PRESS RELEASE

CONTACT:
Chris Nehring
chris.nehring@cobornsinc.com
320.252.4222, Ext. 6166

Coborn's to celebrate grand opening of newly remodeled Park Rapids grocery store

With a focus on fresh, Coborn's updates its Park Rapids store to its "next-generation" offering

ST. CLOUD, MN – Coborn's, Inc. is excited to announce the grand re-opening of its recently-completed Park Rapids, MN location.

Several grand opening events will be held to celebrate the newly remodeled Coborn's. The store will host a ribbon cutting ceremony will begin at 3:00 p.m. on Wednesday, July 14th. The remodeled store will offer new, enhanced services, an expanded assortment of products and fresh, enlarged perimeter fresh departments and new updated décor and a refreshed north-woods themed exterior to make the shopping experience even more unique!   During the grand re-opening event, guests can enjoy samples throughout the store.

Coborn's, Inc. has updated 19 of its 28 Coborn's locations to its new, next-generation format. The company first introduced the updated concept in its Coborn's division at its Coborn's Marketplace in Isanti, MN in 2016. Since then, the company has remodeled several other Coborn's stores in Minnesota to this format. The company is also building a new store in Buffalo, MN, to open later in 2021.

Some features of the newly remodeled Park Rapids store include:

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. Specialty pizzas, 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 newly added Bake Shoppe and fresh Popcorn and Cotton Candy offering.

New Offerings in Meat and Seafood: In addition to the already wide selection of quality fresh meat products, several new items have been introduced, including a variety of smoked meats, Legendary Angus Beef products, an expanded seafood selection and more. The meat department also offers a variety of grab-and-go meal options as well.

Expanded Farmers' Market produce: The first department in the store, our newly expanded produce department is filled with the freshest produce and items of the season including fruits, vegetables, salads, cut fruit, trays and more.

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 pickup 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, especially with many Park Rapids lakes area visitors who can order prior to arriving, swing by and pick up their order conveniently without even leaving their vehicle.

Unique Items in the Grocery Aisles:

- Expanded craft pop, nostalgic candys and gifts
- 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
- Integrated natural and organic items, making it easier for shoppers to compare against the more traditional item adjacencies

Coborn's in Park Rapids is led by Store Director Jonathan Du Shane who has served the company in a variety of store leadership positions since joining the company in 2009.

About Coborn's, Inc.

St. Cloud, Minn.-based Coborn's, Inc. is a 100-year-old employee-owned grocery retailer with nearly 9,000 employees and 60 grocery stores across Minnesota, North Dakota, South Dakota and Wisconsin under the Coborn's, Cash Wise Foods, Marketplace Foods and Hornbacher's banners. Coborn's, Inc. also owns liquor, video and pharmacy locations. To support its 130 various retail business units, Coborn's, Inc. operates its own central bakery, dry cleaning facility and grocery distribution center. In 2021, Coborn's, Inc. was named the Shelby Report's Midwest Retailer of the Year.