

Coborn's Firsts

Coborn's has built a tradition of looking around corners and leading the industry in innovation. It's a commitment that started with the first store in 1921 and has led the company to continue to be the first to integrate new technologies and experiment with new product categories and services.

For Coborn's, it's a byproduct of staying close to its customers and anticipating their needs.

Here's a look at some of Coborn's firsts:

- 1921** *First Coborn's store* opens in Sauk Rapids.
- 1936** *First meat market* in area to combine grocery store and meat market into one location.
- 1963** *First acquisition* made when Russ Wieser, the owner of Red Owl grocery store in Foley, sold his store to Coborn's so he could focus on a career in education.
- 1970** *First liquor store* opens as a part of the Fifth Avenue Coborn's Store in St. Cloud.
- 1974** *First freestanding liquor store* opens, not accompanied by a grocery store.
- 1974** *First scratch bakery* and *first deli* operations begin in new Sauk Rapids Coborn's store.
- 1979** *First Cash Wise Foods*. Opening in Willmar, Minnesota, this new discount warehouse format initiates a new brand and grocery chain for the Coborn's operation. The store is the first among the Coborn's family of stores to use optical scanning.
- 1981** *First video department* opens in Coborn's store in Sartell, Minnesota.
- 1985** *First nutrition program* launched with the addition of the first nutritionist on staff.
- 1986** *First convenience store*, providing gas and groceries on the go and paying homage to Duke Coborn. Operating as "Little Dukes" and accompanying the Coborn's grocery store in St. Cloud.
- 1986** *First pharmacy* opens in Cash Wise Foods in Waite Park.
- 1991** *First off-site Central Bakery* operation begins.
- 1993** *First Superstore* introduced with the opening of a new, expanded store format in Sauk Rapids.
- 1994** *First bank* opens in the Coborn's Superstore in Sauk Rapids.
- 1995** *First Natural Foods Department* added, initially at Waite Park Cash Wise.
- 1998** *First pharmacy drive-thru* debuts at the store in Princeton, Minnesota.

- 1998** *First Hallmark store* opens in Little Falls Coborn's Superstore, known as Barb's Gold Crown Hallmark Store.
- 2001** *First company websites* launched, including Coborn's, Cash Wise and Coborn's, Inc.
- 2001** *First Save-A-Lot* joins the Coborn's banners. This smaller store focused on carrying a carefully selected assortment of 1,500 to 1,700 of the most popular, in-demand everyday grocery essentials.
- 2001** *First self-checkout station* at Albertville store at the brink of the nationwide do-it-yourself trend.
- 2006** *First coffee shop* opens in Elk River store. It is owned and operated by Caribou Coffee Corp.
- 2006** *First medical clinic* operated by HealthPartners Central Minnesota Clinics as a HealthStation, providing convenient and affordable walk-in medical clinic services.
- 2008** *First exclusive online grocery delivery business* launched with the acquisition of SimonDelivers, an online grocer and home-delivery service based in the Twin Cities. Coborn's renamed it CobornsDelivers and made it a new division.
- 2008** *First coffee shop owned by Coborn's* opens as a Caribou Coffee in the Sauk Rapids store.
- 2011** *First mobile apps* for Android and iPhone platforms developed for Coborn's, Cash Wise and CobornsDelivers.
- 2012** *First licensed Save-A-Lot in Minnesota*, a wholly owned subsidiary of SUPERVALU Inc. Coborn's currently operates Save-A-Lot stores in Beloit, Wisconsin, Freeport, Illinois, Dubuque, Iowa and St. Cloud, Minnesota
- 2012** *Coborn's acquires five stores in western North Dakota*, including three grocery stores and one floral shop from JK Foods and Mike's SuperValu, and operates them as Cash Wise.
- 2013** *First supermarket registered dietitian* hired to help customers make healthier, more informed and more nutritious food choices.
- 2013** *First Cash Wise store constructed since the 1980s* – located in western North Dakota.



Coborn's, Inc. Firsts - 2014 and Beyond



The company has continued to evolve and innovate on many fronts. Below are some of the notable “firsts” that the company has implemented since the original book published in 2014.

Coborn's Firsts

2014 *Coborn's breaks ground for the Corporate Support Center in St. Cloud, MN.* Construction of the 91,000 square foot, three-story complex would provide a work environment conducive to productivity and efficiency. The Coborn's Support Center opens in November of 2015, the weekend before Thanksgiving.



2015 *Coborn's acquires four Marketplace Foods stores in Wisconsin* in the communities of Rice Lake, St. Croix Falls, Menomonie and Hayward and would continue to operate in these locations under the Marketplace banner.



2016 *First “next-generation” Coborn's store* is constructed in Isanti, Minnesota with new-store concepts offering enhanced services and expansion of fresh products. To identify the new fresher offerings, the store is rebranded as Coborn's Marketplace and paved the way for the next several new stores and remodeled stores to distinguish these locations.



2016 *First loyalty program* introduced as MORE Rewards incentivizing customer loyalty with promotions and product discounts including fuel, liquor and pharmacy rewards. The program launched as a completely digital program, enabling the customer to only need their phone number rather than carrying a membership card. To date, nearly 750,000 guests have enrolled in the program and they have redeemed over \$15million in fuel savings earned from participating.



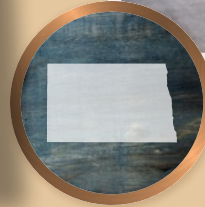
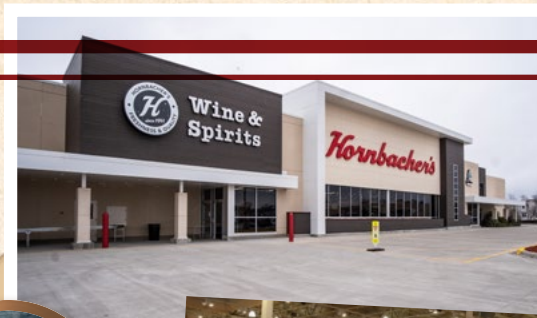
2017 *First Minnesota Business Hall of Fame inductee* from Coborn's, Chairman, President and Chief Executive Officer Chris Coborn, representing a fourth generation of leadership.

2018 *First in-store popcorn shop* opens at Hornbacher's Gateway West location in Fargo, North Dakota with select stores added subsequently.



2018 *First Dunn Brother's Coffee* opens in a company grocery store at Coborn's Cooper Avenue store in St. Cloud, Minnesota.





2019 *First “next-generation” Cash Wise opens in North Bismarck, North Dakota.*

2019 *Curbside pickup option becomes available in all Coborn’s, Cash Wise and Marketplace Foods store locations.*

2019 *Coborn’s acquires eight Hornbacher’s stores located in the cities of Fargo, North Dakota and Moorhead, Minnesota and continues to operate under the Hornbacher’s banner.*

2020 *First centralized pharmacy operation opens in Sauk Rapids to fill prescriptions via four automated “robots”.*

2020 *First robotic salad maker “Sally, the Salad Robot” introduced at Otsego’s Coborn’s Marketplace location, revolutionizing salad bars.*

2020 *Coborn’s former support center building on the Eastside campus, the former Elk’s Lodge building, is razed.*

2021 *First COVID-19 vaccinations are distributed through the strategic planning of the Coborn’s Pharmacy team following a year-long worldwide pandemic.*

2021 *Retailer of the Year awarded to Coborn’s, Inc. from Shelby Publishing, a leading publication for the grocery industry.*

