

PRESS RELEASE

October 28, 2020



CONTACT:

Dennis Host
Vice President/Marketing
320-252-4222, ext 6167

Coborn's, Inc. opening new grocery store in Otsego, MN *With a focus on fresh, Coborn's adds new location to its expanding portfolio*

ST. CLOUD, MN – Coborn's, Inc. is excited to announce the grand opening of a brand-new store in Otsego, MN, located along the fast-growing I-94 corridor between Rogers and Elk River, MN. This store marks the 59th grocery store and it's 28th Coborn's supermarket in the company's retail portfolio. The company recently completed significant updates at its Coborn's locations in Ramsey, Glencoe, New Prague, Clearwater and Sauk Rapids, MN and has several other locations currently being updated. This is the company's newest ground-up construction project since opening a new Cash Wise store in North Bismarck in 2018 and a new Hornbacher's store in Fargo in early 2019.

The new Otsego location marks the latest updates in the company's ever-evolving formats to best-serve its guests. Chris Coborn, the company's Chairman, President and CEO said, "As consumer demands change, we continue to offer new, enhanced services, an expanded assortment and enlarged perimeter fresh departments, along with a new updated décor package to make the shopping experience truly unique for our guests." He added, "Our goal is to serve the Otsego community with the freshest products and the friendliest service to make our guests raving fans." The location features an in-store Caribou Coffee café, along with drive-thru service, a designated area for curbside pick-up for guests who choose to order online and an onsite pharmacy and liquor store.

With this store completed, the company has now built or updated over a dozen of its locations to its new, next-generation format. The company first introduced the updated concept in its Coborn's stores when it opened its first Coborn's Marketplace in Isanti, MN in 2016. Since then, the company has remodeled several other Coborn's stores in Minnesota to this format, including most recently, stores in Ramsey and Glencoe.

Some features of the Otsego Coborn's Marketplace include:

The Kitchen: This 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 Kabar Sushi, plus a brand-new state of the art "salad robot" named Sally that creates fresh, custom, made-to-order salads dispensed directly from a robotic salad maker. The store is also launching a brand new signature Kitchen item, a "Chickles" – a double-dipped skewer of Chicken Shack chicken and a spicy pickle, deep fried to perfection.

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 or have their groceries delivered same day by DoorDash. As more and more consumers are looking to save time, the online shopping service is becoming more and more popular.

Unique Items in the Grocery Aisles:

- Expanded craft pop, sparkling waters, ultra-premium water & teas
- High end mixers
- Olive Oil selection
- Snacking section
- A 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
- Integrated natural and organic items, making it easier for shoppers to compare against the more traditional item adjacencies

Caribou Coffee: An in-store Caribou Coffee Shop allows guests the opportunity to enjoy a warm or cool beverage while shopping, or in the comfort of a cozy coffee shop environment. Additionally, the Caribou has convenient drive-thru service for commuters as well.

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, Greater Omaha 1881 Certified Hereford Beef products, an expanded seafood selection and more. A brand-new signature Four Brothers Smoked Maple Sausage is being introduced in this location, made with fresh maple syrup produced locally in Bowlus, MN.

MORE Rewards: The popular MORE Rewards program will also launch at the Otsego Coborn's store. Guests can enroll in the free program at anytime during store hours, or online at moreRewards.com. The program offers ways for the guest to save on fuel purchase by earning Fuel Rewards, as well as perks and special promotions to enrolled guests in the store's pharmacy, liquor store, and special emailed promotions sent exclusively to MORE Rewards members. Guests can download the MORE Rewards app to their smart phone on either Google Play or from the App Store on Apple.

Full-Service Pharmacy: An in-store pharmacy with drive-through service is located at the store front for patient convenience. Inside, a private consultation room is also designated for our pharmacists to meet one-on-one with patients to discuss their pharmacy and health needs.

Coborn's Liquor: Located conveniently between the fuel island and store via a separate entrance, guests can find a full assortment of liquor, beer and wine including local favorites, craft beers, IPAs, local wines and spirits. Explore. Experience. Enjoy the convenience of a liquor store right inside the grocery store for quick service.

Coborn's in Otsego is led by Store Director Mitch Utecht. Utecht had previously been the Store Director at the company's Coborn's supermarket in Big Lake. He has served the company in store leadership positions for over 14 years and has worked in the grocery industry for nearly 40 years.

###

About Coborn's, Inc.

St. Cloud, Minn.-based Coborn's, Inc. is a 99-year-old employee-owned grocery retailer with nearly 9,300 employees and 59 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 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 2018, Coborn's was named to the Star Tribune's "Top Workplaces in Minnesota" list and was also recently named to Achievers' list of "50 Most Engaged Workplaces" for the third year in a row.