

READER

A PUBLICATION OF WILLY STREET CO-OP, MADISON, WI • VOLUME 52 • ISSUE 12 • DECEMBER 2023



The Co-op Classic Gift Guide

Seracon Maple Syrup Candles:

A Co-op favorite! These natural, paraben-free, Phthalates-free, organic soy wax candles are hand-poured in Montreal and feature a wooden wick that crackles and fills your home with the delicious scent of warm maple syrup.

Eco Candle Co: Hand-poured, small-batch soy wax candles are from Appleton, Wisconsin! They come in a variety of colors and scents such as Fig & Oak and Firewood.

Tey-Art Alpaca Socks: Tey-Art is committed to using natural and sustainable materials, like alpaca, and works only with factories and co-ops that are committed to fair trade labor. These vibrant and extra warm socks are made by skilled artisans in the Andes Mountains.

Andes Gifts Hats, Scarves, and Mittens: Lifelong knitters in small Indigenous Andean communities make this soft and elegant winter wear. Each piece is handcrafted and supports rural communities in Peru and Bolivia.

Silk Road Bazaar Felt Ornaments: Fiber artists in Kyrgyzstan use traditional hand-felting techniques to create fun and modern ornaments. Find a wide range of animal and food ornaments as well as famous figures like Beyonce, Janis Joplin, or Prince.

Find more Gift Guides on pages 14-16!

IN THIS ISSUE:

2023 Gift Guides, New Products, Simple Soyman Owners Retiring, Fiscal Year 2024 Operating and Capital Budgets, and more!

SPECIAL STORE HOURS

Sunday, December 24 (Christmas Eve): stores are open until 6:00pm
 Monday, December 25 (Christmas Day): CLOSED
 Sunday, December 31 (New Year's Eve): regular hours
 Monday, January 1, 2024 (New Year's Day): CLOSED
 Tuesday, January 2, 2024: stores open at 10:00am

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WILLY STREET CO-OP BOARD OF DIRECTORS

Sarah Larson
Brian Anderson
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Anthony Hernandez
Ike Ross
Isabel Spooner-Harvey
Carol Weidel
Ashwini Rao

BOARD CONTACT INFO:
board@willystreet.coop;
all-board@willystreet.coop (includes the GM,
Executive Assistant, and Board Administrator)

BOARD MEETING SCHEDULE

Board meetings are typically held at our business office at 6:30pm (1457 E. Washington Ave. in Madison), but may be held virtually. Please see www.willystreet.coop/events and select the Board category for details.

January 24

WILLY STREET CO-OP MISSION STATEMENT

**Cultivate and empower
community, customers,
employees, and suppliers
through cooperative
principles and practices.**

ADVERTISE IN THE READER

**Affordable rates, wide
reach, discounts for non-
profits and Owners.
Find info here:
[willystreet.coop/
advertising](http://willystreet.coop/advertising).**

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READER

PUBLISHED MONTHLY BY WILLY STREET CO-OP

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SALE FLYER DESIGN: Hallie Zillman

GRAPHICS: Hallie Zillman

SALE FLYER LAYOUT: Liz Wermcrantz

PRINTING: Wingra Printing Group

The Willy Street Co-op *Reader* is the monthly communications link among the Co-op Board, staff and Owners. It provides information about the Co-op's services and business as well as about cooking, nutrition, health, sustainable agriculture and more. Views and opinions expressed in the *Reader* do not necessarily represent those of the Co-op's Directors, staff or Ownership. Willy Street Co-op has not evaluated the claims made by advertisers. Acceptance of advertising does not indicate endorsement of the product or service offered. Articles are presented for information purposes only. Before taking action, you should always consult a professional for advice. Articles may be reprinted with permission from the editor.

SUBMISSIONS

All advertising submissions must be reserved and arranged with the editor by the 10th of the month previous to publication. All advertisement copy must be submitted camera-ready by the 15th of the month. Submissions should be emailed to l.wermcrantz@willystreet.coop or mailed to Willy Street Co-op's Central Office according to submission requirements.

CUSTOMER SERVICE: EAST: 608-251-6776 WEST: 608-284-7800 NORTH: 608-471-4422

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FAX: 608-251-3121

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NORTH: ns.preorders@willystreet.coop

WEBSITE: www.willystreet.coop

BOARD EMAIL: board@willystreet.coop

STORE HOURS: Willy East: 7:30am-9:00pm;

Willy West: 8:00am-9:00pm;

Willy North: 8:00am-9:00pm every day

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Customer COMMENTS

Write Us!

We welcome your comments and give each one attention and serious consideration. Send them to customer.comments@willystreet.coop or fill out a Customer Comment form in the Owner Resources area. Each month a small selection is printed in the Reader; publication does not necessarily indicate an endorsement of views stated in a customer's original comment. Many more comments can be found in the commons or in the binder near Customer Service. Thank you!

TOO SPICY

Q: We have been very disappointed in that so many hot case foods have too much "tongue-burning" spice. Today I had the oven-roasted broccoli florets—but loaded w/ black pepper! Dousing w/ plain yogurt helped somewhat but spoiled the flavor I expected when purchasing. AND last Thanksgiving, the green bean casserole I expected to be traditionally mild had a load of spice—not edible!! Please tone it down.

A: I've checked in with our deli managers to make sure they are being more careful with the amount of black pepper being added to the dishes. Thanks for writing in! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

UNEXPECTED DAIRY

Q: I have been shopping at your store for 23 years and shop at the East side store every week. I really do like shopping at your store because of the high quality of products

Recently, I bought your Terra Chips on sale. Afterwards, I got incredibly ill and threw up for hours. Then, I realized that there was milk in the ingredients. I think it was the Mediterranean chips.

I would like to implore you to routinely separate your chips that contain milk. Chips are not an item where dairy is expected. Also, many people who would like to reduce their carbon footprint will often purchase chips without knowing that they contain dairy.

If I actually read the ingredients of every product I chose at Willy St. Coop, I would literally need to spend hours shopping each week. It would be of great service to separate the chips that are vegan versus non vegan.

Many people are avoiding dairy for a variety of reasons, such as (1) methane emissions from dairy cattle have a huge carbon footprint, (2) 70% of humans on the planet are lactose intolerant (most non-white people), and (3) Dairy is incredibly cruel and involves killing calves routinely.

Please help us all act in an environmentally conscious and cruelty free manner by helping us avoid dairy. One option would be to NOT order chips that contain dairy. Thank you for your consideration.

A: Thank you for being a loyal Willy Street Co-op shopper! I am sorry to hear you got sick after eating some of the Terra Chips we carry that have milk as a listed ingredient. Most potato chips do not have milk in them, but occasionally it is added to create a more creamy flavor.

It would take a lot of staff time to separate products out by their ingredients and we do not have the resources to do so. Manufacturers often change ingredients, so it gets tricky to track them. Even our distributor's product ingredients lists online are not always accurate. The only way to be certain of what is included in the package is to read the ingredients labels.

I appreciate you reaching out and sharing your opinions with us! It is good to know what folks are looking for in our stores. -Dean Kallas, Grocery Category Manager

APPETIZERS

Q: Looking for some trays of light appetizers for a class reunion in Madison. Do you do anything like this?

A: Greetings, My name is Nicholas, I am the Prepared Foods & Cheese Category Manager for the Willy Street Co-op.

I received your customer comment about catering. Although we did offer catering a few years ago, we have not resumed catering services at this time, so we cannot provide services for your event.

Our main priority right now is providing food directly to our stores and having our shelves full for our in-house sales. Currently, like so many others, adequate staffing continues to be an issue for us in being able to offer additional services. Sorry that we couldn't make this happen for you! -Nicholas OConnor, Prepared Foods & Cheese Category Manager

WILLY NORTH HOT BAR

Q: Whoever is cooking up the hot bar on the northside is killing it! Every time I come to the northside co-op the food tastes amazing.

I totally agree! I am a huge fan of the northside hotbar! I shared your comments with the manager and the prepared foods category manager. Some of the foods are made at the north store and some are made at our production kitchen. We have such talented chefs and cooks! I was so proud to share this comment with our staff. Thanks for your feedback and hope to see you at the hotbar again soon. Thanks, Amanda Ikens, Owner Resources Coordinator

DOUBLE DOLLARS CHARGE?

I've noticed the last couple times I shopped, an admin charge for Double Dollars was automatically added to my total. What is this? You can't just force me to donate money, that's stealing. I certainly never agreed to it.

Thanks for reaching out! I do agree with you, we should not automatically charge you for any donations; however, that is not what is happening.

For the last several years, the Co-op has been

donating to the Double Dollars program for every reusable bag a shopper brings in for their purchases. What you are seeing on your receipt are the donations the Co-op is contributing to the program (10 cents per reusable bag) for each transaction you use your reusable bags. You see it on your receipt so that you know it was added to the program, and how we record the donations for tabulating purposes.

Hope that information helps and thanks so much for asking!! If you have further questions and/or concerns, don't hesitate to reach out to me directly about the Double Dollars Program.

In cooperation, Kristina Kuhaupt, Customer Experience Manager

NO ELA ORCHARD APPLES

Q: Apples from Ela Orchards have been regular items for many years, yet I've seen none at East this year, even though they were mentioned in the recent staff picks. What gives?

Good afternoon; I'm going to share some communication that was sent to us from Bob, from Ela Orchard:

"Our situation this year: Our crop is significantly down this year because of both the drought and the fact that some of our major varieties had almost no blossom last Spring. We have very little volume of McIntosh, Macoun, Cortland, and Spartan. These are the main varieties we have brought at this point in the season. So unfortunately it does not look like we can supply any of these this year.

"As far as a bit later the Ida Reds which are not ready yet look reasonably bountiful if they finish off, and the Golden Russets actually look like a bumper crop. They also are not quite ready but look promising. I am hopeful that we could supply either or both of these a little later if you want them. Stayman winesap may also be a possibility but we have to see if the apples gain enough size.

"We did have a nice Parker Pear harvest this year, and they are the one thing that would be available right away. We have one batch (about 10 boxes) in the cooler which are still hard and which we still have to sort. They are tasty as they ripen but they run small to medium. Also there would just be a one time delivery of them so probably it is not practical for your set ups, but it is an option.

"We very much would like to bring you apples at some point this season if we have something that works for you and can keep you updated on the progress of the later varieties.

"Wishing it was a more bountiful year here, and sorry not to have good apples for you right now.

"If you have interest in what we have later October and November we will keep in touch and hope to supply at least something this year."

Hope this helps; unfortunately it doesn't seem like Ela will be having many apple varieties this season, due to the drought earlier in the year. Hope we can get more volume from our other local apple suppliers. Have a good day. -Jorge Espinosa, Produce Manager—East

SELF-CHECKOUT TALKING

The self checkouts "talk." I know some folks like the opportunity to self checkout. I want more quiet and less beeping. Is there a way to accomplish both? Help.

Each customer is able to adjust the volume for themselves (it actually will remember and turn the volume down the next time they put in their owner number). I am unsure if the default volume can be turned down, but for those who are hard of hearing, it wouldn't be beneficial to turn them down to the point where they may be unable to use the machines as well as anyone else. -James Wolf, Front End Manager—East





GENERAL MANAGER'S REPORT

NORTH SELF-CHECKOUT, AUBERGINE, PATRONAGE REFUNDS & MORE!

by Anya Firszt, General Manager

HELLO DEAR OWNERS

December, the last month of the year. Before we wrap up the calendar year, we have a lot to pack into the next four weeks. This month we celebrate Hanukkah, Christmas, Kwanzaa, Boxing Day, New Year's Eve, and of course, the Solstice.

What's on your shopping list this month? The Co-op has all your bases covered with a wide selection of fun and unique items and seasonal cooking and baking supplies to choose from to help you with your gift-giving needs and holiday meal planning.

AUBERGINE/1226 WILLIAMSON STREET

The space has taken shape over the last few weeks; trenches dug for plumbing lines, concrete poured, electrical conduit installed and lines pulled, and walls framed. Drywall is expected to be installed in the coming week, followed with floor polishing, painting, appliance installation, and lighting. We hope to take over the space in early January 2024! Stay tuned for future updates.

WILLY NORTH FRONT END CHANGE

The installation of the self-checkout lanes at Willy North is a go! The project will entail the removal of two registers and counter top to allow for the installation of three self-checkout lanes that will be

located in roughly the same space. We expect the self-checkout lanes to be up and running the second week of December.

FY23 PATRONAGE REFUNDS

Cooperative Principle 3: Members' Economic Participation
"Members contribute equally to, and democratically control, the capital of the cooperative. This benefits members in proportion to the business they conduct with the cooperative rather than on the capital invested."

Fiscal Year 2023 (FY23) ran July 3, 2022–July 2, 2023, and it was a profitable year. We had net income of \$452,000. This surplus allowed us to continue to operate on a sound financial basis, pay our staff a profit share (totaling \$42,893), and now to return a portion of the profit to Owners. We greatly appreciate your help in making it a successful year for your Co-op!

Per bylaw 6.5, your Board of Directors has voted to allocate part of the surplus, or profit, as a patronage refund, a portion of which will be distributed as a store credit. This year's patronage refund is a combination of 55% retained patronage equity, which is money held by the Co-op in each Owner's name and the rest, 45%, will be issued as a store credit beginning in January 2024. The 55% of the total patronage that is retained is

reinvested in the Co-op and helps to secure our long-term financial health.

Those who are being issued a store credit will receive an email or a letter in the mail between January 6th and 13th detailing your refund. Store credits will be available (for Owners receiving one) at the registers starting on January 15th. You may apply the credit towards a purchase, request cash back, or donate it to the Double Dollars program. To ensure that only the primary (or secondary, for household accounts) Owner uses credits, you will be asked to sign for the refund. If you request your store credit to be paid out as cash you will be asked for a photo ID. All patronage store credits must be used by June 16, 2024.

If you prefer to receive notification via email, please make sure we have your current email address, which can be updated at Customer Service or via an email to ora@willystreet.coop.

FY2023 ANNUAL REPORT

You can expect to receive our last fiscal year's annual report in your mailbox or inbox this month (if you didn't already get it at the end of November).

MOVING ON: NEWSLETTER EDITOR LIZ WERMCRANTZ

Our newsletter seems like the appropriate place to announce that Liz Wermcrantz, the editor of the

Willy Street Co-op Reader for more than 20 years, is moving on to new adventures. She first started working at the Co-op in May of 2000, first as Deli co-manager then



the Marketing Manager. After a short time in the role, Liz decided to take the Newsletter Editor position to dedicate more time to parenting

her child, Mimi. In her 20 years of managing the newsletter (and other responsibilities), Liz ensured that we were communicating Co-op news to Owners while building many close friendships with staff members and newsletter writers. We will miss her and wish her the best in whatever comes next.

UPCOMING SPECIAL STORE HOURS

Sunday, December 24 (Christmas Eve): stores are open until 6:00pm

Monday, December 25 (Christmas Day): CLOSED

Sunday, December 31 (New Year's Eve): regular hours

Monday, January 1, 2024 (New Year's Day): CLOSED

Tuesday, January 2, 2024: stores open at 10:00am

Hoping you have a wonderful end to 2023.



BOARD REPORT

MEET IKE ROSS

by Ike Ross, Board Member

Those changes of season starting in September and October settle in come November. The daylight hours shift, and we too settle in a little earlier each evening as the days grow shorter. November offers us the opportunity to reflect back on the year, and prepare for the new year to come. This year is no different, and I find myself noticing these subtle changes: the smell of fall, the crunching of leaves since fallen from the trees, the brisk air welcoming me in the morning.

Willy Street Co-op, like us, has gone through some changes as well and we're excited to announce some new Board Members this year, officially welcomed to the Board in October. We also reflect on and extend our gratitude to Board members before us. My name is Ike, one of those new Board Members, and I am excited to tell you a little about myself.

What was your first memory of Willy Street Co-op?

I'd heard about Willy Street Co-

op from multiple friends prior to ever stepping foot in Madison and couldn't help but be interested in what a great Co-op it must be with such a reputation.

When I moved to Madison a little more than two years ago, Willy North was the first place I stopped, picked up a membership, and ate from the hot bar in a new home in a new city. Staff informed me during checkout, after learning I was new to town, of all the great deals that week on basic supplies, good food,

and where to find a couple extra utensils to help ease the burden of unpacking. It was a minor act, but the warmest welcome I'd had to a new place. Since then, I knew I had to be a part of Willy Street Co-op and am grateful I have the opportunity.

What do you rely on Willy Street Co-op for?

I'd grown up in Michigan eating meat primarily sourced from hunting and vegetables primarily sourced from our garden. Falls



were spent preserving what we could and hoping for short winters as we stacked our firewood ceiling high in the basement. Admittedly I'd taken for granted those fresh foods that couldn't be sourced more locally if we tried. Nowadays, I rely on Willy Street Co-op to fill those seasonal gaps of fresh foods my small garden can't fill in the early springs, during these fall transitions, or in the winter months to come. While I don't eat much meat anymore, I am also grateful for the humane options from local farms nearby.

What are your top three favorite Willy Street Co-op foods?

My go-to staples are the variety of options of bulk granola, freshly ground peanut butter, and coffee that have yet to be topped elsewhere. In truth, all the options at Willy Street are good options and I can trust in their quality, even if trying something for the first time.

Do you have any favorite food traditions?

I love nothing more than getting family and friends together in one place, baking a fresh berry pie and some savory treats, having folks bring their own favorites, and talk the evening away.

Besides being a Willy Street Co-op Board member, what else do you like to do with your time?

I am an avid enjoyer of all things

outdoors and have dedicated my career to helping leave behind a better environment. Each year I stretch the canoeing season as long as I can, paddling the wonderful waters in Madison and within our beautiful state.

In addition to outdoor recreation, I've enjoyed volunteering at Geology days at retirement communities in the past and am excited to start helping with some career services opportunities. I'm grateful to have Willy Street Co-op as another opportunity to engage with my community.

What are you most excited about in being a new Board member, and what do you see as the biggest opportunities and challenges the Co-op will face over the next few years?

I've had experience farming on family friends' farms, organic farms, conventional farms, and of course just gardening at home. Willy Street Co-op strives to be a leader in the community to ensure access to fresh and healthy food and I am excited to be a part of that goal, while also recognizing the real world challenges that come with these aspirations. I'm excited to continue these successes and navigate those challenges as Madison grows and as Willy Street Co-op grows.

THE DECEMBER Wellness Wednesday IS 15% OFF 12/6/23

Willy Street Co-op Owners get 15% off bodycare and wellness products instead of the usual 10% off!
(Sale for Owners only December 6th, 2023)

HOLIDAY HOURS

SUNDAY, DECEMBER 24: STORES ARE OPEN UNTIL 6:00PM
MONDAY, DECEMBER 25: CLOSED
SUNDAY, DECEMBER 31: REGULAR HOURS
MONDAY, JANUARY 1, 2024: CLOSED
TUESDAY, JANUARY 2, 2024: STORES OPEN AT 10:00AM

COMMUNITY REINVESTMENT FUND GRANTS AVAILABLE

Since 1992, Willy Street Co-op has contributed more than \$555,000 to local nonprofits and cooperatives to support developmental and educational projects for our community via Community Reinvestment Fund grants. The Fund is seeded when Owners who have become inactive and have not claimed their equity after three years either abandon or donate their Owner equity to our Co-op. Community Reinvestment Funds are allocated annually by the Board of Directors in accordance with our bylaws that stipulate unclaimed or donated equity that has been abandoned be dedicated to educational and charitable purposes.

Grant applications and further details can be downloaded from: www.willystreet.coop/crf
 The deadline for applications is January 31, 2024.

willy street co-op

Community Reinvestment Fund

Double Dollars donations go twice as far in November & December!

Through December 31st, when you use a Double Dollars scan card, the Co-op will match up to \$10,000 and split matched funds between our five food pantry partners:

- Goodman Community Center Fritz Food Pantry
- Wil-Mar Neighborhood Center
- The River Food Pantry
- Lussier Community Education Center
- WayForward Resources

Just tell the cashier you'd like to donate!



Community Room Calendar

Visit www.willystreet.coop/events to register.

Refund Policy: Unless otherwise specified in the description of the event, registration for events that Willy Street Co-op cancels will be refunded in full. Individuals who wish to cancel their registration must email education@willystreet.coop with 72 hours notice to receive a full refund or transfer their registration to another class. No refunds or transfers will be granted for cancellations within 72 hours of an event. In order to cover costs incurred, there are absolutely no exceptions to the Refund Policy.



GLUTEN-FREE BÛCHE DE NOËL WITH PIERRE FERLAND

Location: Willy West Community Room
Wednesday, December 6, 6:00pm–8:30pm
Ages: 14 and older; adult supervision required
Instructor: Pierre Ferland
Fee: \$30 for Owners; \$40 for non-owners

Capacity: 10

Join Chef Pâtissier Pierre Ferland to learn how to make a classic Bûche de Noël from start to finish and completely gluten-free. In this class, Pierre will make a Roulade sponge cake, buttercream, different fillings, and decorations that make up this holiday favorite. Participants will learn how to fill, roll the Roulade sponge cake, shape, and assemble this tasty treat. Demonstration with limited hands-on opportunities.

CLASSIC CHERRY PIE AND LEMON MERINGUE PIE WITH PIERRE FERLAND

Location: Willy West Community Room
Wednesday, January 17, 6:00pm–8:30pm
Location: Aubergine, 1226 Williamson St.
Wednesday, March 13, 6:00pm–8:30pm
Ages: 14 and older; adult supervision required
Instructor: Pierre Ferland
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Chef Pâtissier Pierre Ferland in this class to learn how to make classic cherry pie and lemon meringue pie. From mixing to baking, this class will cover everything you need to know to make these two classic pies. This class will cover the basics of pie-making as well as making pie filling from scratch. Demonstration only.

CHOCOLATE TRUFFLES WITH PIERRE FERLAND

Location: Willy West Community Room
Wednesday, January 31, 6:00pm–8:30pm
Location: Aubergine, 1226 Williamson St.
Wednesday, February 7, 6:00pm–8:30pm
Ages: 14 and older; adult supervision required
Instructor: Pierre Ferland
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Chef Pâtissier Pierre Ferland to learn a quick and easy way to temper chocolate and make a basic ganache as well as give it distinctive flavor profiles. We'll start the class by making the ganache followed by how to temper chocolate. Then you'll learn how to shape the ganache, coat it with tempered chocolate, and finish the truffles by rolling them into cocoa powder. Demonstration with limited hands-on opportunities.



WILLY STREET CO-OP HOT BAR AT HOME

Location: Willy West Community Room
Friday, December 1, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Love our lasagna? Do you dream about mac and cheese? Crazy about sweet and hot chicken? Join us for a journey down the hot bar and learn how to make some Co-op classics at home! Attendees are asked to submit their favorite hot bar item and we will choose one to feature in class along with our instructor's other selections. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: A TOUCH OF ITALY

Location: Willy West Community Room
Thursday, December 7, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng

Fee: \$30 for Owners; \$40 for non-owners

Capacity: 10

Italian comfort food in the fall season brings happiness and delight. Join Chef Paul for a menu of slowly braised Osso Buco with Gremolata, Classic Saffron Risotto, and baked Cod Arracanatato. Demonstration only.

GOURDGEIOUS USES FOR WINTER SQUASH

Location: Willy West Community Room
Friday, December 8, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

'Tis the season for winter squash! There's more to pumpkins than pie and jack-o-lanterns. Join us to learn about the many varieties of winter squash, and how to use them in dishes including soup, squash gnocchi, and custard cooked in a pumpkin. Demonstration with limited hands-on opportunities.

COOKING WITH CHEF PAUL: SHABU-SHABU

Location: Lakeview Library
Thursday, December 14, 6:30pm–7:30pm
Your Co-op's Own Instructor: Paul Tseng
Fee: Free; registration required
Capacity: 12

In cold weather, making stock will warm up our dwellings and hearts. In this class, you will learn how to make stock, and Chef Paul will also demonstrate how to utilize trimmings from produce and meat. Once the stock is made, shabu-shabu can be served. It's a great way to entertain by gathering your friends and family around the hotpot on a cold winter day. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to program date on November 30.

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Lakeview Library
Thursday, January 11, 6:30pm–7:30pm
Your Co-op's Own Instructor: Paul Tseng
Fee: Free; registration required
Capacity: 12

Join Chef Paul to explore the unlimited choices of plant-based meals. Register at www.madisonpubliclibrary.org/events. Registration will open two weeks prior to the program date on December 28.

COOKING WITH CHEF PAUL: PLANT-BASED MEALS

Location: Willy West Community Room
Thursday, January 18, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Join Chef Paul to learn helpful tips to get started eating more plant-based foods—from setting up your pantry to cooking techniques to replacing animal proteins with plant-based ones to adding more fiber into your daily meals. The options are limitless! Ingredients/recipes may be modified based on seasonal availability. Demonstration only.

SALMON THREE WAYS

Location: Willy West Community Room
Friday, January 19, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Mike Tomaloff
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

Swim upstream to an evening all about salmon! Join Mike to learn how to prepare pan-grilled salmon with crispy skin, the method for making your own gravlax at home, and the methods for turning a whole salmon into filets, steaks, and tartare. Demonstration with limited hands-on opportunities.





COOKING WITH CHEF PAUL: SHABU-SHABU

Location: Willy West Community Room
Thursday, January 25, 6:00pm–8:00pm
Ages: 12 and older; adult supervision required
Your Co-op's Own Instructor: Paul Tseng
Fee: \$30 for Owners; \$40 for non-owners
Capacity: 10

In cold weather, making stock will warm up our dwellings and hearts. Join Chef Paul to learn how to make vegetable and meat stock. He will also show you how to utilize trimmings from produce and meat. Once the stock is made, shabu-shabu can be served. You will experience the whole process from the beginning to the end. Ingredients/recipes may be modified based on seasonal availability. Demonstration only.



COOKING TOGETHER: FLAVORS OF TAIWAN

Location: Willy West Community Room
Thursday, December 14, 5:30pm–7:15pm
Instructor: Lily Kilfoy
Ages: 5 and older; registration for kids and adults required
Fee: \$15 for minor guest of Owner (\$12.50 each for multiple minors); \$25 for minor guest of non-owner; \$20 for Owners; \$40 for non-owners
Capacity: 14

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor to offer a multi-age experience exploring flavors from around the globe. Participants in this hands-on class will prepare a delicious dinner inspired by the flavors of Taiwan—Green Onion Pancake, Shacha Sauce, Garlicky Stir Fried Spinach, Three Cup Tofu, Sticky Rice, Bubble Tea, and Pineapple Cakes may be explored. Everyone in the class will be an active participant and work together to prepare the meal to share at the end of the class. Hands-on.

COOKING TOGETHER: FLAVORS OF LOUISIANA

Location: Willy West Community Room
Friday, January 12, 5:30pm–7:15pm
Instructor: Lily Kilfoy
Ages: 5 and older; registration for adults and kids required
Fee: \$15 for minor guest of Owner (\$12.50 each for multiple minors); \$25 for minor guest of non-owner; \$20 for Owners; \$40 for non-owners
Capacity: 14

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor to offer a multi-age experience exploring flavors from around the globe. Participants in this hands-on class will prepare a delicious dinner inspired by the flavors of Louisiana—Hush Puppies, Remoulade, Gumbo Z Herbs, Dirty Rice, and Bread Pudding may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.

COOKING TOGETHER: FLAVORS OF SICILY

Location: Aubergine, 1226 Williamson St.
Friday, January 26, 5:30pm–7:15pm
Instructor: Lily Kilfoy
Ages: 5 and older; registration for adults and kids required
Fee: \$15 for minor guest of Owner (\$12.50 each for multiple minors); \$25 for minor guest of non-owner; \$20 for Owners; \$40 for non-owners
Capacity: 14

Cooking Together is a class series created by Chef Lily Kilfoy. Lily was inspired by a favorite class from culinary school called Cuisines of the World. Lily combined that inspiration with her drive as a community cooking instructor to offer a multi-age experience exploring flavors from around the globe. Participants in this hands-on class will prepare a delicious dinner inspired by the flavors of Sicily—Contorini, Calzones, Citrus, Rigatoni alla Norma, and Cannoli Cones may be explored. Everyone in the class will be an active participant and will work together to prepare the meal to share at the end of the class. Hands-on.



READ A BOOK & LEARN TO COOK: PEPPERMINT SUGAR COOKIES

Location: Willy West Community Room
Monday, December 11, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 1-4 years old; adult supervision required
Fee: \$15 for Owners (\$12.50 each for more than one

child); \$25 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this hands-on cooking class for preschool-age children and their caregivers. Friends in this class will learn about food through storytime, music, movement, and making Peppermint Sugar Cookies together. Read-aloud will include Who Put the Cookies in the Cookie Jar? by author George Shannon & Wisconsin illustrator Laura Dronzek and Sheila Rea's Peppermint Stick By Madison, Wisconsin author Kevin Henkes.

READ A BOOK & LEARN TO COOK: KALE CHIPS WITH PAPRIKA DIP!

Location: Willy West Community Room
Monday, December 18, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 1-4 years old; adult supervision required
Fee: \$15 for Owners (\$12.50 each for more than one child); \$25 for non-owners
Capacity: 10

Join Chef Lily Kilfoy in this hands-on cooking class for preschool-age children and their caregivers. Friends in this class will learn about food through storytime, music, movement, and making Kale Chips and Paprika Dip together. Read-aloud will include The Tale of Kale by author Lisa Borden, and Crunchy, Not Sweet by author Amy Ward.

KIDS IN THE KITCHEN: TROPICAL TREATS!

Location: Willy West Community Room
Tuesday, January 2, 4:15pm–5:30pm
Instructor: Lily Kilfoy
Ages: 9–12 years old
Fee: \$15 for child of Owner (\$12.50 each for multiple kids); \$25 for child of non-owner
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. Winter break is here, and many of us are wishing we could see the world. Let's take a virtual vacation together, by making tropical treats—coconut-lime cookies, banana bars, pineapple-orange shakes, there might be mango, and more! In this class, participants will taste an island of flavor by making tropical treats. Hands-on.

READ A BOOK & LEARN TO COOK: ORANGE DREAM SCONES!

Location: Willy West Community Room
Monday, January 8, 10:00am–11:00am
Instructor: Lily Kilfoy
Ages: 1-4 years old; adult supervision required
Fee: \$15 for child of Owner (\$12.50 each for multiple kids); \$25 for child of non-owner
Capacity: 10

Join Chef Lily Kilfoy in this hands-on cooking class for preschool-age children and their caregivers. Friends in this class will learn about food through storytime, music, movement, and making Orange Dream Scones together. Read-aloud will include An Orange in January by Dianna Hutts Aston and Kitten's First Full Moon by Kevin Henkes. Hands-on.

KIDS IN THE KITCHEN: BRUNCH FOR A BUNCH!

Location: Wil-Mar Neighborhood Center
Tuesday, January 11, 4:15pm–5:30pm
Location: Willy West Community Room
Tuesday, January 16, 4:15pm–5:30pm
Instructor: Lily Kilfoy
Ages: 5–8 years old
Fee: \$15 for child of Owner (\$12.50 each for multiple kids); \$25 for child of non-owner
Capacity: 12

Join Chef Lily in this hands-on cooking class for kids. Relatives are still snoozing. Some guests are groggy but ready to graze. That means a late morning meal. Let's make brunch for a bunch—perfect pancakes, pans of potatoes, eggcellent scrambles, jars of fresh juice, and more! In this class, participants will learn to cook for company and make brunch for a bunch. Hands-on.

READ A BOOK & LEARN TO COOK: BREADSTICK BITES WITH TOMATO BASIL SAUCE!

Location: Willy West Community Room
Monday, January 22, 10:00am–11:00am
Location: Aubergine, 1226 Williamson St.





Monday, February 5, 10:00am–11:00am
 Instructor: Lily Kilfoy
 Ages: 1-4 years old; adult supervision required
 Fee: \$15 for child of Owner (\$12.50 each for multiple kids); \$25 for child of non-owner
 Capacity: 10

Join Chef Lily Kilfoy in this hands-on cooking class for preschool-age children and their caregivers. Friends in this class will learn about food through storytime, music, movement, and making Breadstick Bites with Tomato Basil Sauce together. Read-aloud will include Bread Comes to Life: A Garden of Wheat and a Loaf to Eat by George Levenson and I Will Never Not Ever Eat a Tomato by author Lauren Child.

KIDS IN THE KITCHEN: SENSATIONAL SUSHI!

Location: Wil-Mar Neighborhood Center
 Thursday, January 25, 4:15pm–5:30pm
 Instructor: Lily Kilfoy
 Ages: 5–8 years old
 Fee: \$15 for child of Owner (\$12.50 each for multiple kids); \$25 for child of non-owner
 Capacity: 12

Join The Kids Chef Lily Kilfoy in this exciting hands-on cooking class for kids. Did you know that sushi means rice and not fish? Learn this and a whole lot more in this popular class. Attendants will also prepare a rainbow of delicious fillings, and create their own sushi rolls using rice, nori, and a bamboo sushi mat. Hands-on.



MORE ENERGY

Location: Zoom
 Wednesday, December 6, 12:00pm–1:00pm
 Instructor: Katy Wallace
 Fee: Free; registration is required

Learn about how energy is produced and regulated in the body and the key lifestyle actions to support balanced energy when you want it and need it. Katy Wallace, ND of Human Nature, will discuss tweaks to diet, circadian rhythm, and activities that result in better management of your energy.

This class is not designed to and does not provide medical advice, professional diagnosis, opinion, treatment, or services. Classes provided by Willy Street Co-op are for informational and educational purposes only and are not meant to replace medical consultation with your physician.

TIPS FOR GUT DIVERSITY

Location: Zoom
 Tuesday, January 23, 12:00pm–1:00pm
 Instructor: Katy Wallace
 Fee: Free; registration is required

Scientists claim that bacterial diversity in the gut is important for health and longevity, so what practical things can you do to improve your gut diversity? Join Katy Wallace, ND, of Human Nature, LLC for a presentation on simple things that are shown in research to help improve the health and bacterial diversity of the digestive system.

This class is not designed to and does not provide medical advice, professional diagnosis, opinion, treatment, or services. Classes provided by Willy Street Co-op are for informational and educational purposes only and are not meant to replace medical consultation with your physician.



YOGA NIDRA RELAXATION WITH MOURNING DOVE

Location: Wil-Mar Neighborhood Center
 Thursday, December 21, 5:00pm–6:00pm
 Ages: 18 and older
 Your Co-op's Own Instructor: Mourning Dove Wochos
 Fee: \$15 for Owners; \$15 for non-owners

Capacity: 8
 Lie back and be gently guided into a relaxed state of consciousness. Let the thoughts of the day and to-do lists fall to the side, calm your nervous system, and allow yourself to be the priority. We will end with a mini sound bath. Rest, restore, and recalibrate. All bodies, abilities, and identities are welcomed and valued.

YOGA NIDRA RELAXATION WITH MOURNING DOVE

Location: Wil-Mar Neighborhood Center
 Thursday, January 18, 5:00pm–6:00pm
 Ages: 18 and older
 Your Co-op's Own Instructor: Mourning Dove Wochos
 Fee: \$15 for Owners; \$25 for non-owners
 Capacity: 8

Lay back and be gently guided into a relaxed state of consciousness. Let the thoughts of the day and to-do lists fall to the side, calm your nervous system, and allow yourself to be the priority. We will end with a mini sound bath. Rest, restore, and recalibrate. All bodies, abilities, and identities are welcomed and valued.

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 and purchase the
 quantity you want.**

willy street co-op

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GROCERY NEWS

The Simple Soyman Owners Are Retiring and Looking for New Owners



by **Micky Ellenbecker, Product Department Assistant**

If you've ever purchased tofu or tempeh at the Co-op, you're probably familiar with our popular local brand, The Simple Soyman. Not only do we sell their selection of products on our Grocery shelves, but they are our sole source of tofu and tempeh for our in-house offerings, such as Marinated Tofu, Tempeh Wrap, and Southern

Fried Tofu. Their big news this fall is that they are retiring, and after 40 years of food production in Milwaukee one can't deny their much-deserved transition. However, they don't plan to shut their doors, but would prefer to find a buyer to continue the legacy they started! I reached out to owners Barbara and R Jay Gruenwald as to share more about one of our long standing local vendors with you all.

Tell us a bit about how you got started in the tofu business and a bit of your history.

R Jay and I were friends who volunteered at Outpost Natural Foods Co-op in the early '80s, working together on community meals and making large quantities of food. We created Tofu Sloppy Joe for the co-op's food booth at a local festival and it was a huge hit, with the leftovers quickly selling out over the next week. We realized that there was a need for ready to eat vegetarian foods and decided to start a food business to sell our creation.

In 1983 we began The Simple Soyman. Our first product was Saucy Jo, the tofu joe from the festival. Joined by

my mom, Margaret Cassel, we rented kitchen space from Milwaukee's tofu company, The Magic Bean, and cooked several days a month.

In 1984, R Jay and I married. As we left the church, we were showered with soybeans by our friends and families. The Simple Soyman had become a family business.

When The Magic Bean closed, we purchased their equipment and became Milwaukee's tofu company. The Soyman grew slowly over the next few years, gradually adding new products along the way. In 1993, we purchased Madison's tofu company, Bountiful Bean Soyfoods and doubled in size overnight. We currently deliver mainly in the Milwaukee and Madison areas, producing 20 food products with the help of the eight amazing people on our staff.

How long have you been selling your products at our stores?

We've been selling to Willy Street Co-op for 30 years!

Tell us about your process for making tofu and what makes it special?

We use an open-kettle cooking method to make our tofu. Everything is hands on: the cooking, the curdling, the forming, and packaging. Our tofu is fresh, made three days a week and delivered the same week. We use locally grown organic beans.

What changes have you seen in your industry over the decades?

Most of the small mom-and-pop tofu shops have disappeared. The majority of tofu on the market is made by large corporations, many owned by Korean or Japanese interests. We are looking for someone to take over our business who is interested in continuing to make tofu in Wisconsin. The work is challenging but rewarding.

What message do you have for our Co-op shoppers?

We'd like to thank everyone who's purchased our foods over the years: Tofu, Tempeh, Hummus, Taboolie, Tasty, Fiesta-Fu, and Sesame Circles. We'd also like to encourage folks to eat more plant-based foods to help the planet and their own bodies thrive.

If you or anyone you know is interested in learning more about the potential purchase of The Simple Soyman, you can reach Barb and R Jay at thesimplesoyman@gmail.com for all the details.

TOGETHER WE TRANSFORM OUR COMMUNITY

Your year-end donation funds systemic change.



Support the local causes you care about most through a gift to Community Shares of Wisconsin.

Community Shares of Wisconsin offers you the choice of supporting nearly 70 local nonprofits working on voting rights, healthy food systems, criminal justice reform, housing advocacy, environmental protection, and much more.

Thank you for donating in 2023 and for your continued support in 2024.



communityshares.com/donate

Photo provided by Urban Triage, credit: Hedi Rudd

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Willy Street Co-op Reader, December 2023



PRODUCT NEWS

**New Products
at Your Co-op**



**FEVER TREE
BLOOD
ORANGE
GINGER BEER**

Try this fruity new twist on a classic. Made to pair with vodka or bourbon in cocktails, but also stands up on its own. Real ginger and Italian blood oranges for a sweet and spicy kick.

Available at Willy West and North.

by **Melissa Reiss,**
Product Department Assistant



BELL & EVANS ORGANIC CHICKEN BROTH AND SPLIT CHICKEN WINGS

This organic chicken broth has only two ingredients: antibiotic-free Bell & Evans chicken and water! Certified organic and ready for all your recipes.

The chicken wings are juicy and delicious, from chickens raised without antibiotics.

Both products are available at all stores.

SALVATORE'S TOMATO PIES

A Madison pizza joint since 2011, you can now find Salvatore's pies in the freezer section! Sal's owners, Patrick and Nichole, craft their pizzas using the old world technique of slowly fermenting dough from locally derived wheat, topped with local cheeses and Wisconsin-raised meats.

Available at Willy West and North. Coming soon to Willy East.



ELEGANT FOODS BAKERY MUFFINS

Grab one of our new muffin offerings with your cup of coffee for a great morning treat! Shown is Lemon Blueberry. Available at all stores!

ELEGANT FOODS BAKERY CAKES

Also from Elegant Foods—new cakes in our bakery! Choose from Flourless Chocolate, Chocolate, Italian Almond, and Carrot. Available at all stores.



Health & Wellness

co-op deals: Nov 29-Dec 19

Want to get an email reminder about Co-op Deals sales?
Sign up at www.willystreet.coop/emails.
You can unsubscribe at any time



Weleda Skin Food Body Butter
5 oz • Save \$7
\$11.99+tx



Nordic Naturals Omega-3
120 cap • Save \$9
\$20.99+tx

Aura Cacia Mineral Bath

All Kinds on Sale!
2.5 oz • Save 79¢
\$2.50+tx

evanhealy Wild Carrot Nourishing Eye Balm

.5 oz • Save \$6
\$22.99+tx

Vega Protein Made Simple

All Kinds on Sale!
9.1-9.6 oz • Save \$7
\$13.99

Garden of Life Magnesium with Pre & Probiotic Gummies

Raspberry
60 ct • Save \$7.50
\$14.49+tx

Dr. Bronner's Pure Castile Bar Soap

All Kinds on Sale!
5 oz • Save \$1.49
\$3.50+tx



Attitude Super Leaves Deodorant

All Kinds on Sale!
3 oz • Save \$1.80
\$6.99+tx



Gaia Herbs Black Elderberry Gummies

Adult Daily
40 ct • Save \$6.50
\$9.49+tx



Host Defense MyCommunity

60 cap • Save \$4
\$29.99+tx



co-op deals: Dec 20-Jan 2



One With Nature Bar Soap
All Kinds on Sale!
7 oz • Save \$2.29
\$3.50+tx



Shikai Shower Gel

All Kinds on Sale!
12 fl oz • Save \$3.80
\$5.99+tx



Natural Factors Stress-Relax Melatonin

1 mg Chewable
90 tab • Save \$3
\$3.99+tx



Nuun Hydration Immunity Effervescent Tabs

Orange Citrus, Blueberry Tangerine
10 tab • Save \$2
\$5.49+tx

Preserve Toothbrush

Ultra Soft, Soft, Medium
1 ea • Save 80¢
\$2.49+tx

Bass Brushes Exfoliating Skin Towel

1 ea • Save \$3.20
\$3.79+tx

Booda Organics Booda Butter Deodorant Cream

2.4 oz • Save \$1.50
\$6.49+tx

Derma E Eczema Relief Cream

4 oz • Save \$6
\$12.49+tx



The Seaweed Bath Co. Shampoo

All Kinds on Sale!
12 fl oz • Save \$4
\$6.49+tx



Ancient Nutrition Bone Broth Protein

Pure, Vanilla, Chocolate, Turmeric
15.7-17.8 oz • Save \$5
\$39.99+tx

coop™ deals

co-op deals: November 29-December 19



Fage Strained Greek Yogurt

Plain
16 oz • Save \$1.80

\$2.99

Annie's Organic Graham Crackers

Honey, Cinnamon
14.4 oz • Save \$2.50

\$4.49

Maya Kaimal Organic Everyday Dal

All Kinds on Sale!
10 oz • Save \$1.80

\$2.99



Blue Diamond Nut Thins

All Kinds on Sale!
4.25 oz • Save \$1.29

\$3.50

Califia Farms Almond Milk Holiday Nog

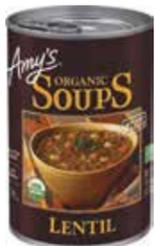
48 oz • Save 70¢

\$4.79

Evolution Fresh Organic Orange Juice

59 oz • Save \$1.30

\$7.99



Amy's Organic Soups

All Kinds on Sale (excluding Chili!)
14-14.5 oz • Save \$1

\$3.99

Bionaturae Organic Tomato Paste Jar

7 oz • Save 80¢

\$2.19

Endangered Species Chocolate Bars

All Kinds on Sale!
3 oz • Save \$1.98/2

2 for \$5



Koyo Ramen

All Kinds on Sale!
2 oz • Save 24¢

\$1.25

Daisy Sour Cream

8 oz • Save 30¢

\$1.49

Bob's Red Mill Organic Unbleached White Flour

5 lb • Save \$3

\$7.49



Tony's Chocolonely Fair Trade Chocolate Bars

Milk Chocolate, Milk Caramel Sea Salt Chocolate, Dark Chocolate 70%, Almond Sea Salt Dark Chocolate
6.35 oz • Save \$1.50

\$3.99

Organic Valley Organic Eggnog

32 oz • Save 50¢

\$5.29

Kettle Brand Potato Chips

All Kinds on Sale!
5 oz • Save \$1

\$2.99



California Olive Ranch Everyday Extra Virgin Olive Oil

25.4 fl oz • Save \$8

\$17.99

Let's Do Organic Organic Sweetened Condensed Coconut Milk

7.4 oz • Save \$1.20

\$3.29

Wholesome Sweeteners Organic Brown Sugar

Light, Dark
24 oz • Save \$2.30

\$4.49



Go Macro Bars

All Kinds on Sale!
1.8-2.5 oz • Save \$1.98/2

2 for \$5

Biokleen Free & Clear Laundry Powder

10 lb • Save \$7

\$16.99

Dr. Bronner's Organic Whole Kernel Coconut Oil

14 oz • Save \$3

\$7.99



Organic India Organic Tulsi Tea

All Kinds on Sale!
18 ct • Save \$1.80

\$3.99/tx

Ben & Jerry's Ice Cream

Cherry Garcia, Phish Food, Half Baked, The Tonight Dough
16 oz • Save \$1.50

\$4.99

Green Forest Bathroom Tissue

12 pk • Save \$4

\$8.99+tx



The specials on this page are valid November 29-December 19

All Sales Subject to Availability. Sales Quantities Limited.

DECEMBER

co-op deals: December 20-January 2

Want to get an email reminder about Co-op Deals sales? Sign up at www.willystreet.coop/emails. You can unsubscribe at any time.



Earth Balance
Vegan Buttery Sticks

16 oz • Save \$1.70

\$4.79

coop deals



Alden's
Organic Ice Cream

All Kinds on Sale!

48 oz • Save \$1

\$8.99

coop deals



Mary's Gone Crackers
Super Seed Gluten-Free Crackers

All Kinds on Sale!

5-5.5 oz • Save \$2.30

\$3.99

coop deals



Mediterranean Organic
Organic Olives

All Kinds on Sale!

8.4-8.5 oz • Save \$1.80

\$3.99

Organic Valley
Organic Cottage Cheese

2%, 4%

16 oz • Save \$1.30

\$4.99

coop deals

Kevita
Organic Probiotic Drinks

All Kinds on Sale!

15.2 oz • Save 98¢/2

2 for \$5

coop deals

Immaculate Baking Company

Organic Flaky Biscuits

16 oz • Save \$3

\$3.99

coop deals

Santa Cruz
Organic Lemon Juice or Organic Lime Juice

16 oz • Save \$1.30

\$3.99

coop deals

Cascadian Farm
Hash Browns or Spud Puppies

16 oz • Save \$1.50

\$3.99

coop deals

Wildbrine
Kimchi

All Kinds on Sale!

18 oz • Save \$2.20

\$6.29

coop deals

Field Roast
Mini Plant-Based Corn Dogs

10 oz • Save \$2.30

\$5.99

coop deals

Wildwood
Organic Baked Tofu

Savory, Teriyaki

7 oz • Save \$1

\$3.79

coop deals

Garden of Eatin'
Tortilla Chips

All Kinds on Sale!

16 oz • Save \$2.50

\$4.49

coop deals



Pacific Foods
Organic Broth

Beef, Chicken, Mushroom, Vegetable

32 oz • Save \$1.30-1.50

\$3.99

coop deals



Canyon Bakehouse
Gluten-Free Bread

Mountain White, San Juan 7-Grain

18 oz • Save \$1.80

\$5.99

coop deals



Mom's Best
Cereal

All Kinds on Sale!

17.5-24 oz • Save \$1.30

\$3.99

coop deals



San Pellegrino
Sparkling Fruit Beverages

All Kinds on Sale!

6 pk • Save \$1.30

\$5.49

coop deals



Miyoko's Creamery
Cultured Vegan Butter

8 oz • Save 80¢

\$4.49

coop deals



Quinn
Gluten-Free Peanut Butter-Filled Pretzels

7 oz • Save \$2

\$3.49

coop deals



Spectrum
Organic Extra Virgin Olive Oil

25.4 oz • Save \$7.50

\$10.99

coop deals



The sales on this page are valid December 20-January 2

All Sales Subject to Availability. Sales Quantities Limited.

**The Host
with the Most
Gift Guide**



American Wine Project Pet Nat: Pet Nat (short for pétillant naturel) is produced in Mineral Point from grapes sourced in the Midwest. Naturally effervescent and funky, perfect for those who enjoy the unique flavors of sour beers.

Co-op Organic Fruit (satsuma, clementines, oranges, pomegranate, persimmons, and pears): Giving fruit during the holiday season has been a tradition for over 100 years. What better way to honor that tradition than to give the sweetest, juiciest, most sustainable fruit in town?

Kalamazoo 2-Wick Tin Candles (Wassail, Firewood, Frasier Fir, White Birch and Winter Jasmine): Kalamazoo's new 100% soy 2-wick candles come in pretty tins and are infused with subtle scents of winter.

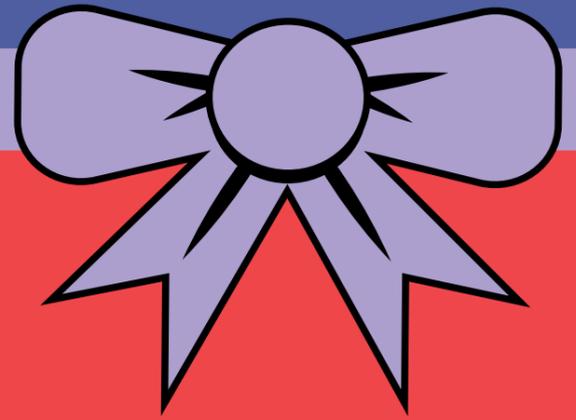
Wonderstate Canopy Coffee: This weighty and satisfying coffee is medium-dark roast with notes of brown sugar, stone fruit, and candy bar. For every one of these purchased, Wonderstate plants a tree where the coffee was grown.

American Wine Project Switch Theory: This red blend of Frontenac, Frontenac gris, and whole-cluster Brianna grapes from Minnesota and Wisconsin is lively and best served chilled.

Augusta Mugs: These pretty stoneware mugs make a great pairing with a robust local coffee or rich hot cocoa blend.

Maison du Fromage Charcuterie Serving Set: Features perfectly sized petite utensils for charcuterie boards. Pair with Maison du Fromage's Charcuterie Board and some accompanying charcuterie.

Maison du Fromage Charcuterie Board: Create beautiful food presentations for everyday use and entertaining. Its reversible design offers a cutting side and serving side to prepare and serve beautiful charcuterie, cheese and fruit, or dessert in style.



**The Sweet
Tooth's Gift
Guide**



FEED Holiday Cookies: These colorful spritz cookies are hand-piped and sure to impress any cookie connoisseur.

Gail Ambrosius Handmade Dark Chocolate Truffle Box: A variety of classic, adventurous, tea-inspired, and seasonal truffles. Available in boxes of 6 to 12 pieces.

Madison Chocolate Company BeTwixed Bar: Made by a woman-owned and independently operated chocolate shop and cafe in Madison, these gluten-free treats are their take on the classic.

Fortune Favor's Magic Bar: Made in partnership with Mayana Chocolate from Spooner, WI using salted pecan caramel, vanilla bean nougat, crunchy Fortune Favors The Classic candied pecans, 66% dark chocolate, and magic.

Hebel & Co Halva: Handmade, organic and kosher-certified halva—a combination of sesame seeds and a sweetener like chocolate, pistachio, and vanilla—made by a family company from premium ingredients. Goes well on top of warm bread, muffins, pancakes, or waffles, but we recommend just using a spoon.

Porchlight Pancake Mix & Driftless Gold Maple Syrup: Pair the fluffy multigrain pancake mix from Porchlight with rich maple syrup from Driftless Gold for a scrumptious Wisconsin breakfast experience.

Sharay's Ghana Style Brittle: Sharay's Ghana Style Peanut Brittle is a crunchy snack packed with peanuts and rich caramelized cane sugar.

willy street co-op

The Kid Approved Guide



Folkmanis Puppets: Since the late 1970s, Folkmanis has been designing beautifully crafted puppets that help inspire creativity, teach children fine and gross motor skills, and become a loveable companion for years to come.

Kerland Nature Kaleidoscope: For everyone who loves nature and art! Put nature finds in the plastic cup, slide it on the tube, and view your masterpiece.

Memory & Matching Games: Find a wide variety of games and puzzles for kids of all ages.

Michael Rogers Notebooks and Journals: A twist on the classic composition book featuring a sewn binding, 100% post-consumer-waste recycled paper, soy ink and clever cover designs.

BeginAgain Toys: BeginAgain makes their toys with materials like rubberwood, hardwood, and water-based stain for plastic-free play. Their toys inspire play designed for the mind, body, and creative open-ended fun.

Bingo Games: Have fun and learn something too with "Tree Bingo" or, yes, "Poop Bingo."

Yerba Prima Tampico Skin Brush: The Yerba Prima Tampico Skin Brush is a wonderful, revitalizing health and beauty aid. Removing the top layer of dead skin and stimulating the circulation of blood feeding the skin are essential for maintaining youthful, glowing, and supple skin.



evanhealy - Sanctuary Boswellia Butter with Frankincense: A rich and creamy butter to nourish, soften, revitalize and deliver the deepest moisture. To craft this luscious facial butter, evanhealy whipped their beloved Kperisi Village Shea Butter with their nutrient-diverse Sanctuary Complex of oils, and the restorative and potent addition of handcrafted frankincense resin-infused jojoba oil.

Mineral Fusion Nail Polish Remover: A thoughtful gift for any nail art enthusiast. This acetone-free nail polish remover is paraben and cruelty-free and designed without harsh ingredients, to protect nails from drying out.

evanhealy - Rose Cleansing Milk & Sonoma Rose Petal HydroSoul: A HydroSoul plumps, hydrates, balances pH, and calms skin. When paired with evanhealy's oil serums, they deliver deep moisture and nourishment, while providing a smooth foundation for balms, sun protection, and cosmetics.

evanhealy - Wild Carrot Nourishing Eye Balm: Features cold-pressed wild carrot seed oil and handmade whipped shea butter. Daily application tones, nourishes, brightens, smooths and protects the delicate skin of the eye area.

Baudelaire Nail Brush: Made from durable and eco-friendly bamboo, this bath brush's natural boar-bristles gently loosen and remove dirt and dead skin cells, leaving a bright and healthy glow.

Mineral Fusion Nail Polish: This long-lasting, chip-resistant nail polish applies flawlessly with their custom, extra-thick brush.

Earth Therapeutics Natural Sierra Pumice Stone: The Natural Sierra Pumice Stone gently smooths away hardened skin in seconds. It is a staple accessory for maintaining soft hands and feet!

Spoil Yourself Ocular Siesta Eye Pillow: These Ocular Siesta Eye Pillows by Spoil Yourself are handmade with lightweight cotton fabric and filled with organic flaxseed for a comforting remedy.

The Body Care Enthusiast's Guide

See gifts under \$5 at www.willystreet.coop/gifts
Selection may be limited and vary by store.

The Gourmand's Guide



L'Estornell Organic Extra Virgin Olive Oil: Made from 100% Arbequina olives grown on a family farm in Spain's Catalonia region. Has an almond flavor and is a bit peppery with a spicy finish.

Rancho Gordo Heirloom Beans: Amazed by the first heirloom beans he grew and frustrated by the lack of ingredients for cooking, especially those that are native to the Americas, Steve Sando started Rancho Gordo to expand these types of offerings in the United States.

Epic Traditional Duck Fat: A versatile alternative to vegetable oils and a time-tested addition to any conscious foodie's kitchen essentials. Great for roasted veggies, flaky pie crusts, and anything baked.

Frontier Co-op Spices: Give the curious culinarian in your life high quality spices like organic Adobo Seasoning for Southwestern dishes, hand-harvested Saffron Threads for Mediterranean cuisine or the aromatic Five-Spice blend for Chinese-inspired foods—and subtle hints on your favorite foods.

Mina Harissa Spicy: Harissa has been hailed as the heart and soul of Moroccan cuisine. Mina's version of the traditional Moroccan red pepper sauce is perfect for anyone who loves a kick of heat.

Bachan Original Japanese Barbecue Sauce: This umami-filled, teriyaki-ish barbecue sauce has been passed down and perfected over generations. Bachan's cold-fills their sauce, which eliminates any need for additives, preservatives, or flavorings.

Just Date Pomegranate Syrup: A first-of-its-kind, organic, and refined sugar-free pomegranate molasses that uses medjool dates for sweetness. Can be used in many recipes like salad dressings and marinades.

Driftless Provisions Loukanika: A Greek-inspired salami made with humanely-raised, heritage pork, garlic, cumin, and orange.

Underground Charcuterie 'Nduja Spread: This zesty and spreadable salami is created with fiery Calabrian peppers, smoked paprika, and superior local pork to generate an intense and powerful flavor.

Bonne Maman Fig Preserves: Bonne Maman's Fig Preserves are made with ripened, tender figs with smooth, sweet flavors perfect for savory flavor combinations. The figs' natural flavors combine beautifully with bread and cheese.

Maille Old Style Whole Grain Dijon Mustard: Characterized by its grainy texture and powerful punch. A hint of hazelnut, the tender crunch of the mustard seeds, and its spicy intense flavors transport you to the heart of Burgundy and instantly gives a kick to any combination of cheeses and meat.

Firehook Crackers: Crunchy, 100% certified organic, and pair best with your favorite cheese and charcuterie. Choose from flavors like Sea Salt, Rosemary Sea Salt, and Garlic Thyme.

Marieke Gouda: Marieke Penterman's goudas are award winning and handcrafted in Wisconsin using old world traditions from her homeland in the Netherlands. They come in a variety of unique and delicious flavors like foenegreek, honey clover, smoked cumin, and truffle.

Meredith Dairy Marinated Sheep & Goat Cheese: Soft goat cheese marinated in a garlic and herb infused extra virgin olive oil. The award-winning Marinated Goat Cheese has a refreshing citrus tang and soft, spreadable texture.

Fortune Favors The Everything: A blend of poppy and sesame seeds, garlic, and onion atop candied pecans; each delicate flavor carefully layered where sweet meets savory in the most delightful and unexpected of ways.

Schroeder Kase Triple Cream Brie: Any brie lover will savor rich and decadent cheese, made in Wisconsin by Schroeder Kase. Comes in an 8 oz. wheel, perfect for entertaining.



See Gifts under \$5 at www.willystreet.coop/gifts
Selection may be limited and vary by store.

A Very "Gouda" Gift Guide

Double Dollars at the Co-op Tuesdays through March 5th!



Every Tuesday October 17th through March 5th, 2024, any shopper using their FoodShare/QUEST card to purchase groceries is eligible to receive up to \$20 worth of Double Dollars coupons.

For every \$5 you spend using FoodShare/QUEST for any FoodShare/QUEST eligible items, the Co-op will give you ONE \$5 Double Dollar Coupon, up to \$20.

These coupons can help purchase any fresh, frozen, or canned produce; and seeds/seedlings for growing edible plants at any of our stores any day of the week from October through May as funds allow.

For more information visit www.willystreet.coop/double-dollars. Double Dollars Tuesdays are made possible thanks to a partnership with the City of Madison, Community Action Coalition for South Central Wisconsin, Dane County, Public Health Madison & Dane County, Willy Street Co-op, and other private funders.



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SPECIAL STORES HOURS

SUNDAY, DECEMBER 24 (CHRISTMAS EVE): STORES ARE OPEN UNTIL 6:00PM

MONDAY, DECEMBER 25 (CHRISTMAS DAY): CLOSED

SUNDAY, DECEMBER 31 (NEW YEAR'S EVE): REGULAR HOURS

MONDAY, JANUARY 1, 2024 (NEW YEAR'S DAY): CLOSED

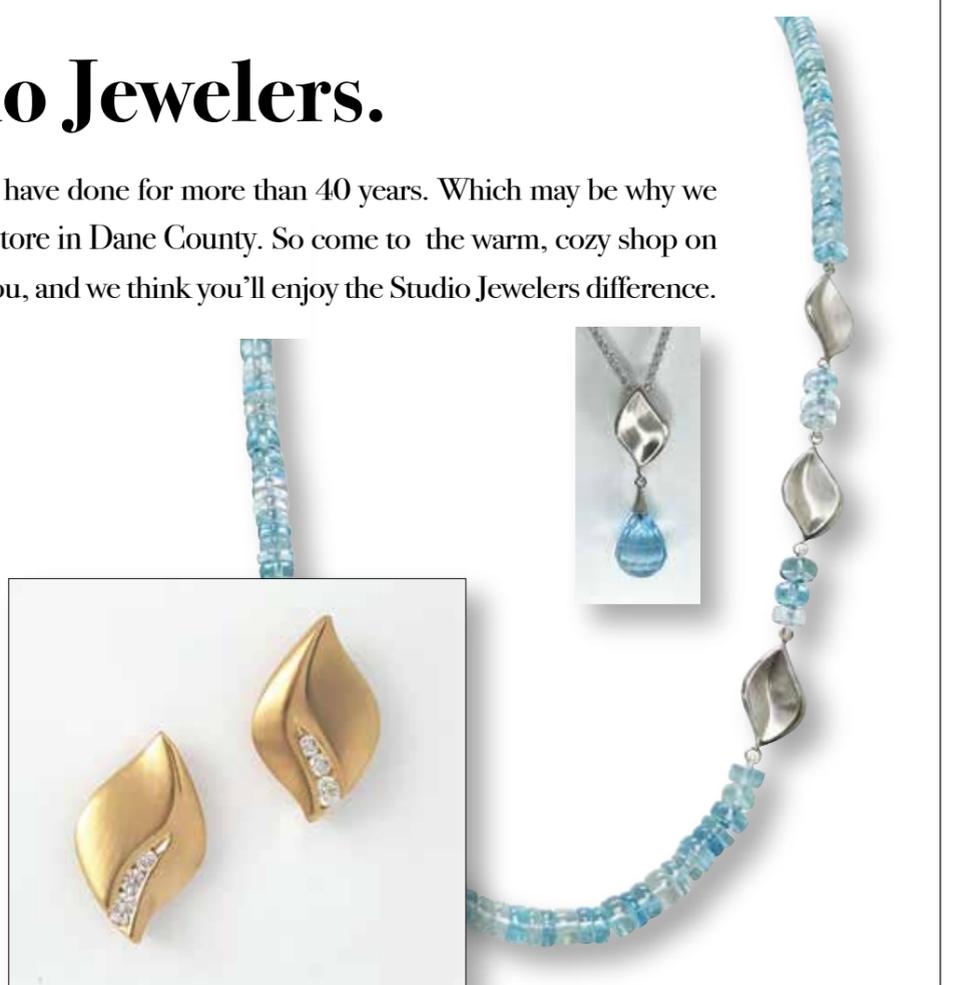
TUESDAY, JANUARY 2, 2024: STORES OPEN AT 10:00AM

There is only one Studio Jewelers.

Serving our clients and community with skill and heart is what we have done for more than 40 years. Which may be why we were awarded the 2022 People's Choice Award for Best Jewelry Store in Dane County. So come to the warm, cozy shop on Regent Street, where we've been for 35 years. We'd like to meet you, and we think you'll enjoy the Studio Jewelers difference.



Above:
Designer **Whitney Robinson** models her "Turning Leaf" earrings with detachable aquamarine icicle drops. More from the Turning Leaf collection can be seen at right. *Whitney welcomes custom commissions.*



Studio Jewelers

1306 Regent Street, Madison, WI 53715 • 608-257-2627 •



FINANCE NEWS

Fiscal Year 2024 Operating and Capital Budgets



by Paige Wickline, Finance Director

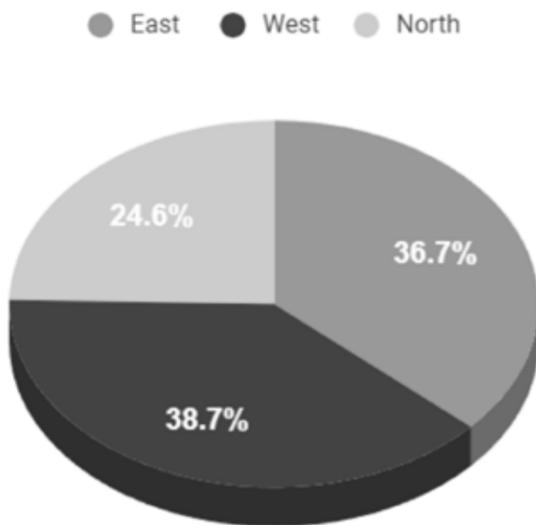
Our Fiscal Year 2024 (FY24) runs from July 3, 2023 through June 30, 2024. Each spring, management prepares an operating and capital budget for the next fiscal year that is presented to the Finance Committee for input and then forwarded to our Board of Directors for final approval.

Operating Budget. Our operating budget is a projection of the sales revenue, cost of wages and benefits, and all other expenditures to run our Co-op. This budget is the blueprint that guides our expenditures and focus for the year.

FY24 Operating Budget		
	\$	% of sales
Sales	\$64,126,900	100.00%
Cost of Goods Sold	\$40,784,708	63.60%
Gross Income (Margin)	\$23,342,192	36.40%
Personnel Costs	\$16,259,025	25.35%
Other Operating Expenses	\$ 7,187,608	11.21%
Total Operating Expenses	\$23,446,633	36.56%
Income (Loss) from Operations	(\$ 104,441)	-.16%
Other Income (Expenses)	\$ 151,000	.24%
Net Income (Loss)	\$ 46,559	.07%

Total Sales. The FY24 sales projections for our Co-op includes modest sales growth of 2.8% growth over FY23. We anticipate inflation along with a small increase in transactions to drive sales growth. We are projecting 38.7% of our sales to be from our Middleton location, 36.7% from our East location, and 24.6% from our North location.

Fiscal Year 2024 Sales By Location

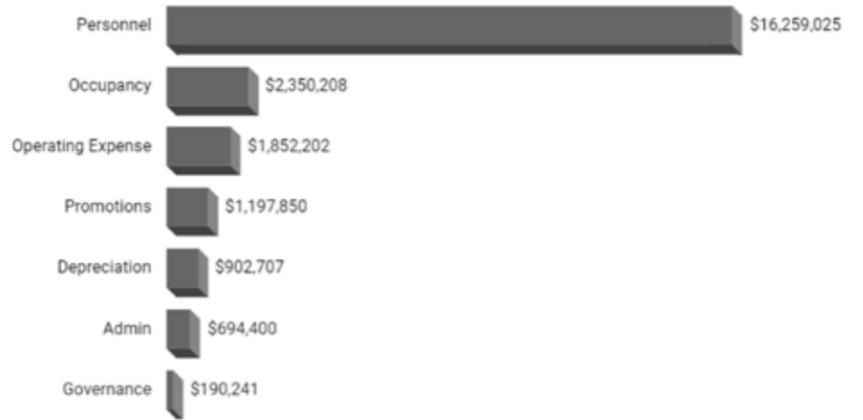


Gross Income (Margin). Gross income refers to the percent of sales dollars remaining after subtracting the cost of goods sold. Gross income is the money used to pay for our operations. Gross income can also be expressed as a percent of sales. Our gross income expressed as a percent of sales is budgeted at 36.4%, which is a small increase over the previous year. To achieve this we will continue to work on reducing our costs of the products we buy through quantity purchase discounts, continue to monitor our sales mix, and implement targeted pricing changes where necessary.

Personnel. Personnel expenses include wages for worked hours, paid time off, and benefits. These costs are budgeted to be 25.36% of sales, which is an increase of .57% compared to FY23 wages and benefits of 24.79%. This increase is primarily due to a full year of wage increases for staff that went into effect in the spring of 2023.

Other Operating Expenses. Other expenses related to running our Co-op include costs related to occupancy, operations, promotions, depreciation, administration, and governance. The total budget for all of these categories is \$7,187,608 in dollars and 11.20% expressed as a percent of sales. The budget also includes operating expenses for our new community and teaching space at 1226 Williamson Street named Aubergine. Other operating expenses are up slightly from the previous year expressed as 11.16% of sales.

Fiscal Year 2023 Budgeted Expenses by Type



Income From Operations. Our income from operations is budgeted at a loss of (\$104,441) or -.16% of sales. This is down from the previous fiscal year of \$368,322 or .59% of sales. The difference in income from operations is primarily due to increased costs of labor and a small increase in operating expenses.

Budget Focus. Our FY24 budget focus includes ongoing financial sustainability while expanding our commitment to the community with our new teaching and event space. This includes a focus on sales and revenue growth for the Co-op and developing plans on how to increase customer traffic at Willy North, our retail location in the Sherman Plaza. Willy North's sales revenue does not cover all the costs to operate that location, and our goal is to grow revenue at Willy North at a faster rate than the costs to run that location to ensure North's long-term success.

Capital Budget. The FY24 capital budget is \$1,450,000. These items represent purchases that will be listed on our balance sheet as long-term assets of property and equipment when they are purchased. The budget includes the cost to build out our new community space along with equipment upgrades at each of our locations.

We thank you for your ongoing patronage and support. If you have any questions regarding the FY24 budget, feel free to email me at p.wickline@willystreet.coop.

FY24 Capital Budget	
Item	\$
Unallocated Contingency Equipment	\$200,000
Unallocated Contingency Technology	\$ 50,000
Aubergine Community Space Construction	\$450,000
East Improvements	\$190,000
East Planned Replacement of obsolete equipment	\$ 15,000
West Improvements	\$130,000
West Planned Replacement of obsolete equipment	\$122,000
North Improvements	\$110,000
North Planned Replacement of obsolete equipment	\$115,000
Off Site Kitchen Improvements	\$ 6,000
Co-op Wide - upgrade website & computer equip	\$ 62,000
Total	\$1,450,000



CUSTOMER EXPERIENCE NEWS

A Warm Winter Outlook Through Giving



by Kristina Kuhaupt, Customer Experience Manager

As another holiday season approaches, I reflect on our collective appreciation here at the Co-op for such loyal, active, and passionate Owners! The Co-op originally started out renting a small basement space on the eastside of Madison with a handful of volunteer workers. Almost 50

years later, our Co-op would not be where it is today without you, with now three locations on the north, east, and west sides of town, a production kitchen, and a new Eastside community space coming in the New Year. Sometimes when you go grocery shopping week after week, it is easy to forget how impactful your food and equity dollars really are. Well, I am here to remind you in gratitude—you make a tremendous impact on your local economy in so many ways. You, the Owners, help support not only more than 450 local makers, farmers, and producers (contributes to 34% of our total sales), but also approximately 380 local employees, and over \$943,000 in community donations in fiscal year 2023! WOW! That is something to be truly grateful for!! It is amazing what working together as a community can accomplish in time, and with continual persistence to thrive no matter what is going on in the world.

GIFTING OWNERSHIP THIS HOLIDAY SEASON

Speaking of how grateful we are for our Owners, I wanted to take a moment and encourage you to consider gifting Ownership this holiday season, if gift giving is something you participate in during this time of year. I know from personal experience that receiving a gift of experience and access is a beautiful way to express gratitude that lasts not just for the moment, but an entire year or more. If you are reading this portion of my article, I would consider you to be a highly active Owner who cares about how the Co-op functions, and how one by one we can help change the trajectory of our food system and promote a personal nourishing wellness journey through not only the food we eat but also through community that the Co-op provides. This is a

perfect experience to give loved ones this time of the year especially if they are unfamiliar with a co-op and what makes purchasing through us different in so many ways from a conventional grocery store/chain. If I sparked a gift idea for you, you can purchase gift Individual or Household Ownerships either at any of our Customer Service desks in the store or online at: www.willystreet.coop/pages/gift-ownerships. Thanks for considering this option during the holiday season. Cheers!



COMMUNITY REINVESTMENT FUND SEEKS NONPROFIT AND COOPERATIVE APPLICATIONS!

Last month we had a call out for Owners-at-Large to be considered for the Community Reinvestment Fund committee. Those applications closed Friday, November 17th and seat decisions have been made by the General Manager, in conjunction with myself. Thank you to all who applied and wanted to be part of active Owner participation! Although these committee seats are filled, I want to highlight that we are always looking for interest in Owners seeking to help shape the Co-op democratically through committee participation. There are other committees looking for participation throughout the year. If you are interested in checking out those committees' scopes of work or to apply, please visit www.willystreet.coop/committees.

We are now in the phase where applications for the Community Reinvestment Fund (CRF) grant are currently open, and we will be accepting applications from local 501(c)3 nonprofits and cooperatives through January 31. The application can be found at: www.willystreet.coop/crf.

We continue to conduct the application process early in the year so that organizations relying on funding for projects tied to the growing season will receive their funding earlier in spring. In addition, this year we evaluated the barriers to entry, qualifications, and total amount distributed based on our continued Diversity, Equity, and Inclusion work, thus broadening the potential impact of this cycle.

Since 1992, the Willy Street Co-op Community Reinvestment Fund has been making a difference in the quality of life for our community by funding developmental and educational projects that promote food justice and/or access, creating/developing Cooperative businesses, sustainable agriculture, health and well-being, and social change. This fiscal year, the Board allocated \$65,000 for this competitive grant fund, an increase of \$10,000 from last year and \$30,000 more than two years prior based on exponentially

increased worthy grant requests over the years. Please note, that although the fund has increased dramatically over the last few years, this grant program is still very competitive and not all requests are able to be funded. Last year, we received 34 applications requesting \$112,618 in funding, and we were able to fund 21 organizations.

The Community Reinvestment Fund Committee is interested in funding innovative, educational, and/or entrepreneurial endeavors that impact a large group of people, reach out to underserved populations, create jobs or develop skills, foster social engagement, and offer opportunities for diversifying partnerships and collaboration.

Grants are awarded to nonprofits and/or cooperative organizations benefiting Dane County with priority given to organizations run, operated, and/or benefitting marginalized groups and organizations with limited access to funding. Preference may be given to endeavors benefiting the Madison and Middleton metropolitan areas and organizations that have not been funded in previous years by the Community Reinvestment Fund.

HELP US MEET OUR DOUBLE DOLLARS/FOOD PANTRY MATCH CAMPAIGN GOAL

We are halfway through our two-month matching campaign to support the Double Double Dollars Fund and our five partner food pantries: Goodman Community Center Fritz Food Pantry, Lussier Community Education Center, WayForward Resources, The River Food Pantry, and Wil-Mar Neighborhood Center. There are two simple ways to participate: Donate to Double Dollars using the \$1, \$5, \$10,

or \$25 scan cards at the cash registers; or reuse bags for packing your groceries at checkout. Whenever you reuse a bag, we record 10¢ that we would have spent on a paper bag and instead contribute all those

saved dimes to the Double Dollars Fund. When you support Double Dollars this November and December, we will match up to \$10,000 to provide a check for our local food pantries to use to purchase fresh foods that are not as easy to get in the winter months. As of November 21, the campaign was off to a great start, with \$3,645 for Double Dollars, and \$3,645 for our food pantries. Let's keep it up, and end the year by propelling our community food needs in the right direction.

As a reminder, Double Dollars

is a nutrition incentive program to help those using FoodShare/QUEST purchase fresh or frozen fruits, vegetables, legumes, and seeds and seedlings for growing edible plants. The Double Dollars season runs from October to May at the Co-op and June to November at participating farmers' markets. The Double Dollars Fund, with your cash donations and bag reuse combined, has provided more than \$437,755 to the program since April 2017.

The Double Dollars match benefiting our food pantry partners is made possible through abandoned and donated Owner equity. When Owners leave the Co-op, their equity invested belongs to them and they are given the option to have their equity refunded or to donate it to use for charitable purposes such as this match, disaster relief matches, and the Community Reinvestment Fund grants.

KEEPING NEIGHBORS WARM AND MADISON READING PROJECT BOOK STORE COLLECTIONS

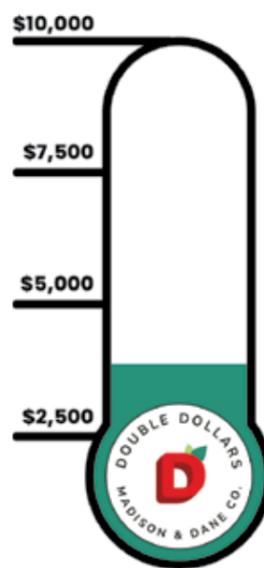
At Willy West until December 13, we are hosting the Middleton Tourism Commission's Keeping Neighbors Warm Campaign. They are collecting new or gently used winter items (coats, scarves, hats, mittens, etc.) that will be given to WayForward Resources for distribution. Information about the 2023 drive can be found at <https://visitmiddleton.com/keeping-neighbors-warm-is-back-to-collect-winter-outwear-donations>.

MADISON READING PROJECT BOOK DRIVE AT WILLY EAST AND NORTH THROUGH 12/15

Through December 15 Willy Street Co-op will be participating in the annual Community Book Drive to benefit Madison Reading Project to grant book wishes to local children this holiday season. Collection bins are at our Willy North and Willy East stores. You can participate by dropping off new books in the bins or by selecting a Book Wish from the bin to fulfill. With your help, the Madison Reading Project will help ignite a love for reading by providing 15,000 free books to children in Dane County this holiday season. Visit www.madisonreadingproject.com if you would like more information. Please keep in mind when selecting children's books to donate books with no harmful stereotypes in text or illustrations, and/or books with religious or religious holiday themes.

Come to any of our North and East locations and drop off a favorite book or two—thank you!

I want to wish you and yours a joyful end of the year filled with the magic of the season! Thank you for partnering with us throughout the year both in our efforts to provide locally sourced food and care for the community equally—your dedication to our cooperative efforts is truly appreciated! Cheers to a better world this New Year!



Recipes

All recipes reprinted with permission from grocery.coop. Find more recipes and information about your food and where it comes from at www.grocery.coop.



BUTTERNUT SQUASH SOUP WITH SUN DRIED TOMATOES

By: Sarah Mandel

Total Time: 60 minutes

Servings: 6-8

Sun-dried tomatoes warm up this butternut squash soup with a taste of summer. A perfect starter or whole meal when paired with whole grain bread and a green salad.

Ingredients

- 1 yellow onion, peeled and chopped
- 5-6 cloves garlic peeled and chopped
- 4-6 sliced cremini mushrooms
- 2 T olive oil or butter
- 4-6 pieces sun-dried tomato, soaked in 1 cup water for 20 minutes
- 1 2-3 lb. butternut squash, peeled and cubed in 1/2" to 1" cubes (optional: save seeds for roasting)
- 1 red or yellow potato, cut into chunks (peeled or unpeeled)
- Water or broth to cover the vegetables
- Salt and pepper to taste
- 1/2 cup grated Parmesan or pecorino Romano cheese

Preparation

In a soup pot, sauté onions and garlic in olive oil or melted butter until onions are translucent. Add mushrooms and continue to sauté until mushrooms soften and release their juices.

Add the soaked tomatoes, squash, potato, and just enough water or broth to submerge vegetables. Bring soup to a gentle boil and simmer gently, uncovered, for 30-40 minutes. Stir occasionally, adding more water or broth as nec-

essary to keep vegetables covered with liquid. Cook until squash falls apart easily.

Puree with immersion blender or potato masher and season to taste with salt and pepper. Soup should be the consistency of a medium-thick split pea soup. Sprinkle with grated Parmesan or pecorino Romano cheese and serve.

WINTER CITRUS SALAD

By: Co+op

Total Time: 20 minutes

Servings: 6

The winter citrus harvest is a gift of sunshine in the middle of a cold, dark winter. Just in time for your post-holiday reboot, juicy, colorful citrus of all kinds appears at your Co-op to save the day.



Make this tasty salad and celebrate the bounty. If you can't find blood oranges, substitute tangerines.

Ingredients

- Dressing
 - 1/4 tablespoon extra virgin olive oil
 - 2 tablespoons white wine vinegar
 - 2 tablespoons orange juice, freshly squeezed
 - 2 tablespoons honey
 - 1/2 teaspoon salt
 - freshly ground black pepper
- Salad
 - 1 large red grapefruit
 - 2 large Cara Cara or navel oranges
 - 2 large blood oranges
 - 1 small romaine heart, torn
 - 2 cups radicchio, thinly sliced
 - 1/2 cup toasted pistachios, coarsely chopped
 - 1/2 cup pomegranate arils (optional)

Preparation

For the dressing, in a jar or small

bowl, combine the olive oil, vinegar, orange juice, honey and salt. Add a few grinds of pepper and whisk to mix. Reserve.

Using a sharp chef's knife, cut off the stem end and the opposite end of each piece of citrus to make a flat surface. Place on the flat, cut side and pare away the peel and pith, leaving just the flesh of the citrus exposed. Place each trimmed fruit on its side and slice thinly. Remove any seeds and reserve.

Spread the romaine on a large platter or in individual bowls. Arrange the radicchio and citrus sections on top of the romaine, with the blood oranges on top. Sprinkle with pistachios and, if desired, pomegranate arils. Drizzle with the dressing. Serve immediately.

tender vegetables and Moroccan-inspired spices is a wonder to behold, brilliantly colored and full of flavor.

Ingredients

- 3 tablespoons extra virgin olive oil
- 1 large onion, chopped
- 4 garlic clove, chopped
- 1 medium sweet potato, sliced and peeled (optional)
- 2 cups cauliflower florets
- 1/4 cup slivered almonds
- 1/4 cup raisins
- 1 tablespoon fresh ginger, grated
- 1 15-oz. can chickpeas, drained and rinsed
- 2 teaspoons paprika
- 1 teaspoon coriander
- 1/2 teaspoon cinnamon
- 1/2 teaspoon turmeric
- 1/2 teaspoon salt
- 2 1/2 cups vegetable stock or water
- 1 tablespoon honey
- 1 teaspoon fresh lemon juice

Preparation

In a Dutch oven or other heavy pot with a lid, heat the olive oil over medium-high heat and add the onions. When they start to sizzle, lower the heat, then cook until golden, stirring occasionally for at least 10 minutes. Add the garlic and sweet potato to the pan, raise the heat to medium-high, and continue sautéing, stirring for 2 minutes. Add the cauliflower, almonds, raisins, and ginger and cook until the almonds start to color, about 3 minutes. Add the chickpeas, paprika, coriander, cinnamon, turmeric, salt, stock, honey and lemon juice and cover the pan. Bring to a simmer, cover, and simmer for 10 minutes.

When the vegetables in the tagine are tender, remove from heat. Serve over couscous or rice, for a

MOROCCAN VEGETABLE TAGINE WITH CHICKPEAS

By: Co+op

Total Time: 40 minutes; 30 minutes active

Servings: 4

Looking for a one-pot meal that will make mouths water? This fragrant, spice-kissed mélange of





We will be taking a break from Staff Picks at the beginning of the new calendar year; we hope to bring it back in the spring!



JESS

Fever Tree Ginger Ale + Ginger Beer
These come in 4-packs and they are just the perfect size for mixers or on their own!



Boursin Cheese, all flavors
If you haven't tried this soft cheese, you should. Excellent with crackers, pretzels, or crunchy bread sticks. Perfect compliment to your next charcuterie board.



MARIA

Dandy Blend Instant Herbal Beverage with Dandelion
Dandelion is so good for the liver. My favorite way to drink this is with a teaspoon of Dandy Blend, a half teaspoon of instant decaf coffee, a splash of vanilla extract, a dash of cinnamon, sweetener of choice (optional) and choice of milk in 16 oz. of water. Delicious!



MOURNING DOVE

Once Again Sunflower Seed Butter

Sunflower seed butter has a unique nutty flavor. I started using it when cooking for folks with nut and sesame allergies, but now I use it often when making dressings and sauces. Mix with maple syrup and cinnamon for a fruit dip or dessert drizzle, or stir in lemon juice and garlic for a savory bagel spread.



KRISTINA

Gail Ambrosius Chocolatier Chocolate-Dipped Ginger

Where do I start on all the goodness of this product line? Local, women-owned company that provides lovely items to choose from. When you want something a bit more elevated to curb your sweet cravings for the day, try her single-origin dark candied baby ginger (my favorite offering, but so many more options available too). The tagline for this product—"A sweet bite with a delightful little zing"—is totally true and I look forward to it unusually once a week.



SHANNON

Third Space Happy Place

The old adage is that the easy choice is not always the right one. It might be easy to overlook this flagship IPA in the crowded sea of new and exciting local beers, but it would also be a mistake. It's a perfectly balanced brew that knocks my socks off each and every time. Whenever I find a can in my hand, I am truly in my happy place.



NICHOLAS

Willy Street Co-op Potato Corn Chowder

Big fan of this soup, this might be my favorite soup that is on the menu in fall. Was really surprised the first time I had this and realized it was vegan too!



SARA

Kalamazoo Candle Company

I love the candles from Kalamazoo Candle Company! They are made of 100% natural soy wax with high quality fragrance oils and zero added dyes or toxins.

There are many scents to choose from, some of my year round favorites are: Lavender, Moroccan Rose, and Sandalwood. But my absolute favorite is a seasonal scent: Balsam & Cedar, which is only available during the late fall into early winter. And I'm sure as new scents are introduced, I will add more favorites to my list...hopefully you do too!!

<p>Mon-Comfort Food</p>		<p>Tues-Tex Mex</p>
<p>Weds - Italian</p>		<p>Thurs-East/Southeast Asian</p>
<p>Fri-Indian Buffet</p>	<p>Sat- BBQ</p>	<p>Sun-Meat & Potatoes</p>
	<p>Eat in the store or take it to go!</p>	



LUCAS

Madison Sourdough Seed and Grain Sourdough Sliced Bread Loaf

As an unhappy enjoyer of various multigrain, multi-seed sliced breads, I couldn't help but feel as though they always lacked something essential. But alas, I was resigned to eating these breads in the name of personal health. Then I discovered the Seed and Grain Sourdough, which proved to me that the missing element to these health-breads was sourdough. Something about the slight tang of the bacterial culture unites the flavors of various flours and seeds. I highly recommend it. Toasts stupendously.



Equal Exchange Coffee Breakfast Roast (Ground)

An impossible-to-ignore coupon for Equal Exchange Coffee Breakfast Roast convinced me to stray from the bargain brand coffee I used to drink. I will not be able to go back. This coffee is the platonic ideal of coffee—the coffee of which all others are knock-offs. From the taste, to the scent, to the way it blooms in the coffee filter, it matches exactly the definition of coffee I've always held in my mind. Expectations were met perfectly. Beware.





JOE

Siete Grain Free Mexican Wedding Cookies

I was excited to see a grain-free version of one of my favorite types of cookies. The blending of almond, tapioca, and other flours with coconut oil and pecan pieces is perfect.



Willy Street Co-op Olive Bar

You can put together your own assortment of high-quality olives, whether just a few for a snack or a lot for a party tray. Also allows you try something new without buying a whole jar.



PIPER

Bulk Woodstock Dark Chocolate-Covered Ginger

These are one of my go to sweets. Rich chocolate and sweet ginger with a bit of heat. And being in bulk you can get just the right amount, be that a handful or a pound.



JAMES

Snyder Pretzel Snaps

These are the perfect dipping pretzel! I really like these for the spreadable cheeses, like the Carr Valley Sharp Cheddar spread or the Wollersheim Prairie Fume Cheddar spread that we sell here. Great for a snack or charcuterie board. East and North only.

Satsuma Mandarins

Every winter the Satsuma Mandarin obsession begins again. These mandarins are absolutely amazing in every way. They're tiny and cute, easy to peel, and they're packed full of wonderful citrus flavor! I have at least two almost every morning before work.



Ferndale Smoked Turkey Sliced from the Deli

I never used to care much for turkey sandwich meat until I tried this smoked turkey! Now I use it any chance I get—for turkey and swiss sandwiches/melts, on top of a bagel with cream cheese, and even tossed into an omelet! It is a staple in my house, for sure!



KATHERINE

Field Day Coconut Water

I really like this product for its consistency in flavor and in price! I trust the Field Day brand to provide a budget friendly option in a lot of packaged grocery items. This coconut water is a little sweeter tasting than others which makes it a treat and the consistency is very smooth and clean.



HALLIE

Wisconsin Meadows Tenderloins

Small but mighty!!! These amazing tenderloins/ filet mignons are so tasty and tender. Perfect for grilling or pan searing. One of the best steaks you can buy, you may never go to a steak house again!



ASSAF

Lovefood Organic Fresh Thyme

Thyme is one of the most versatile herbs out there. I use it more for sweets rather than savory. Goes well in freshly made jams, cakes, etc.



LAURA

Pomegranates

To me, one of the best winter gifts I can receive is digging into a pomegranate to devour the beautiful, nutritious jewels inside. Full of minerals and vitamins, this is a fruit that will sustain you and bring you a bit of joy during the darkest days of winter!



PAUL

Chestnuts

They are good for roasting or braising. Seasonal and limited supply.



KJERSTIN

Ener-C

Wintertime Panacea Number Three! Deliciously fizzy, this is a staple to always have on hand, not even just in winter! For stomach upset bugs, when you don't want to eat or can't keep much down, this is a tasty electrolyte and vitamin C blast that will get you through to real foods and drink again. I also take it on backpacking trips as a zippy pick-me-up along the trail and always have one or two stashed in my bag for on-the-go energy and emergencies.



AMY

Clasen's Frosted Sugar Cookies

I love love love frosted sugar cookies! I pretty much have to have one every time I see one. Some are better than others, of course. These are delicious in a very classic sense...just what you'd expect. I personally don't care much about the decorations on them, but our local Clasen's cookies are SO dang cute and certainly at a higher artistic level than most. Who wouldn't love you if you surprised them with one?! Not me (hint, hint)!



AMANDA

Bunky's Lavash Chips

These chips are so light, crisp, and have a great taste! Awesome with hummus, baba ghanoush or honestly, all by themselves. I prefer the sea salt, but for the garlic lover we have that flavor too!



Tey-Art Alpaca Socks

These are the softest socks!! So comfy your feet will thank you. They make great gifts or pamper yourself.



ABIGAIL

Willy Street Co-op Hot Toddy Concentrate

I pick up a bottle of the hot toddy concentrate whenever I feel remotely like a sickness is coming on. Whether I actually turn out to be sick or not, it ALWAYS makes me feel better. I mix it with hot water for ultimate coziness. A little bit goes a long way, and it is really nice to share as well.





BRANDY

Fuyu Persimmons

This variety of persimmon can be eaten when it is still slightly firm, it is incredibly sweet with notes of cinnamon.



MATT

SFL Raclette

In many parts of Europe, Raclette is a household name like cheddar, gouda, or Swiss is to Americans, but not a lot of people know about it here. A semi-soft, raw-milk, washed-rind alpine cheese with a mild fruity flavor, Raclette is made for melting above all. It's fantastic heated over baked or boiled potatoes or broccoli, and its classic companion is the cornichon.



DAN

Red Barn Family Farms Vintage Willow Creek

Red Barn Family Farms uses a domestic fair trade model and produces humane certified cheese that is all just fantastic. The Willow Creek is a 2-year aged, raw milk cheddar with a fruity start and a buttery finish. It pairs perfectly with citrus, almonds, honey and figs, or a Cabernet Sauvignon.



Fortune Favors Nuts

First, a warning. These caramelized pecans are seriously addictive. Second, they makes an awesome gift for just about anyone without a nut allergy. Fortune Favors goes great on a cheese board, but unless you get more than one you'll probably finish them before you get your board set up.



CAITLYN

Celestial Seasonings Holiday Tea

Every year I stock up on Candy Cane Lane and other teas that come out around the holidays. They are all decaffeinated blends of green or black tea and spices and are naturally a little sweet.

Willow Creek Braunschweiger

This braunschweiger is made from heritage Berkshire pork and is smoky and spiced just right. Put it on some crusty bread or make yourself a bánh mì!



MELISSA

Califia Farms Oat Milk Barista Blend

I haven't used my usual vegan creamer at all since trying Califia's oat milk barista blend. I mainly use it in cold brew and tea, but I've made lattes with it as well. It truly is coffee shop-quality.



LACEY

Potter's Crackers Caramelized Onion Crackers

If you're looking for the perfect cracker for a cheese plate, this is the one! Potter's Crackers are made with organic and locally sourced whole-wheat flour, milk, and butter in Madison, Wisconsin and most of their produce also comes from small, local farms. This flavor goes with so many cheeses, but I recommend it with Dream Farm's farmstead goat cheese.



Pacha Soap Co.

These soaps smell so good! And they are so beautiful; it's hard to pick a favorite. Sustainably sourced natural ingredients make them even more special. They would make such a nice gift. Definitely the most delicious smelling package we receive at the Co-op.

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