

Press Release

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Coborn's, Inc. and Picadeli Join Forces to Bring First Two of 15 High-Tech Salad Bars to Minnesota Cities of Sauk Rapids and Waite Park

The new partnership offers elevated, fresh, fast and affordable meal options with an eye on growth in the region

ST. CLOUD, MN – Coborn's and Swedish salad company Picadeli today announced the first two of 15 new high-tech salad bars opened at the following locations: [Coborn's Grocery Store in Sauk Rapids, MN](#) and [Cash Wise Foods Grocery Store in Waite Park, MN](#). The new salad bars are part of a pilot program in the region, which is expected to expand to additional stores later this year. Unlike traditional salad bars, Picadeli offers guests elevated options including plant-based proteins, grains, seafood and seasonal specialties. The units use digital signage and touch screens to showcase the nutritional values of all ingredients, and temperature-controlled food compartments to ensure optimal food safety and less waste.

"Picadeli is known worldwide for revolutionizing the salad bar and we're delighted to offer our guests a healthy and quick meal option focused on freshness, variety and flavor," said Dennis Host, Senior Vice President of Marketing and Communications of Coborn's, Inc. "More importantly this distinguished salad bar features innovative technology to keep food safe and prioritizes variety and proper food hygiene. During the COVID pandemic, we were forced to close almost all of our self-service salad bar offerings to ensure our guests' safety. We're excited to be able to bring back the salad bar with a new, innovative offering through our partnership with Picadeli."

The Picadeli salad bar, which consistently rotates menu items for new options and offers seasonal favorites and variety, prioritizes safety with features like hand sanitizer and bowl dispensers, sneezeguards, a mounting system for utensils to prevent contamination of allergenic foods, temperature and hood sensors, shielding hoods, a patented air flow refrigeration system, and more. Even with these technological advances, Picadeli salads are more affordable than typical salad bar offerings, costing around \$8 per salad.

"It's well known that eating fresh and healthy food in the United States is not usually affordable or accessible. We aim to change that by giving Americans greater access to healthier food that is also fast, convenient and easier on the wallet," said Patrik Hellstrand, Picadeli's CEO. "Our entry into Minnesota with the opening of the Picadeli bar in the Sauk Rapids location represents a new phase of our growth in the U.S., and we are thrilled to be expanding in partnership with Coborn's."

The remaining locations in the initial pilot program will open in the coming months.

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About Coborn's, Inc.

St. Cloud, Minn.-based Coborn's, Inc. is a 103-year-old employee-owned grocery retailer with nearly 10,000 employees and 77 grocery stores across Minnesota, North Dakota, South Dakota, Wisconsin, Michigan and Illinois under the [Coborn's](#), [Cash Wise Foods](#), [Marketplace Foods](#), [Hornbacher's](#), [Tadych's Marketplace Foods](#) and [Sullivan's Foods](#) banners. Coborn's, Inc. also operates fuel, liquor, and pharmacy locations. To support its over 135 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. In 2023, the company was recognized by Progressive Grocer Magazine as one of the Top 10 Regional Grocers in the U.S. Tadych's Marketplace Foods and [Sullivan's Foods](#) banners. Coborn's, Inc. also operates fuel, liquor, and pharmacy locations. To support its over 135 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. In 2023, the company was recognized by Progressive Grocer Magazine as one of the Top 10 Regional Grocers in the U.S.

About Picadeli

Picadeli is a Swedish salad pioneer, driven by the belief that fast-food should be food that's good for you. The idea is simple; through self-served salads, democratize healthy food and prove that fast food can be nutritious, fresh and tasty. The high-tech salad bars can be found in more than 2300 stores around Europe and the United States. Since the start in 2009, Picadeli has enabled the grocery trade to offer its customers an innovative, fresh and tasty salad concept. The company currently has an annual turnover of more than SEK 1.5 billion which represents close to SEK 3 billion in retail value corresponding to more than 40 million salads annually.