

# 2021 EDITION



## Next-Generation Stores

### *Staying Innovative in Today's Market:*

In 2015, the next-generation concept came to fruition as the company adapted to how shoppers were gravitating towards healthier and fresher products. That shift, along with a desire to offer more unique items ushered in a business model for the next-generation of stores.

### *Next-Generation Stores*

Coborn's, Inc. opened the first of its "next-generation" stores in August of 2016 with the opening of the first "Coborn's Marketplace" in Isanti, MN. These newly designed stores provide shoppers with an inviting experience with offerings of fresh and creative meal solutions for active families, a farmer's market feel in the produce department and expansions of fresh hot foods, grab and go offerings and pizza in a redesigned deli, called "The Kitchen." Eighteen of our 28 Coborn's stores now feature the next-generation concept.

The update to the next-generation stores included the addition of "Marketplace" to the name to describe the new approach. As consumers demands for more fresh items, the perimeters of the stores became a larger focus with "destination" zones through bakery, deli, produce and meat specifically.

The new and remodeled stores offer new enhanced services, an expanded assortment of products and fresh, enlarged perimeter fresh departments and new updated décor to make the shopping experience even more unique! In some locations, new Caribou Coffee shops were added; most with drive-thrus.



## Some of the enhanced features in the new Coborn's Marketplace stores include:



Your list... picked FRESH!  
**Grocery shop online!**  
**Pick up curbside at store.**



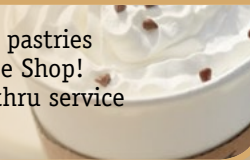
Visit Coborn's Bake Shoppe for decadent desserts, amazing donuts, delicious danishes, locally baked artisan breads, cookies, cakes, bars and more.



Find thousands of better for you natural and organic products integrated throughout the store.



Stop by for a cup of joe, fresh pastries and more in our Caribou Coffee Shop! Plus, enjoy convenient drive-thru service as well.



From farm-to-table, we purchase locally grown produce whenever possible to bring you the freshest fruits and vegetables.

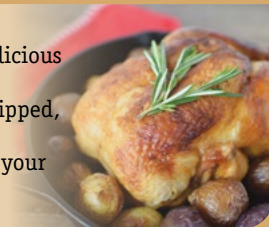
**You pick it. We'll prep it.**



Fresh-popped popcorn in a variety of fun flavors.



From grab-and-go meals and delicious comfort foods to slow-roasted rotisserie chicken and double-dipped, freshly fried chicken from the Chicken Shack, Coborn's makes your meals memorable.



Our premium grade sushi is made fresh for you each and every day.



**The Kitchen:** This new centerpiece area serves made-to-order entrees that are packaged in-store for easy, convenient pick-up and quick at-home preparation. Specialty pizzas, delicious sandwiches and other grab-and-go breakfast, lunch and dinner options are just a few of the items guests can find in the Kitchen, in addition to Kabar Sushi.

**Online shopping:** Guests can place their order online by visiting Coborns.com or by shopping on any mobile or desktop device and have their order waiting for them for pick up at a designated timeslot they've chosen at the store. As more and more consumers are looking to save time, the online shopping service is becoming more and more popular. As the COVID-19 pandemic grew in 2020, online sales increased dramatically as shoppers were concerned about shopping inside the actual store.

**Unique items that were added in the grocery aisles** (at select locations, depending on the size of the store):

- Expanded craft pop, sparkling waters, ultra-premium water & teas
- High end mixers
- Special hot sauce section and the addition of several new salsas and premium BBQ sauces
- Larger olive oil selection
- Larger snacking section

- Larger variety of ethnic foods
- A growing assortment of Four Brothers affordable specialty items, a line that pays tribute to the third-generation of Coborn brothers who led the company to significant growth.
- Enhanced vitamin & adult nutrition items
- Candy section with a variety of candy offerings
- Integrated natural and organic items, making it easier for shoppers to compare against the more traditional item adjacencies.
- Popcorn Shop: A brand-new Popcorn Shop features fresh-popped popcorn in a variety of fun flavors, perfect for snacking and even gift-giving, available in select locations.
- New offerings in meat and seafood: In addition to the already wide selection of quality fresh meat products, several new items were introduced, including a variety of smoked meats, Greater Omaha 1881 Certified Hereford Beef products, an expanded seafood selection and more.



## *Next-Generation Stores* (remodeled)

**These stores have been updated to the new next-generation look.**

- **Sartell, Pine Cone:** September, 2016
- **Albertville:** July, 2017
- **Little Falls:** December, 2017
- **Delano:** April, 2018
- **St. Cloud, Cooper:** August, 2018
- **St. Joseph:** June, 2019
- **Elk River:** August, 2019
- **Clearwater:** December, 2019
- **New Prague:** December, 2019
- **Sauk Rapids:** December, 2019
- **Glencoe:** September, 2020
- **Ramsey:** September, 2020
- **Foley:** December, 2020
- **Hastings:** December, 2020
- **Big Lake:** December, 2020
- **Princeton:** February, 2021
- **Park Rapids,** 2021



## *Innovations Just Keep Coming*

Meet Sally, a new and innovative salad option to self-serve salad bars. Sally, the salad robot, made quite an impression with her debut at the new Coborn's Marketplace in Otsego, MN. The new robotic technology is a revolutionary design from Chowbotics headquartered in Hayward, California.

Sally creates fresh, healthy and personalized salads that include entrees from classic chicken Caesar salads, high protein grain bowls or a "create your own" option where guests can customize their purchase. Shoppers are looking for quick meal solutions with value self-serve options and Sally has made her mark as the future of salad bars.

Sally, the salad robot has been introduced at Otsego and Princeton stores initially, with plans to include her in future remodels and new construction stores as an alternative to the traditional salad bar.

Hello, I'm

**Sally**  
THE SALAD ROBOT



## Four Brothers Private Brands:

In 2014 Coborn's, Inc. launched a new private label line, Four Brothers. The Four Brothers brand pays tribute to the company's heritage and history dating back to the early 1900's. Third generation Coborn's brothers, Bob, Dan, Bill and Ron, are credited with taking Coborn's, Inc. to new levels under their leadership in the 1960's.

Product innovations in the Four Brothers assortment were designed to create a "destination" brand, with items that are unique to Coborn's, Inc., utilizing local vendors to source and produce many of the Four Brothers brand items. Initial products in the line were found primarily in the meat, bakery, deli and produce departments. To date, products have expanded with a wide variety of choices for shoppers that include everything from delicious smoked meats to spices, jams, locally produced honey and a decedent assortment of Four Brothers chocolates. Guests enjoy these wonderfully crafted foods that offer something for everyone and have positioned the brand as affordable and special in the eyes of our guests.

