh fruits and vegetables in the Midwest.

Website: russdaviswholesale.com
Contact: Chris Maloney | (715) 410-1946
cmaloney@eatcrazyfresh.com



Reyes Coca-Cola Bottling

Reyes Coca-Cola Bottling (RCCB) is a franchise bottler and distributor of Coca-Cola, Dr Pepper, and Monster brands, and operates across 10 states: California, Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nevada, Tennessee, and Wisconsin. Reyes Coca-Cola Bottling manufactures and delivers a variety of beverage products to restaurants, sports venues, businesses, health care facilities, schools, convenience stores, and supermarkets. As a local bottler, Reyes Coca-Cola Bottling proudly supports the communities in which it operates.

Website: reyescocacola.com
Contact: Rick Roth | Richard.roth@glccd.com



Kemps

Welcome to Kemps Country. Here, we uphold higher standards, fostering happier families and healthier communities. It's a legacy you can taste in every sip, scoop, and spoonful. Since 1914, our farm families have been proudly committed to providing fresh, high-quality dairy—like fresh milk, wholesome cottage cheese, and creamy ice cream—across Wisconsin and beyond. Because they know good milk nourishes happy families and builds strong communities. That's how good comes around.

Website: kemps.com
Contact: Keith Zuehlke | (262) 993-2222 | keith.zuehlke@kemps.com



Lipari Foods

Depend upon Lipari Foods' category sales managers to offer expert advice on all things Deli, Bakery, Frozen/Dairy, Specialty Grocery, International Specialty, Meat/Seafood, Packaging, Confections, Foodservice/Prepared Foods and Convenience. We invite you to learn more about the advantages of working with our category sales managers and how their innovative ideas can help grow your business. Talk to us about your needs—Lipari Foods can help!

Website: liparifoods.com
Contact: Joe Calo | Joe_Calo@liparifoods.com

2026 Food Trends from a Registered Dietitian

By Macey Brickweg, RDN, LD

Fibermaxxing is the increasingly popular dietary trend of boosting your daily fiber intake to improve both digestion and overall health. As a dietitian, I'm on board with the idea of eating more fiber, but people should approach this mindfully.

So how much fiber do you need?

In short, a lot more than you're probably getting. The average American consumes 10 to 15 grams of fiber daily, roughly half of the USDA's recommended amount of 25 to 30 grams for women and 30 to 35 grams for men. When increasing your fiber, first estimate your current daily fiber intake, and then, to avoid uncomfortable digestive symptoms, add three to five grams of fiber daily. Gradually increase the amount but pay attention to how you feel and adjust the amount of fiber accordingly. Also, drink plenty of water to help you digest!

The best part about fibermaxxing? It's easy to find delicious fiber-rich foods. Fruits and vegetables are a great natural source, as are whole grains and legumes. But there are plenty of fun high-fiber products on the market as well, such as Banza pasta, Ole Xtreme Wellness tortillas, or Olyra breakfast bars.

Other Top Trends:

Forgotten Friends

Several formerly forgotten vegetables may be making a comeback in grocery stores and restaurants, too.

- **Celery root (celeriac):** This low-calorie, fiber-containing vegetable is both delicious and versatile. Raw celery root is firm and crunchy like an apple; cooked, it becomes tender and creamy like a potato.
- **Fennel:** Rich in nutrients and antioxidants, fennel also contains dietary fiber for healthy digestion and anti-inflammatory properties for overall health. It can be roasted, grilled, or added to salads.



- **Kohlrabi:** Kohlrabi is a slightly sweet cabbage-like vegetable that can be eaten raw, pickled, or cooked. It's loaded with nutrients, most notably vitamin C—a cup of raw kohlrabi contains approximately 95% of the recommended daily amount.
- **Other old friends to revisit:** Give black garlic, beet greens, parsnips, and turnips a try.

Fancy Frozen

Another trend I'm seeing is a quality shift in frozen foods, where a variety of nutritional boxes are being checked in frozen meal options. For example, brands like Healthy Choice and Smart Ones offer high-protein meals that are lower in sodium than many frozen entrees.

Fabulous Flavors

A few flavors grew in popularity last year, and I expect the trend to continue into 2026.

Here are some of my favorites:

- **Dates:** Nutritious and naturally sweet dates are an appealing alternative to refined sugars.
- **Pistachios:** Pistachios are a versatile ingredient that can be enjoyed sweet or slightly salty.
- **Dill pickles:** Pickles are trending everywhere. Nowadays, you can snack on pickle-flavored potato chips or popcorn, or pour a glass of a pickle-flavored beverage. (Importantly, while pickles themselves are low in calories, low in fat, and can provide gut-friendly probiotics due to the fermentation process, they can also be high in sodium. Pickle-flavored products may also lack essential nutrients, so eat pickle-y products in moderation!)
- **Tiramisu:** Tiramisu-flavored foods aim to capture the not-too-sweet combination of coffee, cocoa, and mascarpone.

Clearly, 2026 is shaping up to be a very flavorful, nutritious year. Happy eating!



Global Cuisine Drives Growth as Retailers Seek Younger Consumers

By Michelle Stangler

While overall food industry sales have remained flat in recent years, growth is emerging from one clear area: global cuisine.

According to Nick Lenzi, senior vice president of marketing for Lipari Foods, international foods—responsible for 82% of industry growth—are not only driving category expansion but also helping retailers connect with younger consumers who prioritize health, flavor, and functionality.

That growth, he explained, is tied closely to shifting consumer preferences, particularly among millennials and Generation Z.

“When you look at what really is going on in the global cuisine space, the items that are doing well are the healthier-for-you options,” Lenzi said.

Lenzi noted that the COVID-19 pandemic

accelerated interest in international cooking. With more time at home, consumers became more adventurous, experimenting with new flavors and cuisines they may not have tried before.



Nick Lenzi
Lipari Foods
Senior Vice President
of Marketing

Among the strongest performers is Mediterranean and Hispanic cuisine. Mediterranean consistently ranks as the top diet in the U.S. due to its perceived health benefits. Emerging cuisines such as South Korean, Indian, and West African foods are also gaining traction. That popularity aligns with the growing “food is medicine” movement, which emphasizes nutrition and functionality.

Health-forward attributes are another key driver. Products with digestive health benefits such as prebiotics and probiotics are growing more than 17% year over year in the global space, while specialty natural foods with clean labels, organic, or sustainably sourced ingredients are up nearly 14%.

For retailers, global foods present a rare chance to appeal to multiple customer groups at once.

“You can capture your international customers as well as Gen Z and millennials, because they tend to lean toward the same product attributes,” said Lenzi.

As consumer tastes continue to change, global cuisine is a standout category for grocers to prioritize—especially as demand for organic, non-GMO, and function-driven foods continues to rise. Because of this, international foods may remain one of the strongest growth engines in today’s evolving food marketplace.



State of Global Foods



Globally positioned brands are going more quickly than their non-global counterparts in food and beverage, taking 82% of all growth in food and beverage categories over the past 52 weeks.

How does SPINS define a Global Brand?

These are brands that are dedicated to a particular cuisine type. They can be culturally relevant imported brands or domestic brands inspired by heritage or the cuisine itself.



Data source: SPINS Natural & MULO Combined Channels, Last 52 Weeks Ending 04-21-2024 (Grocery, Refrigerated, Frozen Departments; International Attribute)

How Grocers Can Support Shoppers' Protein Goals

By Emilie Williamson, MBA, RDN



As a registered dietitian and grocery professional, I am often asked about the latest health-focused food trends. Protein, an important macronutrient for our bodies, continues to be top of mind for our shoppers—which means it's top of mind for us, too!

My hope is to share how we, as grocers, can support our store communities and those who are trying to reach their protein goals, whether that be for healthy aging, weight loss, muscle building, or general wellness.

The amount of protein needed by the average American is a topic of much debate. The longstanding guidance, called the Recommended Dietary Allowance (RDA), is 0.8 grams per kilogram of body weight, meeting the needs of most healthy adults. Research continues to evolve and include special populations. For example, with aging populations there's research suggesting 1.2 grams

as the recommended goal, while those participating in weight training might benefit consuming closer to 1.6 grams per kilogram.

Use the formula below to calculate your estimated protein needs:

Your Weight in Pounds / 2.2 (to convert to KG) x 0.8

Our shoppers are likely asking us where to locate the item(s) on their list, along with how to utilize these new protein-forward items and make mealtime suggestions.

My recommendation is to encourage balanced plates at each meal, including all macronutrients—protein, healthy fats, and carbohydrates, especially fiber. When it comes to protein in particular, the opportunity to include more is often found in two places—breakfast and snacks.

For older adults, this can be done by creating more nutrient-dense single-serving meals. For example, adding peanut butter (7 grams per 2 Tbsp*) on high-fiber toast at breakfast or as a mix-in to ice cream can help support their needs while appealing to their tastes. Mixing peanut butter with soy sauce can also make a simple sauce over veggies for an easy mid-day meal.

We can best support our shoppers by understanding how to add balance to their plates by suggesting pairings across the store. For example, if a shopper in a rush is looking for protein bars as a meal replacement, this can be a great opportunity to highlight other easy grab-and-go options like fresh cut fruits and vegetables. Someone looking for protein cereal might be interested in adding freeze-dried fruit on top! Busy parents searching for protein waffles might like to know which kid-pleasing fruits are easy to store and serve. Shoppers trying to find meat jerky could be interested in other lower-carbohydrate options—leafy greens, cruciferous vegetables (like broccoli, cauliflower, and cabbage), bell pepper, asparagus, cucumber, or avocado are all good recommendations!

Use the formula below to calculate your estimated protein needs:

$$\begin{array}{c} \text{[Your Weight} \\ \text{in Pounds]} \\ \div \\ 2.2 \text{ (to} \\ \text{convert to} \\ \text{KG)} \times 0.8 \end{array}$$

No matter what life stage or wellness journey our shoppers are on, we as grocers are here to support and encourage them to create the tastiest journey.

Please note, what I've included above is generalized information; body needs are individualistic. If you have questions, I encourage you (and your shoppers) to connect with a registered dietitian who can help provide personalized guidance.

**Nutrition information provided by USDA/ SNAP-Ed websites.*

For more wellness tips, visit picknsave.com/optup. Fresh Perks card members can schedule a free 30-minute session with a dietitian.



Thank you 2025 Wisconsin Grocers Association *Board of Directors* for your leadership!



A new year means new resolutions from some board members.

“I’m going to help my wife by cooking more and spending more time relaxing with my family.”

- **Steve Burkhardt**
Hometown Grocers Inc.
WGA Chair

“I’m making a commitment to a healthier lifestyle, including a daily 20–30-minute walk. I’m also creating a bucket list of places and experiences, even for short trips, and taking time to appreciate the sunrise and sunset every day.”

- **Paul Frey**
Certco, Inc.
WGA Board Member

“I’m going to eat more produce and read more books.”

- **Mike Olwig**
Fox Bros. Piggly Wiggly
WGA Vice Chair

“My goals for this year are: growth, connection, and expansion. From mentoring young Sendik’s employees to prioritizing my family and friends’ time, and helping grow WGA’s allied members.”

- **Dave Ausprung**
Sendik’s Food Market
WGA Secretary/Treasurer

“I’m going to build a consistent weekly cardio and weight training routine.”

- **Lars Batzel**
Coborn’s Inc.
WGA Board Member

“This year I’m going to get out of bed to my first alarm and work out five times per week.”

- **Isaac Nilssen**
Nilssen’s Foods
WGA Board Member

“This year, I will lead by focusing on customers first — ensuring my stores consistently deliver a friendly, efficient, and reliable experience.”

- **Tegan Counihan**
Main Street Market Piggly Wiggly
WGA Board Member



“I’ve been blessed to work for 46 years in an industry I love. My New Year’s resolution is to help educate our next generation of workers about the many fulfilling and rewarding positions available in our industry.”

- **Nick Lenzi**
Lipari
WGA Board Member

“This year I’m going to improve my work/life balance. I want to get back to enjoying golf, shooting, and hunting. But I recognize I need to allow myself more time away from the store to do that.”

- **Jeff Maurer**
Maurer’s Market
WGA Board Member

“In 2026, I’m focusing on building in space for myself—offering time, guilt-free, for creative pursuits and making memories with loved ones.”

- **Emilie Williamson**
Roundy’s Supermarkets
WGA Board Member

“I’m going to become a better Christian and lead a more Christian life.”

- **Rick Roth**
Reyes Coca-Cola Bottling
WGA Board Member

“I’m really going to focus on perspective and communication for 2026—specific to communication, simply talking to people. Between AI, email, text, chats, and social media, actually talking to people has become a lost art.”

- **Robert Rothove**
Associated Wholesale Grocers, Inc.
WGA Board Member

“I’m going to take time to enjoy family and life’s little moments while staying active and working out to live healthier.”

- **John Wild**
SpartanNash
WGA Board Member

“I’m going to adopt a recurring, strictly enforced bedtime.”

- **Brian Pleva**
Molson Coors Beverage Company
WGA Board Member

“In 2026, I resolve to improve my overall health by eating healthier meals and exercising regularly. Professionally, my goal is to establish and implement a structured succession planning process to ensure organizational continuity, leadership development, and long-term resilience.”

- **Keith Zuehlke**
Kemps
WGA Board Member

Welcome,
newest members of the 2026 WGA Board!

Tegan Counihan
Main Street Market Piggly Wiggly



Tegan Counihan is the co-owner of Main Street Market Piggly Wiggly, a family-owned grocery group with locations in Waunakee, Lodi, Milton, and Poynette. With a passion for community, innovation, and hospitality, she is dedicated to creating world-class shopping experiences while supporting local initiatives and nonprofits. Tegan is known for her hands-on leadership, creative event planning, and commitment to giving back—whether it’s through WaunaBoom, Care Closet drives, or unique in-store events that bring people together. She serves as president of the Waunakee Area Chamber of Commerce and as a board member of the Piggly Wiggly Owner’s Association. Tegan was awarded Best Innovative Marketing, and Main Street Market Piggly Wiggly was recognized by Progressive Grocer as one of the Best of Independents under her leadership. Tegan and her family live in Wisconsin, where she balances business growth with raising her children and fostering future leaders in her community.

Brian Pleva
Molson Coors Beverage Company



Brian Pleva and his wife, Vanessa, live in Milwaukee’s Alverno neighborhood where they are raising their 3-year-old daughter, Araceli, who enjoys accompanying them on trips to the grocery store. Pleva has been a registered lobbyist in Wisconsin and other states since 2011, most recently for Molson Coors, but also in the life insurance industry and education reform movement. Prior to that, Pleva worked for legislators in both the Wisconsin State Assembly and Senate for 12 years. You’ll be happy to know that he worked as a dairy and frozen foods stocker at the Mount Pleasant, Wisconsin Pick ‘n Save while he was home from college during the summer of 1995!

Isaac Nilssen
Nilssen’s Foods



Isaac Nilssen has been working in the grocery industry from as young as eight years old when he was old enough to bag groceries and would get paid a Dairy Queen Blizzard if he did a good enough job. He worked throughout high school and college running a produce and meat department in one of Nilssen’s smaller stores. After engaging in Wisconsin’s grocery industry that way for a couple of years, he moved up to center store manager for the entire company. Then, he transitioned to the director of smokehouse operations at the Nilssen’s Clear Lake location. After these opportunities, it led him to apply to serve as store director at a few locations, and he landed the store director job in Ellsworth, Wisconsin. He has been running the store since December 2024. Nilssen takes pride in learning new things every day. While some days there are challenges, he truly enjoys being in this role and in Wisconsin’s grocery industry. His dream is to own and run Nilssen Group some day and continue to give glory to God through servant leadership.

Word *Search*



Find the answers in the Friday, February 13th President's Letter.
Not on our list? Email mstangler@wisconsinagro.com to be added!

1. What is the first name of the newest chair of the Board of Directors?
2. For the first time, the dietary guidelines advise limiting highly _____ foods, as well as products with artificial flavors, colors, or non-nutritive sweeteners, alongside continued guidance on saturated fat, sodium, and added sugars.
3. In what month was the final penny produced by the U.S. Mint?
4. What is the next event on the Wisconsin Grocers Association calendar? A Day in the _____.
5. What is another association mentioned in this magazine that WGA collaborated with for this year's Legislative Conference? Wisconsin _____ Association.
6. If 2025 was all about protein, 2026 may be the year of _____.
7. According to NGA's David H. Cutler, progress depends on strong _____, clear guidance, and practical implementation expectations.

Valley

MAKERS
STUDIO

EFFICIENT • POLISHED
CONFIDENT SCALING



Reduce labor costs, overcome staffing challenges, and scale with ease. Valley Makers Studio is your trusted partner for bakery success—helping you keep cases stocked with consistent, high-quality favorites like prefinished cakes, sprinkle squares, and more.

Ready to simplify success? Learn more today at valleybakers.com/studio!
 920-560-3200 • studio@valleybakers.com

Around the State



Fox Bros. Piggly Wiggly Celebrates Employee Anniversaries and Honors Longtime Team Member's Retirement: Fox Bros. Piggly Wiggly recognized dozens of dedicated team members across its Wisconsin stores for milestone anniversaries, including two employees celebrating 20 years and many marking their first three years in Beaver Dam. Congratulations!

Casey's Steps Up:

Casey's is committed to supporting families facing hunger and strengthening the communities it serves, and with hunger impacting millions, Casey's has donated \$100,000 to Feeding America to help address food security challenges across its footprint.



Laatsch's Piggly Wiggly Celebrating 150 Years in 2026: Since its founding in 1876 by **Nicholas Marx** on Main Street in Kewaskum, five generations of the Marx, Geidel, and Laatsch families have dedicated themselves to serving the community with quality products and personalized service. The yearlong celebration kicked off on January 21st with a tribute to third-generation owners **Harold "Mixie"** and **Eleanor Marx**, who took over the business in 1956.



Kwik Trip Opens New Distribution Center to Support Growing Store Network:

Kwik Trip celebrated the grand opening of its new 280,000-square-foot distribution center in DeForest with a ribbon-cutting ceremony in early November. The facility, designed to serve 350 stores, will streamline operations and reduce distribution costs while supporting the company's continued expansion across southern Wisconsin.



Community of Businesses Came Together at Campbell's Piggly Wiggly:

More than 25 local businesses teamed up for the "Battle of the Businesses Food Drive" in November at Campbell's Piggly Wiggly in Brodhead. Organized by **Angie Arn** and **Kristel Reilly** of New Glarus Bank in partnership with **Justin Campbell** and his team, the event aimed to help meet rising demand for food assistance. Businesses hosted donation carts in the parking lot, and shoppers dropped off food or purchased items in store to contribute.



Festival Foods Turkey Trot Tradition:

The annual Festival Foods Turkey Trot offered a fun way to kick off Thanksgiving with a 2-mile walk, 2-mile dog jog, or timed 5-mile run in multiple Wisconsin communities. Proceeds benefited the Boys & Girls Club and YMCA, making it a festive workout for all ages and abilities.

Around the *State*



Community Donates to ‘Stuff the Squad’: Miller & Sons’ annual “Stuff the Squad Car” effort usually brings in about 400 pounds of food for the local pantry, but this year the community truly stepped up. More than 2,000 pounds of food were donated and delivered, helping support neighbors in need.



Hansen’s Market IGA Opens in Tomah: The Tomah Chamber of Commerce hosted a ribbon cutting for Hansen’s Market IGA in early December with a meet-and-greet, remarks, photos, and a lunch. The grand opening featured Tomah High School’s Limited Edition carolers, food and drink samplings, visits with The Grinch, Cindy Lou Who, and Santa, plus door prizes, giveaways, and Fresh Perks loyalty sign-ups.

Festival Foods Celebrates the Holiday Season: Packers and Festival Foods hosted the 19th annual Festival of Lights at Lambeau Field this holiday season.



The free, family-themed event was at the Lambeau Field Atrium with holiday movies and cartoons, card making, area high school choirs, cookie decorating courtesy of Festival Foods, and photos with Santa, before moving to Harlan Plaza for the tree lighting.



Nilssen Group Celebrates New Leaders: Nilssen Group recently graduated 13 upcoming leaders from the BLTs for Grocery training program led by instructor **Brad Brayshaw**. The 20-week course, Aisles to Excellence: Developing Managers, focused on three

modules: Understanding & Managing People, Merchandising & Marketing, and Financial Acumen, with weekly hands-on, actionable work. Participants represented nine of Nilssen Group’s 18 locations across Wisconsin and Minnesota. Leadership recognized the graduates during a small ceremony in late November.



Hy-Vee Opens Store in Wausau: In mid-November, Hy-Vee officially opened a new store in Wausau, taking over the former Country Market and nearby Circle K properties on S. 18th Ave. This marks the company’s 10th store in Wisconsin. WGA’s **Michelle Stangler** joined the new store manager **Jacob Dryer** and their team to kick off the celebration!

Trig’s Helps Bring in Cheer: Trig’s sponsored a dinner and light tour at the Rhinelander Aging and Disability Resource Center, providing all the food for an evening filled with holiday fun, including cookie decorating, crafts, puzzles, games, and a special visit from Santa as he made his rounds checking his list.



Many Holiday Celebrations Found Across Wisconsin’s Grocery Stores: From Sentry Delafield’s Elf on the Shelf to Rupena’s thanking its customers for 100 years to decorating some holiday cookies, there was so much to celebrate this holiday season!



Around the State

Progressive Grocer 2025 Impact Awards: These awards recognize grocery retailers and suppliers making measurable progress in community impact, sustainability, ethical sourcing, food security, education, and workforce support.

Congratulations to these Wisconsin retailers and warehouses!

Sendik's Food Market: Recognized for community service, Sendik's raised nearly \$200,000 in 2024 to support hunger relief and family health initiatives across the greater Milwaukee area.

Hy-Vee: Honored for workforce development, Hy-Vee introduced enhanced employee benefits including free weekend meals, expanded parental leave, and no-cost access to primary care.

ALDI: Awarded for community impact, ALDI supported disaster relief and food insecurity efforts through Feeding America and its new Impact Grant Program focused on children's health and wellness.

UNFI: A multiple-award recipient, UNFI was recognized for community impact and ethical supply-chain leadership through climate action partnerships and community reinvestment initiatives.

SpartanNash: Recognized for educational support, SpartanNash awarded 15 \$5,000 scholarships through its Our Family Scholarship Program to support students and communities it serves.



WGA Staff Visiting Wisconsin's Grocery Industry

You can find WGA staff helping share and amplify what Wisconsin's grocery industry is doing in their communities! From visiting **Jessica Hoover**, CEO of the Wisconsin Bakers Association, to enjoying snacks from some allied industry members at Festival Foods during a staff strategy meeting, there has been a lot of collaboration happening. Staff visited a Sentry store in Milwaukee, CEO/President **Mike Semmann** visited **Kristie Maurer** of Maurer's Market at a cookie walk event, Director of Development and Events **Kendra Pahnke** visited with Valley Bakers Cooperative at the recent WGA Board of Directors Meeting, and Member Engagement Coordinator **Michelle Stangler** visited a Hy-Vee store opening in Wausau!



Kristin Popp

Recognized as 2026 Woman of the Year for Leadership in Grocery Industry

By Michelle Stangler



Kristin Popp, executive vice president at Woodman's Food Markets, featured on the cover.

Kristin Popp, executive vice president at Woodman's Food Markets, has been named the 2026 Women Grocers of America Woman of the Year, an honor established in 1996 to recognize outstanding women in the independent grocery industry. The award is presented through Women Grocers of America, an organization under the NGA Foundation.

Popp has spent the past six years helping lead and grow Women Grocers of America, guiding the organization from a small network into a thriving professional community that

supports women across the grocery industry. The recognition comes as she completes her term and steps down as chair of the board at the completion of The NGA Show, marking a meaningful capstone to her leadership tenure.

Her involvement with the group began in 2016 at her first NGA Show. Early in her career and unfamiliar with the event, Popp attended a session moderated by the then-president of Women Grocers of America and made a pivotal decision.

"Completely stepping outside of my comfort

zone, I went up and introduced myself," Popp said.

That introduction led to an invitation to attend an open Women Grocers of America board meeting during the show. As Popp continued attending NGA events, she built strong relationships but noticed a recurring challenge. While the energy and ideas generated during conferences were high, momentum often faded once attendees returned home.

"I saw what this organization could be," she said. When Popp stepped into a leadership role, she recognized the potential impact Women Grocers of America could have on the industry and was willing to take on that challenge of growing the organization into a more relevant, professional network.

That vision has led to significant growth, including both virtual and in-person events, and the launch

of the podcast Grocery From Her Seat. When Popp began serving on the board, the group had about 20 members. Today, the network includes nearly 500 members nationwide.



Popp's Women Grocers of America podcast, "Grocery From Her Seat"

For Popp, the most rewarding part of the role has been building community. "The group we've created is astounding," she said. "People at all stages of their careers come together to genuinely support one another and grow together, not only personally but with a strong emphasis on professional and industry-specific content."

While the Women Grocers of America centers on supporting women, Popp emphasized that its mission is inclusive.

"It's not about men versus women," she said. "It's about creating a space that supports the unique needs of women so everyone can show up and work alongside each other as their best selves."

Reflecting on her journey, Popp offered simple advice. "Be patient, believe in what you're doing, and keep stepping outside of your comfort zone. That's where growth happens."

New Product *Spotlight*



Valley Cooperative Association

ALL NEW! Dubai Chocolate Cookie

This all-new Dubai Chocolate Cookie is exclusive only to Valley! These decadent treats feature a rich chocolate cookie pre-filled with luscious pistachio filling for the perfect bite every time. These are perfect for chocolate lovers, pistachio enthusiasts, and anyone seeking a unique, gourmet dessert experience.

Peanut Cake Squares

From their very own Valley Makers Studio! Experience pure indulgence with their classic Peanut Cake Squares. Enjoy the delightful contrast of soft cake, smooth frosting, and satisfying crunch from real

peanuts, delivering that perfect sweet-and-salty balance in every bite. These snackable squares are a beloved, timeless dream, perfect for satisfying any craving.

Cream Puffs

From their very own Valley Makers Studio! Indulge in their delightful cream puffs made of light, airy pastry shells, generously filled with rich cream, and dusted with powdered sugar to offer the perfect balance of sweetness for any celebration or simple treat. This timeless treat is the perfect finishing touch to your bakery case that will keep your customers coming back time and time again.

Certco, Inc.

Caramel M&M's Pop'd

Mars is expanding its Pop'd platform with Caramel M&M's Pop'd, a bite-sized, freeze-dried candy that delivers a crunchy texture and a light "popping" sensation while eating. The product builds on the familiar Caramel M&M's flavor while offering a differentiated texture designed to stand out in the confections aisle.

Reese's Oreo Candy

Following a successful limited-time debut, Reese's Oreo Candy is transitioning into a full-time offering. The collaboration pairs Reese's peanut butter with Oreo cookie pieces and will now be available as an everyday item in multiple formats, including standard bars, front-end instant consumables, miniatures, and fun-size bags.



SpartanNash

SpartanNash's curated selection of salsas was created to engage all your senses with authentic flavors and a fresh take on the finest ingredients, turning every bite into an experience to be remembered. Finest Reserve

is introducing two new, artisan salsas that are sure to stand out from the crowd.



New Product *Spotlight*

Palermo's

Everything you love about our loaded Breadstix — now with two new flavors: Cheesy Marinara, a zesty classic marinara blended with Parmesan and Romano for rich, cheesy flavor; and Garlic Parmesan, brushed with buttery garlic and finished with savory herbs, served with a dipping sauce.



Prairie Farms

Prairie Farms has launched its All-Natural Sour Cream in a convenient squeeze bottle, offering the same award-winning taste in an easy, no-spoon format. Made with all-natural ingredients and no artificial growth hormones, the product delivers mess-free use with consistent quality. The 12-oz. squeeze bottle brings added convenience and innovation to the sour cream category.



Reyes Coca-Cola

Reyes Coca-Cola Bottling is launching Coca-Cola Cherry Float, a new flavor offering available beginning February 9. The product features the classic Coca-Cola taste paired with cherry flavor and a smooth, creamy finish.



Coca-Cola Cherry Float will be offered in both Regular and Zero varieties, providing options to meet a range of consumer preferences.



Anheuser-Busch

Michelob ULTRA is expanding its non-alcoholic portfolio with Michelob ULTRA Zero Lime, a flavored alcohol-free beer offering a light lager profile with lime flavor and a crisp finish. Brewed with real lime, the product contains 0.0% ABV and 39 calories per serving.

Michelob ULTRA Zero Lime will be available nationally in 6-pack glass bottles, with select markets offering 12-pack cans, providing retailers with multiple format options within the growing non-alcoholic beer segment.



Celebrating Our Team

Certco Makes USA Today's Best Companies List for the First Time!




Proudly serving independent retail grocers in the Midwest.

CERTCOINC.COM



Learn more about how Certco, Inc. is here to serve your business needs. Or reach out via email: businessdevelopment@certcoinc.com.



Risk Management To Meet Your Needs



Help Support Your Business With mySHIELD®

Commercial Insurance | Property & Casualty | Life & Disability Income | Workers Compensation | Business Succession and Estate Planning | Bonding

Looking for a personalized, mobile resource to meet your risk management needs? Clients can access industry-specific training; certificate management; vehicle and drivers lists; sample forms, resources, and risk management plans; and more – all available 24/7 with mySHIELD®.

The content of this publication is for general information purposes only and should not be considered legal advice or an offer of insurance. Coverage will be determined solely by the terms of your policy, if approved for issue. Consult with a qualified professional to discuss questions specific to your circumstances.

Federated Mutual Insurance Company and its subsidiaries* | federatedinsurance.com

25.01. Ed. 10/24 *Not licensed in all states. © 2024 Federated Mutual Insurance Company



Scan to learn more about how mySHIELD®, Federated's® personalized, online destination for risk management resources, can help support your business.