

CO-OP CLASSIC GIFT GUIDE

TEY-ART ALPACA SOCKS

These warm, soft, and comfy alpaca socks are Fair Trade, made from sustainable, natural fibers by skilled artisans in the Andes Mountains and come in bright, colorful patterns.

SILK ROAD BAZAAR 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 like a mushroom, a duck, and a charcuterie board.

ANDES GIFTS WINTER WEAR

Lifelong kintters in small Indigenous Andean communities make this soft and elegant winterwear. Each piece is handcrafted and supports rural communities in Peru and Bolivia.

SERACON MAPLE SYRUP CANDLES

A Co-op favorite! These natural 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 from Appleton, WI! They come in a variety of scents like Fig & Oak and Firewood.

KALAMAZOO 2-WICK CANDLES

Kalamazoo's 100% soy 2-wick candles come in pretty tins and are infused with subtle scents of winter like Fraser Fir and Winter Jasmine.

PLUS: MORE GIFT GUIDES, HOLIDAY ENTERTAINING FLYER, A FINANCE UPDATE, AND A SEASON OF GIVING

All stores open 7:30AM to 6PM on Christmas Eve, closed on Christmas Day, and closed on New Year's Day

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**willy street co-op**  
**READER**

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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 informational purposes only. Before taking action, you should always consult a professional for advice. Articles may be reprinted with permission from the editor.

**Submissions:** Ad space reservations due by the 10th of the month before publication; artwork due the 15th of the month before publication.

**1 WILLY EAST**  
1221 Williamson St.  
Madison, WI  
(608) 251-6776  
**Open: 7:30am - 9:00pm**

**3 WILLY NORTH**  
2817 N Sherman Ave.  
Madison, WI  
(608) 471-4422  
**Open: 7:30am - 9:00pm**

**2 WILLY WEST**  
6825 University Ave.  
Middleton, WI  
(608) 284-7800  
**Open: 7:30am - 9:00pm**

**CENTRAL OFFICE**  
1457 East Washington Ave.  
Madison, WI  
(608) 251-0884

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**SARAH LARSON** .....

**TATIANA DENNIS** .....

**GIGI GODWIN** .....

**ISABEL SPOONER-HARVEY**

**ANTHONY HERNANDEZ** .....

**IKE ROSS**

**ASHWINI RAO** .....

**DEBRA SHAPIRO**

**DAN STREIT**

The Board meets 8-10 times a year, meetings are virtual, 6:30 - 8:30pm. Owners are invited to attend during the open session of the BoD meeting. See [www.willystreet.coop/events](http://www.willystreet.coop/events) and select the Board category for details.

**December 4, 2024**

**January 22, 2025**

**March 26, 2025**

**April 23, 2025**

**EMAIL: BOARD@WILLYSTREET.COOP**  
**ALL-BOARD@WILLYSTREET.COOP**  
(includes the GM, Executive Assistant, and Board Administrator)

**THE WILLY STREET GROCERY CO-OP**

MISSION STATEMENT

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

**EIGHT COOPERATIVE PRINCIPLES**

**VOLUNTARY OPEN MEMBERSHIP**

**DEMOCRATIC MEMBER CONTROL**

**COOPERATION AMONG COOPERATIVES**

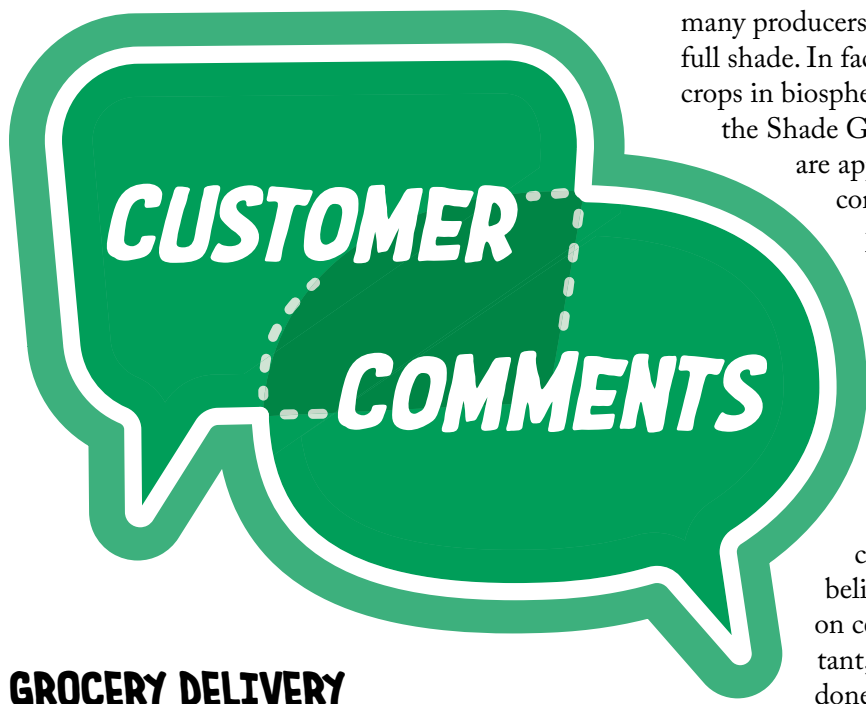
**AUTONOMY AND INDEPENDENCE**

**DIVERSITY, EQUITY, AND INCLUSION**

**MEMBER ECONOMIC PARTICIPATION**

**CONCERN for the COMMUNITY**

**EDUCATION TRAINING AND INFORMATION**



## GROCERY DELIVERY

**I just received my 2nd grocery delivery from you and I want to tell you what a pleasure it all is. When I've ordered from non-co-op stores I generally get too many plastic bags, etc. Your packers are the best!! And cardboard boxes-I could cry for joy. So much thought goes into this. While I miss being in the store myself, I still get the great vibes.**

Thank you so much for your feedback! Our team does work hard to ensure that customers have a great experience shopping with us, regardless of if they're physically in the store, or not! I'm glad you noticed, I will pass your feedback along to the team. Have a great rest of your day! Laura Shorey Montgomery, North Front End Assistant Manager-E-Commerce

## ERYTHRITOL

**Erythritol : this ingredient is in the stevia packet. Can you consider changing to a different product that doesn't have this ingredient?**

Thank you so much for taking the time to point this out to us. We have made the change to using Sweet-Leaf brand stevia packets instead of what we were using. Erythritol is not an ingredient in the Sweet-Leaf stevia packets. Gratefully, Bob Smith, East Deli Manager

## BIRD-FRIENDLY COFFEE

**I'm writing to see if you would consider adding some "bird friendly" coffee. Smithsonian has a certification process for growers that produce coffee with bird-friendly practices, primarily shade grown coffee that allows birds to exist in the plantation and doesn't use pesticides. I haven't seen any certified beans for sale at the coop (perhaps I've missed it), but I would love it if you would consider carrying some. There's a list of producers at the Smithsonian website: <https://nationalzoo.si.edu/migratory-birds/buy-bird-friendly-coffee-online>. Please give this some consideration. Thank you**

I am sorry it has taken me so long to get back to you, but I was checking in with a couple of the coffee companies we work with.. Apologies for the delay. Thank you for your comments about us carrying bird friendly coffee!! The question of shade-grown coffees came up in the recent past and I checked in with a few of the coffee companies we work with about it. I think Equal Exchange had the most thorough response and it was insightful for me, so I am going to share it with you: "The Shade Grown movement was born out of the Smithsonian Migratory Bird Center and, as the name implies, the goal is to incentivize the protection of shade cover for coffee and the preservation of habitat for migratory birds. In coffee-growing regions, shade trees and various types of crops and plant-life are an important part of the ecosystem for birds and pollinators.

"Equal Exchange's coffee is not certified Shade Grown or Bird Friendly. That said, we work with

many producers whose coffee farms have partial or full shade. In fact, some of our partners grow their crops in biosphere reserves or cloud forests! While the Shade Grown and Bird Friendly certifications are appropriate for some growers, they come with costs. We don't believe it provides sufficient additional benefits to ask our producer partners to go through this process on top of the fair trade and organic standards they are already meeting. It's important to note that both organic and fair trade standards have environmental components that cover much of what shade-grown certification requires. It is also a core belief at Equal Exchange that focusing on certifications alone belies the important, transformational work that can be done in direct partnerships with farmers in a truly alternative, cooperative supply chain outside of traditional commercial avenues. For example, many of the projects funded through our Donor Advised Fund and Cooperative Development Project grants are aimed to assist farmer cooperatives in their efforts to renovate (replant) farms and increase crop diversity, all of which also increase local biodiversity."

I hope this helps illustrate the complexity of the different coffee certifications that are available and how they can overlap. Many plantation-style coffee growers grow their coffee without shade. We try our best to source coffee that is not plantation-grown, but it is hard to tell where some brands source their beans.

I appreciate you reaching out and letting us know what you are looking to buy at our stores!! Have a wonderful week!! Dean Kallas, Grocery Category Manager

## A LOVELY LUNCH

**Today I tried the potato pancakes from the hot bar and I was very happy! I love a good potato pancake and yours ranks right up there. The cakes are well seasoned (I could even taste a hint of pepper), have onions, and the potatoes still have texture. The best part is they aren't greasy! Sometimes they really can soak up oil. The seasoning matched well with my applesauce. First time I tried them and I hope to find them again. Thank you Willy Street West for a lovely lunch.**

Thank you so much for taking the time out of your day to give us such thoughtful feedback on the Potato Pancakes! We also feel that they are a fantastic addition to our hot bar, and are actively looking at ideas for making them available more often. We really appreciate having you as a loyal customer here at the Willy Street West Co-op, and look forward to bringing you more new and delicious items in our Deli! I hope you have a great day! -Pete Silver, West Deli Manager

## LESS PLASTIC

**More herbs/ salads/ fruit that are not in plastic clamshells.**

Thanks for sharing your concern regarding plastic use in the Produce department. It's a concern shared by many of our Owners, and something we are continually working on!

Plastic use is a hot topic in the produce industry as a whole. The packaging industry is continually working on developing new, eco-friendly packaging for growers and packers. We sometimes see figs, berries, and cherry type tomatoes packaged in ReadyCycle containers, a waxed paper "clamshell" that replaces the typical plastic clamshell. Additionally, many of the plastic clamshells you'll find in the produce department are PLA plastics, made from renewable energy sources such as corn, cassava, or sugar cane. In addition to paper bags, we offer cus-

tomers bags made from recycled ocean plastic and compostable PLA bags for their produce purchases. We also do our best to offer a bulk option for most of the packaged items we offer. We offer bulk and bagged apples, citrus, potatoes, salad mix, spinach, crimini mushrooms, carrots, and onions so that our Owners can choose the option that is right for them. If you're interested in knowing more about our efforts to reduce plastic use you can see them on our website: <https://www.willystreet.coop/pages/plastic-use-at-the-co-op>. Thanks again! Andy Johnston, Produce Category Manager

## NATIVE PLANTS AT EAST

**Just want to say a big loud THANK YOU for the native plantings in the East side parking area! I look forward to seeing them when I come to the Co-op, the indigo, milkweed, purple coneflower, sedge and switch grass (not sure if the grass species - could be drop seed) They are like friends to me, connecting me to the land and this place, Thank you again.**

Thank you for writing about the native planting in our East parking lot. I too am very fond of the native choices that our Facilities team has chosen for the islands and the gardens. I find myself walking by them to enjoy them and see what bugs, insects, and bees are feasting on the beautiful bounty. I think you are correct, the grasses are prairie dropseed. Enjoy the rest of the growing season! -Amanda Ikens, Owner Resources Coordinator

## EMAILED RECEIPTS

**I always have my receipts emailed to me instead of printing them out. I shopped yesterday at West and didn't receive a receipt through email. In fact, the last receipt I received was from 9/11, and I know I was at Willy West on 9/12. Did something change with the system you use to send emails? Thanks!**

Thank you for your question! This is unfortunately an issue with email providers, not our system. Gmail especially has increased/updated their security, and it is causing our emails to be sent to Trash or Spam. Here is the guide that our IT department has developed to hopefully help resolve this for folks. Unfortunately outside of this we don't have a solution for the issue since it's not coming from us. If it helps, I have Gmail and my receipts were being sent straight to Trash which made it impossible to search for them. I just had to teach my account to accept emails from @willystreet.coop. I hope this is helpful, but don't hesitate to reach out if you have any questions.-Rosalyn Murphy, Board Executive Assistant/Owner Records Administrator

## LONG ARTICLES

**I really appreciated the 3 long articles, this issue 9, on pages 17, 19, and 22. They were very interesting, well researched article on current issues. I prefer these kinds of articles to the recipes as the recipes were taking up valuable space. Eat Local education at it's finest. Thanks for making the change. Many of us hope there are fewer recipes in the future and more current topics.**

Thank you for sharing your feedback! We are working on more consistently publishing articles about current issues, although we still get requests for us to include recipes, so we'll occasionally include those as well—let's do both! I will pass along your feedback to the article writers and the newsletter editor, which I'm sure will encourage them all to keep producing timely articles in the future! -Brendon Smith, Marketing & Communications Director

Have a comment or request you would like to share?

We would love to hear from you!



[www.willystreet.coop/contact-us](https://www.willystreet.coop/contact-us)

The next  
**Wellness Wednesday**  
 is December 4!



**OWNERS GET 10% OFF  
 Wellness & Bodycare items**  
 the first Wednesday of every month!

**LOCALLY  
 GROWING FOR**  
**50**  
**YEARS**  
 willy street co-op

**50**  
 willy street co-op

**50**  
 willy street co-op

We're celebrating **50 years** of locally growing beginning **October 24**, so you'll see these "50" logos a lot over the next 12 months! We'll use them to highlight some extra events, giveaways, and historical information.



**WE CAN  
 CUT  
 CABBAGE**

Just want half?  
 Ask a Staff Member.  
 willy street co-op

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**COMMUNITY REINVESTMENT FUND  
 GRANTS AVAILABLE**

Since 1992, the Community Reinvestment Fund (CRF) has provided \$588,500 in grants to local nonprofits and cooperatives to support developmental and educational projects for our community.

This year, \$65,000 is available for CRF grants, with an additional \$20,000 in grants targeted for local food system/farming-specific projects for capital equipment or investments that uplift a community.

For more information and to complete the grant application, please see [willystreet.coop/CRF](http://willystreet.coop/CRF). The deadline for applications is January 31, 2025.



**willy street co-op**



**Community Reinvestment Fund**

Please come and visit




**LA MODA MARIE**  
 YOUR GLOBAL FASHION

608-709-1220  
[www.lamodamarie.com](http://www.lamodamarie.com)  
 1012 Williamson Street,  
 Madison, Wisconsin 53703

**PERSEVERANCE**



**INNER FIRE YOGA**

Try our welcome special →





BY ANYA FIRSZT, GENERAL MANAGER

**H**ello dear Owners, Before we ring in the new year, there are a few holidays and events to celebrate in what will seem like four very short weeks.

As some of you already know, one of my favorite events to celebrate is the winter solstice, which occurs in the Northern Hemisphere on December 21. It is the one day of the year that has the fewest hours of sunlight, and then the earth begins its turn back towards the sun again, and voila, we begin to have more hours of sunlight!

Whatever and however you celebrate the holidays, the Co-op is here to help you with your holiday feasts and gift-giving list. You'll find a wide selection of baking and cooking ingredients and supplies to spread joy and good cheer with your friends and family.

Come on in to what we have in store for you.

### HOLIDAY GIFT IDEAS

Having a hard time coming up with a meaningful holiday gift idea? Consider the gift of a Co-op Ownership! Any Paid-in-Full Ownership (\$56 single or \$91 household plus a \$2 administrative fee) purchased between December 1-31 will receive a \$5 gift card for the giver (you) as well as the receiver! Check out the details on page 22 of this issue of the *Reader*.

### DOLORES KAMM/KAMM'S FARM BAKERY BREAD

Dolores Kamm, along with her sisters and nephew, started selling their organic bread at the Dane County Farmers' Market when the market started in the early '70s. About that same time, Kamm became a vendor of the Co-op and for forty years delivered bread to sell to Co-op shoppers. Dolores stopped delivering bread to Willy East and West in February 2014, when she was 90. She continued to bake bread for friends and family for another 10 years. Sadly, Dolores passed away on October 26th of this year.

A Celebration of Life gathering is scheduled, in person or virtual, on December 8, 2024, beginning at 1:00 pm at the Oregon Village Hall Community Room. Light refreshments will be served and most notably many of Dolores's favorite foods and recipes will be shared. Learn more at [willystreet.coop/dolores](http://willystreet.coop/dolores).

### HOT TODDY ANYONE?

Last month I reported we would end our in-house juice production effective November 15th. The most frequent comment made to me about ending the service was, "can you share the Hot Toddy Concentrate recipe with me?"

### HOT TODDY JUICE CONCENTRATE

Equal parts:

- fresh squeezed lemon juice
- juiced ginger
- raw honey
- warm water

Add the warm water to the honey and stir well to help the honey break up/dissolve. Then add the lemon and ginger to the mixture. Bottle and refrigerate if not using right away. Store for 7 days in the fridge or put in the freezer for a much longer shelf life.

To use the concentrate: add 4 fl oz of concentrate to 12 fl oz of hot water. Increase the amount of concentrate if you like a stronger potency. Alternatively, you could add the concentrate to 12 fl oz of sparkling water for a Toddy Spritzer.

### FY2024 ANNUAL REPORT

You can expect to receive our last fiscal year's annual report in your mailbox or inbox before the end of the calendar year. And, on page 19 you can read about this year's budget.

### COFFEE WITH THE GENERAL MANAGER

Last month, we invited Owners to join me for a cup of coffee in the Willy North Commons and tell me what you like about our North store and what we can do to improve. We had a wonderful turnout with more than 20 people offering kudos and constructive input. Thank you so much for your time, ideas, and comments. Based on that positive reception, we'll plan for more of these in the coming year. In the meantime, please feel free to email me at [a.firszt@willystreet.coop](mailto:a.firszt@willystreet.coop) or call 608-237-1210 with your concerns and/or comments.

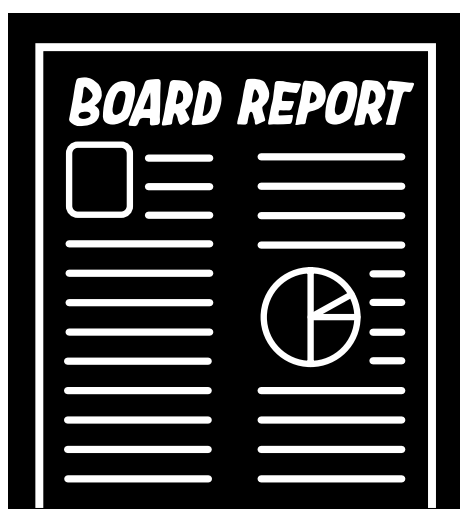
### SPECIAL STORE HOURS

- December 24 (Christmas Eve) closing at 6pm
- December 25 (Christmas Day) closed
- December 31 (New Year's Eve) regular hours
- January 1 (New Year's Day) closed

I hope you all have a wonderful end to 2024 and make the most of 2025.

Cheers,

Anya



BY ISABEL SPOONER-HARVEY, BOARD MEMBER

I'm pleased to introduce one of our new Board members, Debra Shapiro. Debra was a Board member from 2005-2012, and we are excited to welcome her back. We asked

Debra some questions to get to know her a bit better and learn what they love about the Co-op.

### WHAT WAS YOUR FIRST MEMORY OF WILLY STREET CO-OP?

I think it must've been shopping at the store when it was on the other side of Willy St. My friend Dan Slick, who I knew from Survival Graphics, a screen printers' collective, worked there.

### HOW DID YOU FIRST LEARN ABOUT COOPERATIVES, AND WHAT WAS THE FIRST CO-OP YOU JOINED?

I grew up in Pittsburgh and learned about co-ops, especially worker-owned co-ops, as an alternative to union vs. management labor organizing. The first co-op I joined was Simple Street Food Co-op in Pittsburgh. I went to a co-op camp in Michigan when I was 14, but I wasn't a member.

### HOW WOULD YOU DESCRIBE THE CO-OP TO SOMEONE WHO HAS NEVER BEEN/A POTENTIAL NEW OWNER?

At the most basic level, members can simply use the Co-op as a source of good food, and you can feel good that the prices of the things you buy at the Co-op are not set to create bigger profits for billionaires; instead the profit is shared back to support the Co-op's employees and the Co-op itself. Beyond that, you can get involved, know where your food comes from, and support the local food system.

### WHAT ARE YOUR TOP THREE FAVORITE WILLY STREET CO-OP FOODS?

Tipi carrots, Farmer John's Parmesan, the great selection of local produce!

### DO YOU HAVE ANY FAVORITE FOOD TRADITIONS?

Thanksgiving and I bake thousands of cookies over the Christmas holiday season.

### BESIDES BEING A WILLY STREET CO-OP BOARD MEMBER, WHAT ELSE DO YOU LIKE TO DO WITH YOUR TIME?

I'm a retired librarian and instructor at the UW-Madison iSchool. I always had side gigs when I was working and now I do those things: volunteering at the Goodman Community Center food pantry, working as an election official, and selecting donated books for the UW Libraries twice yearly book sale. I also develop recipes and post them on my blog, and occasionally teach cooking classes

### 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'm always excited about food and providing access to good food for more people, especially local. I'm worried about climate change and its impact on local growers and I'm also concerned about what's going to happen economically in the next four years given the outcome of the recent election.

### IS THERE ANYTHING ELSE YOU'D LIKE OUR OWNERS TO KNOW?

I'm the kind of person who wakes up in the morning thinking about what I want to cook for dinner—I know there's others of you like me out there! Let's wave when we meet.



DEBRA SHAPIRO

**willy street co-op**  
HOLIDAY HOURS

Open until 6pm on Christmas Eve  
(Tuesday, Dec. 24th)

Christmas Day: CLOSED  
(Wednesday, Dec. 25th)

New Year's Day: CLOSED  
(Wednesday, Jan. 1st)

Open regular hours New Year's Eve  
7:30AM-9PM  
(Tuesday, Dec. 31st)

Hear about what's new, what's done for the season, and what tastes best in our Produce department - sign up for our weekly Word on the Beet email!

**WORD ON THE BEET**

Sign up at [willystreet.coop/emails](http://willystreet.coop/emails)



### **FIRE CIDER: A SPICY WINTER WELLNESS TREAT**

Location: Willy West Community Room  
Wednesday, January 15, 6:00pm–8:00pm  
Ages: 12+, adult supervision required  
Your Co-op's Own: Kirsten Landsverk  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10  
Join Kirsten Landsverk to learn about the uses of fire cider, making fire cider, and how to tailor it to your personal household's liking. Everyone will leave with a jar of fire cider to take home. Demonstration and hands-on.

### **LEARNING WITH CHEF PAUL: KNIFE SKILLS AND SAFETY**

Location: Aubergine, 1226 Williamson St.  
Thursday, January 23, 6:00pm–8:00pm  
Location: Willy West Community Room  
Thursday, January 30, 6:00pm–8:00pm  
Ages: 18+  
Your Co-op's Own: Paul Tseng  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 8  
Chef Paul's own experience cutting himself in the kitchen prompted him to share his knowledge to help others prevent such accidents. Join Chef Paul as he guides participants through hands-on knife skills, including the major cuts, slices, and dices. Chef Paul will discuss kitchen knife essentials, including how to sharpen and maintain a knife. Participants should bring their favorite kitchen knife from home to practice with. Hands-on.



### **SPROUTS: DIY GRANOLA BARS**

Location: Aubergine, 1226 Williamson St.  
Thursday, December 5, 4:00pm–5:00pm  
Location: Willy West Community Room  
Tuesday, December 10, 4:00pm–5:00pm  
Ages: 5–8 years old; adult supervision not required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner  
Capacity: 8  
Granola bars can have anything you want in them when you make them yourself. Co-op Sprouts (with a little help from Mr. T) will create their very own granola bars. What will you put in yours? Dried apricots? Chocolate chips? Craisins? Coconut? Pepitas? The choices are endless! Join us and see how easy these DIY treats can be. Hands-on.

### **SPROUTS: HOLIDAY TARTS**

Location: Aubergine, 1226 Williamson St.  
Wednesday, December 18, 4:00pm–5:00pm  
Ages: 9–12 years old; adult supervision not required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each

child of non-owner

Capacity: 10

We'll have flaky and buttery little tart shells filled with pastry cream, lemon curd, berries, bananas, kiwi, whipped cream, or whatever else we can think of! Join Co-op Sprouts and Mr. T to make kid-sized delightful desserts that are fun to make and enjoy together. Hands-on.

### **SPROUTS: EGGIE BREAKFAST BASICS**

Location: Willy West Community Room  
Tuesday, January 14, 4:00pm–5:00pm  
Ages: 5–8 years old; adult supervision not required

Your Co-op's Own: Mike Tomaloff  
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner  
Capacity: 8

Come out of your shell for the basics of egg cooking, and explore some of the 101 ways to cook 'em, including egg in a basket, an egg-cellent frittata, and battered French toast?! Will Chef Mike crack under pressure? Flock to the coop, I mean, Co-op, to find out! (Bonus: dozens of eggs-traordinary puns!) Recipes include: milk, eggs, and wheat. Hands-on.

### **SPROUTS: SLIDERS**

Location: Aubergine, 1226 Williamson St.  
Thursday, January 16, 4:00pm–5:00pm  
Ages: 9–12 years old; adult supervision not required

Your Co-op's Own: Mike Tomaloff  
Fee: \$15 for first child of Owner (\$12.50 for each additional child); \$25 for each child of non-owner  
Capacity: 10

Join Chef Mike and the Sprouts to make good things to put on a roll. We'll make veggie burgers and sloppy joes, and we'll even make a burger out of a big ol' portabella mushroom. Recipes include eggs, wheat, and soy. Hands-on.



### **GUT-BRAIN CONNECTION**

Location: Zoom  
Wednesday, December 11, 12:00pm–1:00pm

Instructor: Katy Wallace, ND  
Fee: Free; registration required  
Capacity: 40

The gut-brain connection in the body allows for signals to pass between the digestive and nervous systems. It impacts mood, thinking skills and memory, metabolism and risk for health conditions, for example. Join Katy Wallace, Naturopathic Doctor of Human Nature, LLC, for tips on how to improve gut health in ways that translate to a healthier gut-brain balance.

### **NUTRITION TO BUILD MUSCLE**

Location: Zoom  
Wednesday, January 15, 12:00pm–1:00pm  
Instructor: Katy Wallace, ND  
Fee: Free; registration required  
Capacity: 50

Healthy muscles are critical for fostering health and longevity. Increased muscle mass supports mitochondria,

cognitive, and metabolic health, among other things. What can you do if you workout and still don't see much gain in muscle or improvements in health markers? Join Katy Wallace, ND, of Human Nature, LLC for a discussion of foods and supplements that safely support building a healthy body.

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



### **MINDFUL MOMENT: GUIDED GROUP MEDITATION**

Location: Aubergine, 1226 Williamson St.  
Tuesday, December 10, 5:00pm–6:20pm  
Ages: 14+

Instructor: Sean Phillips  
Fee: \$15 for Owners; \$25 for non-owners  
Capacity: 20

Welcome to Mindful Moment, a guided group meditation class for both beginners and experienced participants. Sessions start with a brief introduction, followed by guided meditation, and conclude with discussion, and Q&A. Stay for refreshments and a meet and greet. Mindful Moment aims to help individuals realize inner peace and enjoy its benefits, such as enhanced clarity, focus, reduced stress, and better mental and physical well-being.

### **45-MINUTE INDIVIDUAL NUTRITION CONSULTATIONS**

Location: Aubergine, 1226 Williamson St.  
Wednesday, December 4, 1:30pm–4:45pm

Location: Willy West Community Room  
Wednesday, January 8, 1:30pm–4:45pm  
Location: Zoom

Wednesday, December 18, 1:30pm–4:45pm  
Wednesday, January 22, 1:30pm–4:45pm  
Fee: \$55 for Owners; \$90 for non-owners

An individual nutrition consultation is your opportunity to learn how the correct food choices for your body can enhance your well-being. A one-on-one session with Katy Wallace of Human Nature includes a 45-minute consultation regarding your health goals, as well as lifestyle and food choice suggestions geared toward addressing health goals and developing sustainable change. Appointments are confirmed upon payment. Payment is due at the time of scheduling; otherwise, the appointment will be released to other interested parties. Payment is non-refundable and non-transferable unless notice of cancellation or rescheduling is provided seven (7) or more days prior.

To register for the next available opening, email [info@humannaturellc.com](mailto:info@humannaturellc.com) or call 608-301-9961.



### **HOLIDAY SOUS VIDE**

Location: Aubergine, 1226 Williamson St.  
Thursday, December 12, 6:00pm–8:00pm

Location: Willy West Community Room  
Tuesday, December 17, 6:00pm–8:00pm  
Ages: 12+; adult supervision required

Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10

The sous vide cooking method is not only a great way to prepare foods with precision, it's also a great time and money saver during the busy holiday season. Join Chef Mike for recipes and ideas to make your holiday feasts easier and more economical. We'll explore alternatives to roasts like prime rib that will deliver all the flavor and extravagance, without the high price tag. Also on the menu: perfect mashed potatoes, without the cauldron of boiling water taking up real estate on the range. How about dessert? Individual cremes brulee and cheesecakes poached to perfection in little jars that your guests will love. Demonstration with hands-on opportunities.

### **COOKING WITH CHEF PAUL: SHABU-SHABU**

Location: Lakeview Library  
Thursday, December 12, 6:30pm–7:30pm  
Ages: 12+; adult supervision required

Your Co-op's Own: 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 utilizing 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 <https://www.madisonpubliclibrary.org/events>. Registration will open two weeks prior to the program date on November 28.

### **COOKING WITH CHEF PAUL: GUA BAO**

Location: Willy West Community Room  
Thursday, December 19, 6:00pm–8:00pm  
Ages: 12+; adult supervision required

Your Co-op's Own: Paul Tseng  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10

Join Chef Paul for a delicious class featuring the classic Taiwanese street food with braised pork belly, pickled greens, cilantro, and peanut powder stuffed in an open-mouth steamed bun. Paul will show you how to make the bun from scratch. Plus you'll get a lesson on how to make the sweet peanut powder, braise the pork, pickle greens, and more. Demonstration.

### **THRIFTY COOKING: LENTILS AND LEGUMES**

Location: Aubergine, 1226 Williamson St.  
Wednesday, January 8, 6:00pm–8:00pm  
Ages: 12+; adult supervision required

Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10

Make your food dollar go further by

using economical and healthy ingredients like beans, lentils, and peas. Chef Mike will demonstrate and serve a hearty lentil stew with greens and potatoes, classic split pea soup, and dal saag (curried red lentils with spinach), and we'll even make a batch of naan bread from scratch. Vegetarian. Recipes contain: wheat, milk, and eggs. Demonstration with limited hands-on opportunities.

“The kitchen is a great place to start when you're trying to tighten up your household budget, not to mention the fact that a thrifty kitchen is a more eco-friendly kitchen. Meals made from scratch are remarkably less costly than the store bought version, uses less packaging, and best of all only contains what YOU put in, so that means no preservatives, gums, stabilizers, you get the idea. I'm looking forward to sharing some tips and methods to save some green on your food, and to be greener in your shopping.”

-Mike Tomaloff, Co-op Class Instructor

### THRIFTY COOKING: MAKING THE MOST OF A ROTISSERIE CHICKEN

Location: Willy West Community Room  
Thursday, January 9, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10

Chef Mike will show you some ways to get the most out of that rotisserie chicken by making it into different meals like chicken salad for lunch, and tasty chicken with dumplings soup. Recipes contain: milk, wheat, and eggs. Demonstration with limited hands-on opportunities.

### COOKING WITH CHEF PAUL: RICE MANY WAYS

Location: Lakeview Library  
Thursday, January 9, 6:30pm–7:30pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Paul Tseng  
Fee: Free; registration required  
Capacity: 12

Join Chef Paul to explore the wide world of rice! The versatile sweet rice can be turned into all kinds of savory, sweet, or vegan dishes, including mochi. Recipes contain: sesame. Register at <https://www.madisonpubliclibrary.org/events>. Registration will open two weeks prior to the program date on December 26.

### CULTURE AND CUISINE OF LOUISIANA: CRAWFISH

Location: Aubergine, 1226 Williamson St.  
Tuesday, January 14, 6:00pm–8:00pm  
Ages: 13+, adult supervision required  
Instructor: Steffry Langham  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 12

We will explore the history, culture, and foods that made Louisiana a true melting pot. We will go by ingredients and/or culture sampling foods that contributed to the main dish of the state, Gumbo. Join Steffry to discuss the traditions and history that make Louisiana what it is today. On the menu: Crawfish Bread, Crawfish Etouffee, and Crawfish Monica. Everyone will make a packet of Etouffee seasoning to take home as well! Laissez les bon temps rouler. Recipes contain: milk, eggs, and shellfish. Demonstration with limited hands-on opportunities.

### COOKING WITH CHEF PAUL: SCHNITZEL AND ROULADES

Location: Willy West Community Room  
Thursday, January 16, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Paul Tseng  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10

Learn how to make roulades with chicken and pork. In this class we will roll with the punches while Chef Paul teaches the technique to butterfly and thin the proteins, make herb and pesto fillings, how to season, fry, and finish with a sauce. Recipes contain: wheat and egg. Demonstration only.

### JORDANIAN MEZZE

Location: Aubergine, 1226 Williamson St.  
Tuesday, January 21, 6:00pm–8:00pm  
Location: Willy West Community Room  
Wednesday, February 26, 6:00pm–8:00pm

Ages: 16+; adult supervision not required  
Instructor: Sharon Long  
Fee: \$40 for Owners; \$50 for non-owners  
Capacity: 12

Mezze is the Jordanian version of tapas and typically consists of three dishes. In this class, Sharon will discuss traditional Jordanian culture and dishes, and you will assist in preparing moutabel (a smoked eggplant dish), manakeesh (Jordanian flatbread with za'atar), and umm' ali (the Jordanian national dessert made with fruit and nuts). Plus you'll take home za'atar from Amman to use at home! Recipes contain: milk, tree nuts, and wheat. Vegetarian. Full hands-on participation.

### WINTER WARMERS: RUSTIC NOODLES AND DUMPLINGS

Location: Willy West Community Room  
Wednesday, January 22, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10

Keep Old Man Winter at bay with comfort foods! Recipes include pillowy drop dumplings, delicious with a creamy paprika sauce, hearty and thick rolled noodles, perfect for soups or on their own with butter and herbs, and spätzle that we'll fry up with herbs, onions, and cheese. Recipes contain: milk, eggs, and wheat. Vegetarian. Demonstration with limited hands-on opportunities.

### WINTER WARMERS: CO-OP COMFORT FOOD

Location: Aubergine, 1226 Williamson St.  
Tuesday, February 4, 6:00pm–8:00pm  
Ages: 12+; adult supervision required  
Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10

Learn a few of the Co-op's favorite comfort foods to cook at home, and save yourself a trip out into the cold! Willy Hot Dish? Add this hot bar rock star to your repertoire. How about Sierra Madre chicken enchiladas? Easy and convenient any time of the year. Finally, we'll discover the surprise ingredients of the cheesiest macaroni on Willy Street and finish it in the oven for a crispy gratin topping. Recipes contain: milk, wheat, and eggs. Demonstration with limited hands-on opportunities.

### WINTER WARMERS: FRENCH COUNTRY COMFORT

Location: Willy West Community Room  
Wednesday, February 5, 6:00pm–8:00pm  
Ages: 12+; adult supervision required

# CO-OP CLASS CALENDAR

Your Co-op's Own: Mike Tomaloff  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 10

We'll be making a classic cassoulet with beans, sausage, and pork. Next on the menu, we'll layer thin slices of potato with hot garlic- and herb-infused cream to make potato gratin far superior to that stuff that comes in a box. Finally, confit byaldi, the dish Thomas Keller developed while working as the food consultant on the Pixar film *Ratatouille*. Recipes contain: milk. Demonstration with limited hands-on opportunities.

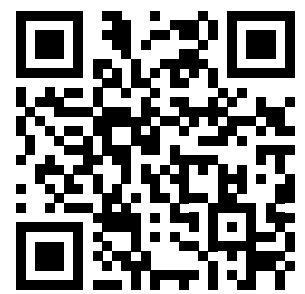
### ELEMENTS OF GUMBO: CREOLES AND TOMATOES

Location: Aubergine, 1226 Williamson St.  
Tuesday, February 11, 6:00pm–8:00pm  
Ages: 13+, adult supervision required  
Instructor: Steffry Langham  
Fee: \$30 for Owners; \$40 for non-owners  
Capacity: 12

We will explore the history, culture, and foods that made Louisiana a true melting pot. We will go by ingredients and/or culture sampling foods that contributed to the main dish of the state, Gumbo. Join Steffry to discuss the traditions and history that make Louisiana what it is today. On the menu: Creole Sauce, Creole Scallops, and Tomato Pie. Everyone will make a packet of Creole seasoning to take home as well! Laissez les bon temps rouler. Recipes contain: milk, eggs, and shellfish. Demonstration with limited hands-on opportunities.

Scan the QR code to register for classes and check out our refund policy

or go to [www.willystreet.coop/events](http://www.willystreet.coop/events)



## Shopping with Kids?

Kids are free to take a piece of pre-washed fruit from the basket near the Produce Department.



Compliments of the Willy Street Co-op Produce Department

LOOKING FOR A SPACE TO HOST YOUR NEXT GET-TOGETHER, BIRTHDAY PARTY, BOOK CLUB, MEETING, WORKSHOP OR ANY OTHER FUN IDEA YOU MAY BE ENVISIONING?

THE CO-OP COMMUNITY SPACES HAVE YOU COVERED!

CHECK OUT BOTH AUBERGINE AND WILLY WEST COMMUNITY ROOM FEATURES AND PRICING AT: [WWW.WILLYSTREET.COOP/COMMUNITY-SPACES](http://WWW.WILLYSTREET.COOP/COMMUNITY-SPACES)



willy street co-op





## EASY GIFT IDEA: DIY Lip Balm

**M**aking your own lip balm is beyond easy. In a matter of minutes, you can craft a few tubes to give as gifts (and one to keep for pampering yourself). What makes DIY lip balm so great? Not only can you make it just the way you like it, you can control the ingredients and use simple, natural ones — no petroleum found here!



You should be able to find most of the supplies you need for this project in the co-op's health and body care section, or online in larger quantities. A local craft store is a good place to look for tins and tubes to hold the finished product.

To make the balm, follow this general recipe, and customize to your tastes from there. We've included a few of our favorite scent combos for inspiration.

### Lip Balm Recipe

Makes four ½ oz. tubes.

- 1 tablespoon beeswax pearls  
(or grated, unbleached beeswax)
- 1 tablespoon shea butter
- 2 tablespoons carrier oil  
(sunflower, castor, almond or jojoba)
- 10 – 15 drops essential oil
- 1 teaspoon honey (optional)

1. Melt beeswax, shea butter and oil together in a small bowl in the microwave. Or use a double boiler or a heat-safe bowl over simmering water.
2. Stir until ingredients are liquid, then add essential oils and optional honey. Mix well.
3. Transfer to a large eyedropper, syringe, or container with a spout, and divide liquid among four ½ ounce lip balm tins, jars or tubes.

### Customize Your Creation

**To tint or color lip balm,** add ⅛ teaspoon of lipstick to the solid ingredients when melting (just take a tiny dab off the end of a purchased lipstick). You can also use a drop or two of natural red food coloring, or a small amount of beetroot powder or a loose mineral powder (like blush).

**To make lip balm super shiny,** adjust the recipe by adding one teaspoon more of carrier oil. Note that this formulation will not be suitable for tubes, since the end result will not be firm enough.

### Scent Ideas

Aroma	Essential Oils and Ingredient Substitutions
Chocolate mint	7 drops peppermint, replace shea butter with cocoa butter
Cinnamon-sugar donut	4 drops vanilla, 4 drops cinnamon, 2 drops nutmeg oil
Coconut	Use coconut oil as the carrier oil
Vanilla orange	5 drops vanilla, 5 drops sweet orange
Root beer float	3 drops anise, 3 drops spearmint, 2 drops vanilla
Vanilla rose	5 drops vanilla, 5 drops rose
Medicated (has antibacterial properties)	5 drops tea tree, 5 drops peppermint



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**BY MICKY ELLENBECKER,  
PURCHASING ASSISTANT**

**NICHOLS FARMS  
PISTACHIOS**

Located in California's San Joaquin Valley, this fourth generation farm is dedicated to making a positive impact on the environment and conserving natural resources. They've got a six-acre solar farm to aid in powering their processing facility; they recycle 100% of their water during harvest to then be used for irrigation; they use drip irrigation to conserve water; and they compost all the farm's organic waste to fertilize their trees. Their Rosemary & Garlic and Sea Salt varieties are available at all three locations, with some additional select varieties offered at Willy East and Willy North. For more information go to [www.nicholsfarms.com](http://www.nicholsfarms.com).



**TAKE ROOT ORGANICS  
FIRE ROASTED DICED  
TOMATOES**

We have a new offering for the lovers of fire roasted tomatoes from Take Root Organics. These diced tomatoes have a smoky flavor that adds another dimension to soups, stews, and chilis. They specifically use Roma tomatoes, which are known for holding their shape and being less seedy. They are certified organic, non-GMO verified, and come packed in a BPA-free can. They are available at all three locations. For more information go to [www.takerootorganics.com](http://www.takerootorganics.com).



**MEISTER CHEESE**

This local cheese factory, located in Muscoda, Wisconsin, has been around for over 100 years and is still owned and operated by the Meister family. Even though Meister Cheese has been around for ages, this is a new brand for Willy Street Co-op, and we're offering a varied selection at each store. You can count on finding the Dill Havarti and Garlic Pesto Jack at all three stores. In addition, you can find Muscoda Mayhem Colby Jack, Sriracha Jack, and Banana Pepper Jack at Willy East; Bruschetta Jack and Wild Morel & Leek Jack at Willy West; and Bruschetta Jack, Banana Pepper Jack, and Muscoda Mayhem Colby Jack at Willy North. For more information go to [www.meistercheese.com](http://www.meistercheese.com).



**GRAZA SIZZLE EXTRA  
VIRGIN OLIVE OIL**

While most olive oils are blends of different olive varieties, this olive oil is made only with Picual olives from Spain. Graza makes the claim that Picual olive oil is super-stable for heating, hence the "Sizzle" in the name, and also lends itself to a longer shelf life. The topic of smoking points is quite the rabbit hole, but Graza could be onto something. It also comes in a convenient squeeze bottle. This new olive oil is now available at all three locations. For more information go to [www.graza.co](http://www.graza.co).



## CO-OP KIDS GIFT GUIDE

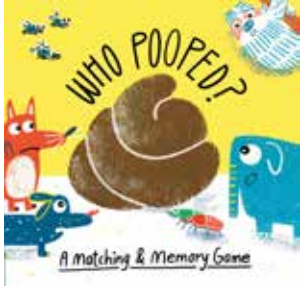


**EEBOO 100 PIECE PUZZLES**  
Puzzles are a wonderful activity for young children that requires careful observation, spatial reasoning, and patience.



### WHO POOPED? A MATCHING & MEMORY GAME

A game for kids to match animals to their droppings and learn fun facts about poop.



### KLEAN KANTEEN KIDS WATER BOTTLES

Designed to play hard, the chip-resistant Klean Coat finish is durable and safe for kids and planet. Interchangeable caps for easy transition as kids grow up, providing a lifetime of use, from baby bottle to sippy to sports bottle at school.

### MINI CROSS STITCH EMBROIDERY KIT

This beautiful mushroom embroidery kit includes a bamboo hoop frame, canvas to stitch on, pattern color threads, and 1 needle—everything a giftee would need for a new hobby.



### FOLKMANIS PUPPETS

Folkmanis has been making the most innovative and engaging specialty puppets in the world since 1976, delighting imaginations and winning nearly every industry, child development, and kid-tested award—many repeatedly.



## CHEESE LOVERS GIFT GUIDE



### CARR VALLEY CHEESE SWISS ALMOND SPREAD

Mellow Swiss blended with almonds for the perfect flavor duet!



### ROELLI CHEESE DUNBARTON BLUE

A hand-crafted, cellar-cured cheese with the earthy character of a fine English-style cheddar, coupled with the subtle hint of blue flavor.

### HIDDEN SPRINGS CREAMERY DRIFTLESS CRANBERRIES & CINNAMON

A soft cheese that is flavored with cinnamon and Wisconsin cranberries. This cheese is the ultimate holiday treat, but is enjoyed year round!



### HOARDS DAIRYMAN FARM CREAMERY SARK BUTTERKASE

Creamy, buttery, mild and versatile are words that quickly come to mind when describing Sark butterkase cheese. Slice and serve with prosciutto and olives on sourdough.

### SCHROEDER KÄSE TRIPLE CREME BRIE

If you know someone who loves brie, they'll love this version made in Wisconsin by Schroeder Käse. It's a triple cream brie, rich and decadent, perfect for special occasions.



### HOOK'S CHEESE 5-YEAR AGED CHEDDAR

This is a customer favorite. It is sharp, acidic, and a perfect accompaniment to any cheese board.



## UNDER \$10 GIFT GUIDE



### TONY'S CHOCOLONELY MILK CARAMEL SEA SALT CHOCOLATE BAR

Made from Fair Trade and 100% traceable beans, this sweet and salty chocolate bar is their worldwide best seller.



### MAPLE VALLEY ORGANIC MAPLE CANDY

This maple candy is made with pure certified organic maple syrup and nothing more—the ultimate natural treat! The 1.5-ounce box comes with six candies in assortment of decorative shapes.



### SURF SWEETS GUMMY BEARS

These gummy bears are made with organic fruit juice concentrate and organic cane sugar. A great treat for everyone, these Gummy Bears are made without the top 8 common allergens.



### DASHELITO'S GREEN FIRE HOT SAUCE

Made with blackened fresh jalapeño peppers with a hint of garlic, Green Fire is a great everyday sauce. Use it on everything from eggs and burgers to pizza and chicken.



### THE DELICIOUSER ALEPPO CHILI FLAKES

Fruit-forward Mediterranean chili with mild heat and earthy undertones of sweet tomatoes, raisins and prunes.



### GOODLIGHT NATURAL CANDLES TIN CANDLE

All of GoodLight's scented candles are scented with a blend of pure essential and botanical oils derived from plants, extracted by cold-pressing, steam, or vacuum distillation.



## BODYCARE ENTHUSIASTS GIFT GUIDE



**MAD HIPPIE VITAMIN C SERUM**  
An award-winning vitamin C serum that leaves skin smoother, softer, and brighter.



### MOON VALLEY ORGANICS SHAMPOO BAR

Dense with beneficial herbs and essential oils, these shampoo bars will yield twice as many washes as a liquid shampoo bottle. Paraben- and synthetic-free. Reduces plastic waste. Proceeds help preserve pollinator habitat.

### EVANHEALY WHIPPED SHEA BUTTER LIP BALM

The ultimate protection for lips—featuring oils of raspberry seed, avocado, Moroccan argan, and nourishing, protective plant oils and vegetable butters to keep delicate lips soft and smooth.

### PACHA SOAP CO FROTH BOMB

Handcrafted with epsom salt and essential oils, these limited edition froth bombs will leave anyone refreshed and ready to take on the winter season.



### BADGER AROMATHERAPY TRAVEL KIT

Featuring five essential oil profiles carefully formulated to refresh and inspire. These blissful blends help to energize, soothe, balance, delight, or melt away stress—powerful additions to any wellness routine.

# FOOD AS GIFTS GUIDE



## ANNAS GINGER THINS

Almost 100 years after their debut, these cookies are Sweden's most loved ginger thins and are sold worldwide. Add them to a gift basket for the foodie on your list!



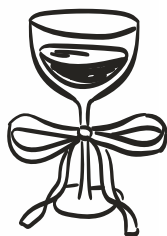
## DIVINA BLUE CHEESE STUFFED OLIVES

Would be fabulous in a Bloody Mary themed gift basket!



## MAD MAIDEN HONEY GINGER SHRUB

Mad Maiden Shrub is a drinking vinegar based in organic apples and pears from local Wisconsin orchards and hand-crafted to sweet perfection. Craft cocktails, mocktails, and sodas for holiday gatherings and gifts for that mixologist on your list.



## NOCCIOLATA HAZELNUT COCOA SPREAD

High-quality Certified Organic cocoa is the base for this creamy spread, with no palm oil, hydrogenated fats, or preservatives.



## ALTER ECO SILK VELVET DARK CHOCOLATE TRUFFLE

These individually wrapped little treats are perfect for stockings, passing out to coworkers, or accentuating gifts. Organic and Fair Trade too!



## FIX TART CHERRY GRENADINE SIMPLE SYRUP

Great gift for your holiday host who always whips up a round of Old Fashioneds for everyone (and kiddie cocktails for the youngins). This version of the classic grenadine uses Wisconsin tart cherries WITHOUT the artificial red dye!



## GENTLE BREEZE HONEY STICKS

100% local Wisconsin honey in stick-form! Great gift idea: a nice mug or travel cup, a hot drink mix or two, and some honey sticks!

## THIRD SPACE BREWING HEAVENLY HAZE 6-PK

This hazy IPA is brewed with Citra, Cryo, Idaho 7, and Sabro Cryo hops for an intense juicy fruit taste with low bitterness. Craft-brewed in Milwaukee.



## HEBEL & CO HALVA

This tahini-based dessert is like no other, with its rich, deep flavors, and unique and enjoyable texture.



## EMBARK BOURBON BARREL AGED MAPLE SYRUP

Certified Organic maple syrup from an off-grid family farm in the Driftless region of Wisconsin is aged for two years in bourbon barrels sourced from Central Waters Brewing Company. Great in a specialty foods or breakfast gift basket for the whiskey lover on your list.



## EQUAL EXCHANGE DARK HOT CHOCOLATE

For the chocolate lover on your list, this rich and extra decadent hot cocoa mixes with milk or a milk alternative. Organic and fairly traded chocolate!



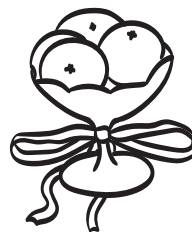
## GAIL AMBROSIUS DARK CHOCOLATE TRUFFLE BOX

Treat your giftee to a Madison classic!



## FORTUNE FAVORS MAGIC BAR

This decadent, hefty candy bar comes packed with caramel, vanilla nouget, and candied pecans, all dipped in a layer of dark chocolate.



## GRAZA SIZZLE EXTRA VIRGIN OLIVE OIL

Sizzle is made with olives picked during peak harvest season in November, which makes for a milder taste for total versatility! This would be great in a gift basket with any kind of foods, since it can be used in any application.



## WONDERSTATE CANOPY COFFEE

The weighty and satisfying canopy coffee is a medium-dark roast with notes of brown sugar, stone fruit, and candy bar. Canopy is particularly special because for every bag purchased, Wonderstate plants a tree where this coffee was grown.

## SIREN SHRUB CO TART CHERRY SPARKLING SHRUB 4-PK

The delightful flavor of Door County Cherries make up the base of this refreshing, bubbly soda alternative.



## RIGHTEOUS FELON BEEF JERKY

Great for the outdoorsy person in your life—high quality jerky with a savory, smoky, hickory flavor to sustain them in all their outdoor endeavors.

## ORGANIC CITRUS

Giving fruit during the holiday season has been a tradition for more than 100 years. What better way to honor that tradition than to give the sweetest, juiciest, most sustainable fruit in town from the Co-op's very own Produce department?



## AMERICAN WINE PROJECT SWITCH THEORY

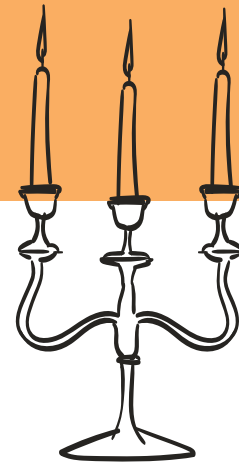
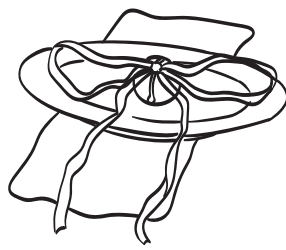
Switch Theory blends across vintages and varieties, making each release a little different. The gorgeous, colorful label may draw you in to this wine; a lighter-bodied red that can be served chilled or room temperature.



# WILLY STREET CO-OP'S



Renards Artisan Cheese  
**Grand Cru Gruyere**  
8 oz  
**\$6.99** L



Mitica  
**Marcona Almonds Mini Tub**  
4 oz  
**\$6.79**



Nichols Farms  
**Organic No Shell Pistachios**  
6 oz  
**\$7.99**



Maison du Fromage  
**Charcuterie Serving Set**  
8 pc  
**\$15.99**



Potter's Crackers  
**Herbes De Provence Crackers**  
5 oz  
**\$5.49** L

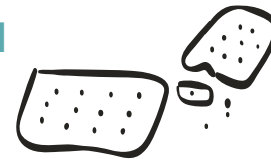


Meredith Dairy  
**Marinated Sheep & Goat Cheese**  
11 oz  
**\$11.99**

*Serve warm with some crusty bread*



Maison du Fromage  
**Charcuterie Serving Board**  
1 pc  
**\$21.99**



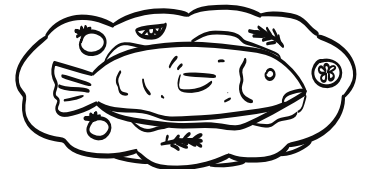
Niman Ranch  
**Prosciutto**  
3 oz  
**\$6.49**



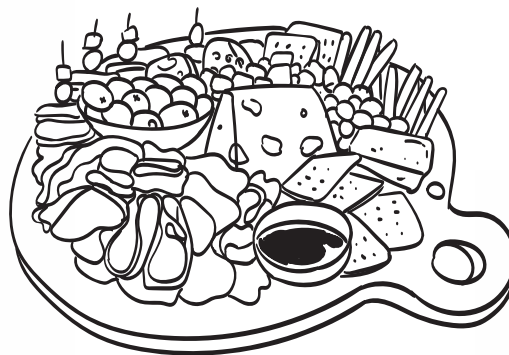
Mary's Gone Crackers  
**Super Seed Crackers**  
5.5 oz  
**\$5.99**



Rushing Waters  
**Smoked Salmon & Smoked Trout Spreads**  
6 oz  
**\$7.99** L



Fortune Favors  
**The Classic Sweet & Salty Candied Pecans**  
4 oz  
**\$7.99** L



*Garnish with fresh dill sprigs to make it fancy*



Spence & Co  
**New York-Style Nova Lox**  
4 oz  
**\$11.99**



Miyoko's Creamery  
**Organic Vegan Cheers to Cheddar Roadhouse Spread**  
8 oz  
**\$6.29**



Uplands Cheese  
**Rush Creek Reserve**  
**\$37.49/lb** L



Driftless Provisions  
**Hunter's Dual Pre-Sliced Salami**  
3 oz  
**\$8.29** L

# HOLIDAY ENTERTAINING GUIDE



Celestial Seasonings  
**Gingerbread Spice  
Herbal Tea**  
18 bag  
**\$4.79**



*Add fresh rosemary  
to make it fancy*



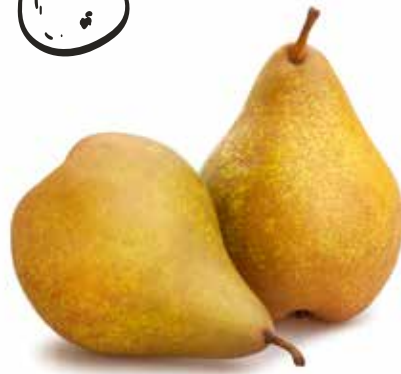
**Olive Bar Olives**  
**\$9.99/lb**

Quince & Apple  
**Orange Marmalade with  
Lemon Preserve**

6 oz  
**\$6.79** **L**



Big Dipper Wax Works  
**Beeswax Tapers**  
2 pc  
**\$12.49**



**Organic Bosc Pears**

**Organic  
Persimmons**



Iris Vineyards  
**Pinot Noir**  
25.36 fl oz  
**\$24.99**



Giant Jones  
**Witbier Grand Cru**  
16.9 fl oz  
**\$6.79** **i** **L**

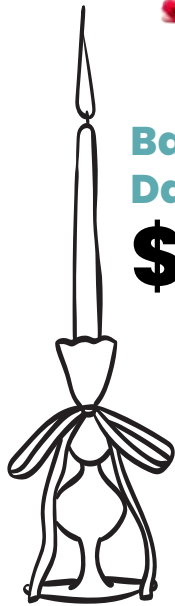


*Add pomegranate seeds to  
some bubbly to make it fancy*



**Organic  
Pomegranates**

Bautista Family Organic  
**Date Ranch Medjool Dates**  
**\$14.99/lb**



*Try simmering in a pot  
with cinnamon sticks*



Gelida  
**Organic Gran  
Reserva Brut Cava**  
25.36 fl oz  
**\$19.99**



Poyer Orchards  
**Apple Cider**  
64 fl oz  
**\$4.99** **L**



Gavioli  
**Sparkling Blood  
Orange Juice**  
750 ml  
**\$9.99**

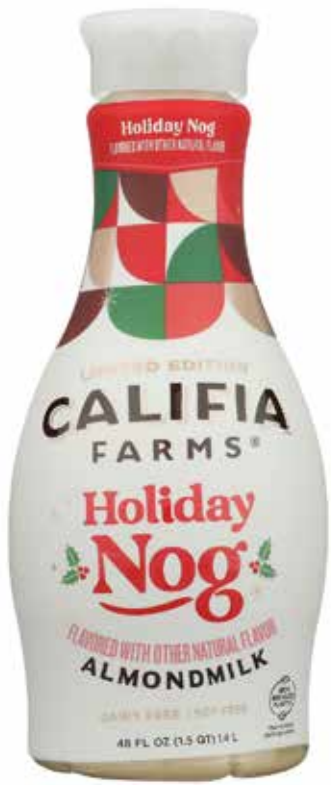


Clasen's European Bakery  
**Classic French Baguette**  
12 oz  
**\$4.49** **i** **L**



FEED Bakery  
**Holiday Butter  
Cookie Box**  
22 oz  
**\$22.00** **L**





Califia Farms  
**Almond Milk  
Holiday Nog**  
48 fl oz • Save 50¢  
**\$4.99**

King Arthur  
**All-Purpose  
Unbleached Flour**  
5 LB • Save \$2.50  
**\$5.99**



Talenti  
**Peppermint  
Bark Gelato**  
16 oz • Save \$1.00  
**\$4.99**



Watkins  
**Assorted Natural  
Food Coloring**  
4 ct • Save \$2.30  
**\$6.99**



Celestial Seasonings  
**Limited Edition Holiday Teas**  
18 ct • Save \$1.30  
**\$3.49**



Miss Jones Baking Co.  
**Organic Buttercream  
Frosting**  
11.2 oz • Save \$1.30  
**\$5.99**



YumEarth  
**Organic Candy  
Canes**  
10 ct • Save \$3.00  
**\$7.99**



Sweet Loren's  
**Gluten-Free  
Gingerbread  
Cookie Dough**  
9.6 oz • Save \$1.70  
**\$6.79**



Organic Valley  
**Organic Eggnog**  
32 fl oz • Save 50¢  
**\$5.29**



Equal Exchange  
**Pecan Halves**  
bulk • Save \$1.50/lb  
**\$9.99/lb**



**FESTIVE FAVORITES**

DECEMBER 4-17

coop deals  
Sales For Everyone!

Wholesome Sweeteners  
**Organic Cane Sugar**

32 oz • Save \$2.80  
**\$4.99**



Bonne Maman  
**Fruit Preserves**

13 oz • Save \$1.80  
**\$4.99**



Cascadian Farms  
**Organic Frozen Vegetables**

Select Varieties  
10 oz • Save \$1.29  
**\$3.00**



Muir Glen  
**Organic Canned Tomatoes**

14.5 oz • Save 2.98-\$3.58 on 2  
**2 for \$4**



Kevita  
**Probiotic Refresher**

12 fl oz • Save \$1.58 on 2  
**2 for \$4**



Bionaturae  
**Organic Durum Semolina Pasta**

16 oz • Save \$1.98 on 2  
**2 for \$5**



Imagine Foods  
**Organic Broths**

32 fl oz • Save \$1.00  
**\$3.69**

Angie's  
**Boom Chicka Pop Popcorn**

Select Varieties  
4.4-7 oz • Save \$1.50  
**\$2.79**

Kite Hill  
**Plant-Based Ravioli and Tortellini**

9 oz • Save \$2.00  
**\$6.49**



Annie's Homegrown  
**Organic Graham Crackers**

14.4 oz • Save \$2.50  
**\$4.49**

Klean Kanteen  
**16 oz Rise Tumbler**

1 ea • Save \$10.00  
**\$19.99**

Ben & Jerry's  
**Ice Cream & Non-Dairy Frozen Desserts**

16 oz • Save \$1.50-\$2.50  
**\$4.99**



Aura Cacia  
**Relaxing Lavender Bubble Bath**

13 fl oz • Save \$4.00  
**\$5.99**

Tom's of Maine  
**Whole Care Toothpaste**

4 oz • Save \$2.00  
**\$5.99**

Host Defense  
**Organic Lion's Mane**

60 cap • Save \$3.00  
**\$25.99**



Weleda  
**Skin Food Body Butter**

5 oz • Save \$7.00  
**\$11.99**

Fage  
**Greek Yogurt**

32 oz • Save \$2.80  
**\$5.99**

Blue Diamond  
**Nut Thins**

4.25 oz • Save \$1.29  
**\$3.50**



Sambazon  
**Organic Acai Bliss Bowl**

6.1 oz • Save \$1.00  
**\$2.99**

Koyo  
**Ramen**

2-2.1 oz • Save 24¢  
**\$1.25**

Deep Indian Kitchen  
**Potato & Pea Samosas**

11 oz • Save \$2.00  
**\$4.99**



Evolution Fresh  
**Organic Orange Juice**

59 fl oz • Save \$1.00  
**\$8.99**

Andalou Naturals  
**Shampoo**

11.5 fl oz • Save \$2.00  
**\$5.99**

Nordic Naturals  
**Omega-3**

120 ct • Save \$9.00  
**\$22.99**



Sales on this page valid December 4-17, 2024.  
All sales subject to availability. Sales quantities limited.



Equal Exchange  
**Organic Hot Cocoa**  
12oz • Save \$1.00-\$2.00  
**\$7.99** **i**



Dandies  
**Mini Vanilla Vegan Marshmallows**  
10 oz • Save 99¢  
**\$3.50**



Alden's  
**Organic Ice Cream**  
Select Varieties  
48 oz • Save \$1.00  
**\$8.99**



Maple Valley  
**Organic Grade A Maple Syrup**  
8 fl oz • Save 70¢  
**\$7.79** **L**



Maple Valley  
**Organic Maple Candy**  
1.5 oz • Save \$1.00  
**\$4.99** **L**



Pacific Foods  
**Organic Cream of Condensed Soups**  
10.5 oz • Save \$1.00  
**\$2.79**

Miyoko's Creamery  
**Organic Nut Cheese Spread**  
8 oz • Save \$1.30  
**\$4.99**



Road's End Organics  
**Organic Vegan Gravy Mixes**  
1 oz • Save 98¢ on 2  
**2 for \$3**



Field Roast  
**Sage Garlic Plant-Based Celebration Roast**  
16 oz • Save \$3.00  
**\$7.99**



Immaculate Baking Company  
**Organic Crescent Rolls**  
8 oz • Save \$3.00  
**\$3.99**



**FESTIVE FAVORITES**



DECEMBER 18-31

coop deals  
Sales For Everyone!

Bob's Red Mill  
**1 to 1 Gluten-Free  
Baking Flour**  
44 oz • Save \$2.00  
**\$8.99**



Farmer's Market  
**Organic Pumpkin  
Pie Mix**  
15 oz • Save \$1.80  
**\$2.99**



Kerrygold  
**Irish Butter**  
8 oz • Save \$1.00  
**\$3.99**



Earth Balance  
**Vegan Buttery  
Sticks**  
16 oz • Save \$1.50  
**\$4.99**



Nocciolata  
**Organic Hazelnut  
Cocoa Spread**  
8.82 oz • Save \$1.50  
**\$4.99**



Kettle Brand  
**Party Size  
Potato Chips**  
13 oz • Save \$2.30  
**\$4.49**



Garden of Eatin'  
**Tortilla Chips**  
16 oz • Save \$2.50  
**\$4.49**

Quinn  
**Gluten-Free  
Peanut Butter  
Filled Pretzels**  
7 oz • Save \$1.30  
**\$4.49**

Wildbrine  
**Kimchi**  
18 oz • Save \$1.50  
**\$6.99**



Frontera  
**Salsa**  
16 oz • Save \$1.29  
**\$3.50**

Booda Organics  
**Booda Butter Lip  
Balm**  
.15 oz • Save \$1.49  
**\$2.50** 

Izze  
**Sparkling Fruit  
Juice Drinks**  
6x8.4 fl oz • Save \$1.30  
**\$5.49**



White Leaf Provisions  
**Organic Baby  
Food Purée**  
3.17 oz • Save 58¢ on 2  
**2 for \$4**

Bubbies  
**Sauerkraut**  
25 fl oz • Save \$2.00  
**\$6.99**

Hodo Soy  
**Organic Firm Tofu**  
10 oz • Save \$1.30  
**\$3.99**



Spectrum  
**Organic Extra  
Virgin Olive Oil**  
25.4 fl oz • Save \$5.00  
**\$16.99**

Hyland's  
**Calms Forte  
Sleep Aid**  
100 tab • Save \$5.00  
**\$8.99**

Preserve  
**Toothbrush**  
1 ea • Save \$1.58 on 2  
**2 for \$5**



Tony's Chocolonely  
**Organic Chocolate  
Bars**  
Select Varieties  
6.35 oz • Save \$1.00  
**\$4.49**

Natural Factors  
**Vitamin D3 1000 IU**  
180 ct • Save \$4.50  
**\$6.49**

Dr. Bronner's  
**Pure Castile  
Bar Soap**  
5 oz • Save \$2.98 on 2  
**2 for \$7**



ShiKai  
**Hand & Body  
Lotion**  
8 fl oz • Save \$2.30  
**\$6.49**

Waterloo  
**Sparkling Water**  
12x12 fl oz • Save \$1.30  
**\$4.99**

Garden of Life  
**Magnesium with  
Pre & Probiotics  
Gummies**  
60 ct • Save \$7.00  
**\$14.99**



Sales on this page valid December 18-31, 2024.  
All sales subject to availability. Sales quantities limited.

# TOGETHER WE TRANSFORM OUR COMMUNITY

Your year-end donation funds systemic change.



Community Shares of Wisconsin's member nonprofits are on the frontlines in Wisconsin working to build the kind of systemic change that will keep our democracy alive.

Our nearly 70 local member nonprofits are working on the issues you care about most including voting rights, healthy food systems, criminal justice reform, housing advocacy, environmental protection, LGBTQ+ rights, and much more.

Donate at [communityshares.com/donate](https://communityshares.com/donate)



Photo provided by Common Wealth Development

## SAVE THE DATE

The Big Share® is Tuesday, March 4, 2025

An online day of giving that supports the nearly 70 member nonprofits of Community Shares of Wisconsin.

## 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 \$15,000 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!**

### ATTORNEY PAUL O'FLANAGAN

Coop member, PROGRESSIVE & LOCAL LAW FIRM OFFERING:

WILLS, TRUSTS, TAX, ESTATE PLANS, PROBATE, GUARDIANSHIP & FAMILY ASSISTANCE TO FOLKS AT REASONABLE COST. FREE HOUSE CALLS.

**CALL: 608-630-5068**

### Savings Emailed!



See what's new & tasty in produce or what's on sale for Owners each week!

[www.willystreet.coop/emails](https://www.willystreet.coop/emails) to sign up - you can unsubscribe any time you wish.

## Find Energy Savings Here.



## Partner with MGE to save energy.

Make [mge.com](https://mge.com) your first stop.

- Get easy, low-cost ways to save energy.
- Use calculators to estimate your savings.
- Learn about incentives from Focus on Energy.

Join us in creating a more sustainable future. Visit [mge2050.com](https://mge2050.com).



Your community energy company

GS3343 03/31/2020

# FISCAL YEAR 2025 OPERATING AND CAPITAL BUDGETS

BY: PAIGE WICKLINE, FINANCE MANAGER



Our Fiscal Year 2025 (FY25) runs from July 1, 2024 through June 29, 2025. Each spring, management prepares an operating and capital budget for the next fiscal year, which 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.

## TOTAL SALES

The FY25 sales projections for our Co-op includes sales growth of 3.16% growth over the previous year. Sales growth will come from increased transactions at all of our three retail sites with a small increase in the amount folks spend each time they shop. We are projecting 38.6% of our sales to be from our Middleton location, 36.2% from our East location, and 25.3% from our North location. North's sales continue to increase at a faster rate than our other locations and are budgeted to grow 5.34% this year over the previous year.

## 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 36.5%, 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 and continuing to monitor our sales mix.

## PERSONNEL

Personnel expenses include wages for worked hours, paid time off, and benefits. These costs are budgeted to be 26.61% of sales, which is an increase of .66% compared to FY24 wages and benefits 25.95%. Wage Rates and Salaries have increased at a faster pace than revenue the past few years. Both inflation and changes in the labor market have driven these increases.

## 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 \$7,542,328 in dollars and 11.26% expressed as a percent of sales. Other operating expenses are down from the previous year as a percent of sales by .36%.

## INCOME FROM OPERATIONS

Our income from operations is budgeted at a loss of (\$920,401) or -1.37% of sales. This is due to our cost of personnel expenses growing faster than our sales revenue. We realize we have some significant work to do this year that includes an evaluation of our staffing structure and an increased focus on sales growth.

## BUDGET FOCUS

Our FY25 focus is our long-term financial sustainability. This focus includes an emphasis on how to maximize sales and revenue growth, along with the alignment of our personnel expenses with revenue. We are developing plans to break even in FY26 and generate positive income in FY27. To do this, we will be reviewing how we staff all of our operations along with seeking ways to reduce operating expenses. We plan to evaluate our product mix and promotions to ensure we are offering the value you expect at Willy Street Co-op and so you continue to spend your grocery dollars with us.

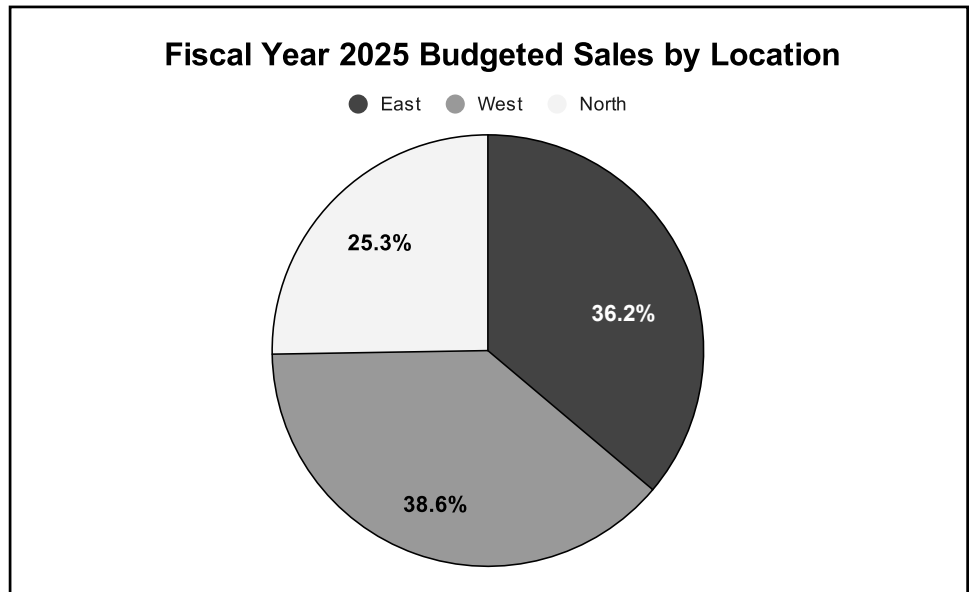
Willy North's sales have not yet matured to a level that allows for their financial success. We will continue to look at ways to grow sales at Willy North so this location is able to fully contribute to our overall financial success.

## CAPITAL BUDGET

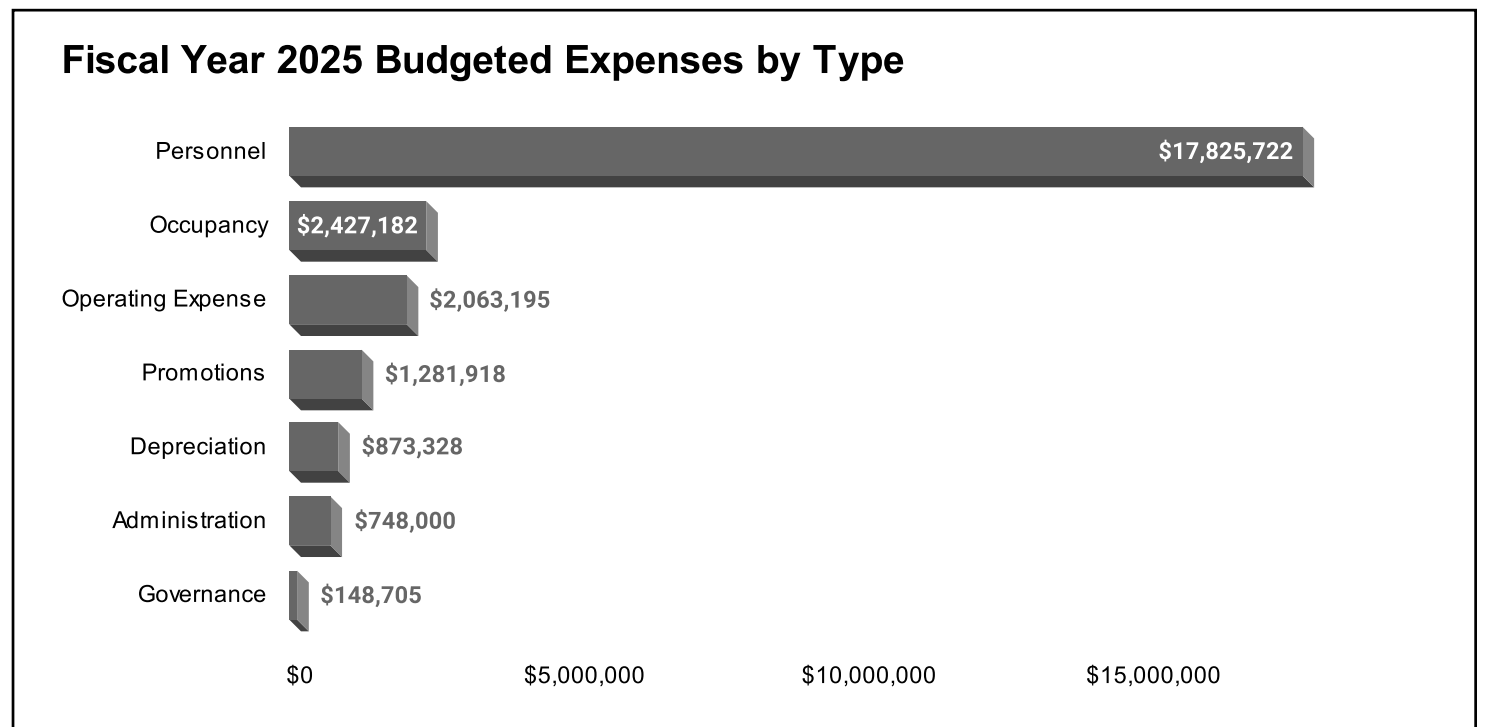
The FY25 capital budget is \$1,056,400. These items represent purchases that will be listed on our Balance Sheet as Long-Term Assets of property and equipment when they are purchased. We plan to defer some of the approved items to a future year when we are profitable. We also will only use contingency funds when necessary and anticipate only using \$150,000 of the approved unallocated contingency equipment budget.

We thank you for your ongoing patronage and support. If you have any questions regarding the FY25 budget, feel free to email me at [p.wickline@willystreet.coop](mailto:p.wickline@willystreet.coop).

FY25 Operating Budget		
	Dollars	% of sales
Sales	\$66,979,861	100.00%
Cost of Goods Sold	\$42,532,212	63.50%
Gross Income (Margin)	\$24,447,649	36.50%
Personnel Costs	\$17,825,722	26.61%
Other Operating Expenses	\$ 7,542,328	11.26%
Total Operating Expenses	\$25,368,050	37.87%
Income (Loss) from Operations	(\$ 920,401)	-1.37%
Other Income (Expenses)	\$ 213,822	.32%
Net Income (Loss)	(\$ 706,579)	-1.05%



FY25 Capital Budget	
Item	\$
Unallocated Contingency Equipment	\$400,000
Unallocated Contingency Technology	\$ 50,000
East Improvements - defer to future	\$ 37,000
West Improvements - defer to future	\$ 25,000
West Improvements	\$ 55,300
West Planned Replacement of obsolete equipment	\$ 15,000
West Solar Installation	\$240,000
North Improvements	\$ 70,600
North Planned Repairs & obsolete item	\$ 37,000
Kitchen freezer repairs & obsolete items	\$ 17,500
Co-op Wide - upgrade website & computer equip	\$ 62,000
Co-op Wide - approved technology - defer to future	\$ 47,000
<b>Total</b>	<b>\$1,056,400</b>
<b>Defer to Future</b>	<b>\$ 109,000</b>
<b>Expected Capital Items + Contingency</b>	<b>\$ 947,400</b>



BACK FORTY LOOKS PROMISIN' THIS SPRING, DONT IT, ED?  
YUP!

THAT'S RIGHT FOLKS, ITS (ALMOST) SPRINGTIME IN WISCONSIN AGAIN! TO GET YOU STARTED OFF ON THE RIGHT SNOW SHOE, WILLY ST. COOP'S GOT

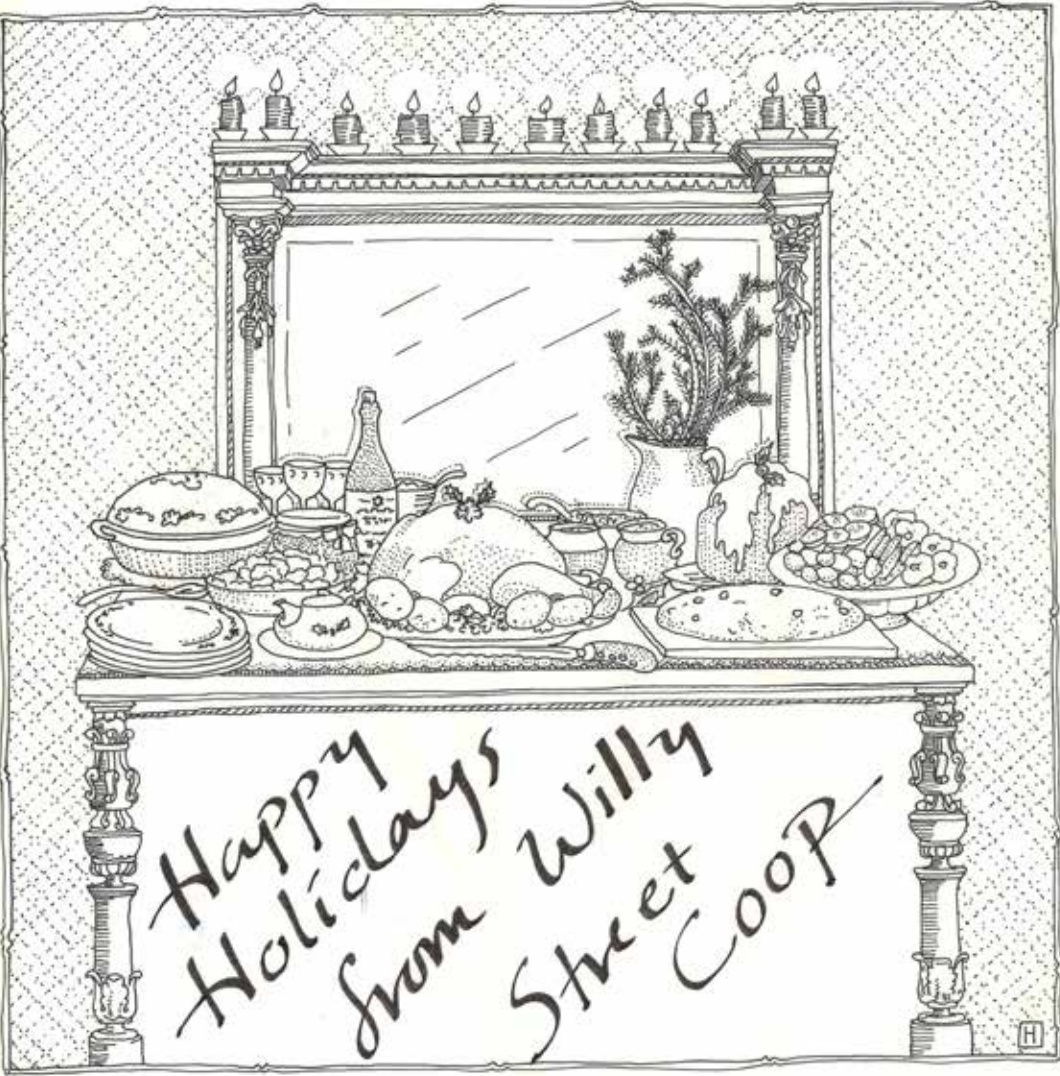
**20% OFF ALL GARDENING SUPPLIES!**

INCLUDING:  
• OLDS SEEDS  
• POTTING MIX  
• PEAT POTS  
• FLATS  
• EVERYTHING YOU'LL NEED TO START YOUR SEEDLINGS (ANTI-FREEZE NOT INCLUDED)

SPRING PLANTING IN WISCONSIN

**WILLY ST COOP**

1202 WILLIAMSON 251-6776 OPEN DAILY 9-8



**Updates**

**Handmade Gift Certificates Make Fine Gifts**

When you want to tell people you care about them, actions can speak as loudly as words. One of the best ways to show that you care is by taking time to do things for or with another person. Handmade Gift Certificates are a simple way to give other family members the best gift of all—a gift of yourself and your time. They make wonderful holiday gifts, and add a personal touch to Mother's or Father's Day, birthdays, anniversaries, and other special family celebrations.

Ask family members to think of things they could do to make gift certificates for one another. Examples might be: help with homework, breakfast in bed, help with a certain chore, going somewhere together, an hour's worth of playing the other person's favorite game. Have everyone make at least one gift certificate for someone in the family. Stickers, crayons, marking pens, and other artistic touches can be used to add a special flair to the certificates.

Reprinted with permission from Family Matters, newsletter of the Dane County Extension Food and Nutrition Program.



December 1994



Thank you to all our members for your support throughout the year...  
**Happy Holidays!**

**Co-op to Sell Handmade Vests**

High-quality, hand-crafted vests by Sukie Wachtendonk will be available for holiday gift giving at the Co-op. These unique and finely detailed pieces are lovingly made from festive cotton corduroy prints and solids. All seams are double stitched and finished for long wear and durability.

Keep your loved ones, friends, or yourself warm this season in these classic holiday vests. Men's, Women's, and children's sizes are available in the gift section. Look for more gift ideas on page 8.

**50 OLD HOLIDAY & WINTER ADS, ARTICLES & ILLUSTRATIONS**



**IT'S COLD OUT THERE!**  
(in case you hadn't noticed...)

START YOUR DAY OFF WARM WITH ONE OF WILLY ST'S EIGHT DIFFERENT HOT CEREALS (BOTH BULK & PREPARED) & A CUP OF COLD-FIGHTING "THROAT COAT" OR "GYPSY COLD CARE" TEA. (DON'T FORGET YOUR THERMAL LONGIES!)

**Willy St Coop**

1202 WILLIAMSON 251-6776 OPEN DAILY

Willy Street Co-op & Dane Arts present  
**a Dane Arts Buy Local Art**

**willy street co-op**



Featuring work by Jessica Gutiérrez, Sophia Voelker, Chele Ramos, Nabil Hamdan, Steph Hagens, Issis Macias, Tomy Tepepa, Poornima Moorthy, and Xizhou Xie.

Light snacks and refreshments will be offered. Live music, full bar available through open doors between Café Coda and Aubergine.

Join us at Aubergine! 1226 Williamson St. Madison, WI

*Aubergine*  
A Willy Street Co-op Community Space

## *Not Just a Custom Shop.*



### **Did You Know:**

- ◆ Studio Jewelers exhibits hand-crafted jewelry by an international roster of designers and makers; our in-house designers have pieces for sale here also, so you can see what their work is like.
- ◆ Jewelry repair and restoration is a Studio Jewelers specialty, and we do pearl and bead re-design and restringing, in-house.
- ◆ Our staff estate jewelry specialists can evaluate and advise you on inherited jewelry pieces you may have questions about.
- ◆ We carry fair trade and conflict-free natural gemstones, and have a fully equipped gem laboratory on site.
- ◆ We will gladly check and clean your rings whenever you stop by—and we have off-street parking!

**People's Choice Award Winner**  
Best Jewelry Store in Dane County  
2022, 2023, 2024

# Studio Jewelers

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

*Skilled. Independent. Woman-owned. Serving the Madison area since 1981.*



## A SEASON OF GIVING

by: Kristina Kuhaupt, Customer Experience Manager

**A**s another holiday season approaches, I reflect on our collective appreciation here at the Co-op for 50 years of loyal, active, and passionate Owners! The Co-op would not be where it is today without you, with three locations on the North, East, and West sides of town, a production kitchen, and now a new Eastside community space, Aubergine, which opened its doors in March of this year with an abundance of positive community support.

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 (accounting for 34% of our total sales), but also approximately 380 local employees, and over \$934,000 in community donations in fiscal year 2024!! 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 through changing seasons.

### **GIVE OWNERSHIP & CLASSES THIS HOLIDAY SEASON FOR AN ENRICHING EXPERIENCE**

This December, we are making gift-giving not only easy but even more sweet! From December 1–31 when you give the gift of Ownership that is paid-in-full, you will receive a \$5 Co-op gift card to treat yourself and a \$5 gift card to give to your giftee! It is a great way to expand a loved one's local food options and help support local makers, farmers, producers, and your Co-op for years to come. Consider planting the seed of nutrition this holiday season to set up friends and family for an abundance of wellness in the New Year! To purchase Ownership, please visit any of our three locations and our customer service team will guide you through the process, or please check out [www.willystreet.coop/ownership/gift-ownerships/](http://www.willystreet.coop/ownership/gift-ownerships/)

Additionally, for those who have taken our cooking and wellness classes, you know the quality, fun, and

expertise you receive. Giving the gift of access to experiences helps enrich New Year goals and wellness inspiration that will last well into the year. To purchase classes, please sign up at our customer service desk or online at [www.willystreet.coop/events/](http://www.willystreet.coop/events/)

### **COMMUNITY REINVESTMENT FUND NOW SEEKING NONPROFIT AND COOPERATIVE APPLICATIONS!**

Applications for the Community Reinvestment Fund (CRF) grant are now open, and we will be accepting applications from local 501(c)3 nonprofits and cooperatives through January 31. We continue to conduct the application process earlier 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.

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. Grants are competitive, and this year the Co-op's Board of Directors has allocated \$65,000 from abandoned Owner equity to award. Additionally, this year we have an expanded grant section called "Rooted in Our Community," for local food system/farming-specific projects for capital equipment or investments that uplift a community. Our Board has approved an additional \$20,000 for this pilot grant program umbrellaed under the CRF program. For more information and to download the application, visit [www.willystreet.coop/crf](http://www.willystreet.coop/crf).

### **HOLIDAY FUND DRIVE FOR DOUBLE DOLLARS AND PARTNER FOOD PANTRIES: FINAL PUSH TO THE FINISH LINE**

We are halfway through our two-month matching campaign to support the 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 \$15,000 to provide gift cards for our

local food pantries to purchase fresh foods that are not as easy to get in the winter months. As of this writing, the November part of the campaign is off to a positive start, with \$ 1,793 for Double Dollars, and \$1,793 for our food pantries. Let's keep it up and end the year off 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. Willy Street Co-op, with your cash donations and bag reuse combined, has provided more than \$435,900 to the Double Dollars Fund 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 donated to use for charitable purposes such as this match and the Community Reinvestment Fund grants.

### **SANTAS WITHOUT CHIMNEYS CAMPAIGN: COLLECTION AT OUR 3 LOCATIONS FROM DECEMBER 1-20**

Santas Without Chimneys is a nonprofit organization dedicated to bringing holiday gifts and essentials to children and youth who lack stable housing. Inspired by the idea that

## 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 \$15,000 and donate 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!

Santa often comes down a chimney to deliver gifts, Santas Without Chimneys ensures that kids without a traditional home still experience the magic of the holidays.

The organization partners with shelters, schools, and social service agencies to identify the unique needs and wishes of each child. Volunteers create personalized wish lists based on these needs, which include toys, books, warm clothing, hygiene items, and other essentials. Generous donors and supporters then "adopt" these wish lists and purchase the items or make financial contributions toward the gifts.

Santas Without Chimneys also works with community partners, local businesses, and online gift registries to collect donations. Volunteers coordinate the shopping, wrapping, and distribution of gifts, ensuring that each child receives personalized items that bring a sense of joy, dignity, and belonging during the holiday season.

For those who want to contribute in person, collection boxes for gift donations are conveniently located at participating businesses, community centers, and other public venues. Locations of the collection boxes can be found on the Santas Without Chimneys website and social media channels, where new sites are regularly updated throughout the season. This

allows community members to easily drop off items that will go directly to bringing holiday cheer to kids in need. All three Willy Street Locations are drop off sites this year from December 1-20.

Thank you for supporting Madison Street Medicine in October at all store locations by helping donate numerous overflowing bins of shoes to help those who are unhoused in our neighborhoods. Additionally, at our Willy West store, you helped donate 699 items of warm clothing (up 76 items from last year) to help Visit Middleton provide WayForward Resources the donations to distribute to those in need of warmth this winter season. Your generosity every year is greatly appreciated for these campaigns!

### HURRICANE HELENE & MILTON GLOBAL GIVING: THANK YOU!

A heartfelt thank you to all of you who contributed to our hurricane relief campaign from October 27–November 2 at our registers!! During this short amount of time, you helped raise \$9,477, which was matched dollar-for-dollar with the approval of our Board from our abandoned equity fund, up to \$10,000. This brought our final total raised to \$18,955. All monies were donated to GlobalGiving, a



nonprofit organization that supports other nonprofits by connecting them to donors and companies working on the ground. GlobalGiving provides natural disaster support to medical facilities and first responders, and the funds donated by our customers were split equally between groups providing Hurricanes Helene and Milton relief.

Additionally, the Co-op donated \$1,000 to Cooperative Development Foundation (CDF) to raise funds for co-ops facing losses from some of the worst hurricanes in recorded history. These monies were matched by National Grocers Cooperative, which is also matching donations from other co-ops. NCG's collective goal was to reach a \$100,000 donation total, and they're close to achieving their goal.

### AS WE CLOSE OUT THE YEAR

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 continued better world this New Year!

### WAYS TO GIVE:

**Gift Ownerships:**  
[www.willystreet.coop/ownership/gift-ownerships/](http://www.willystreet.coop/ownership/gift-ownerships/)

**Gift Cards:**  
 At the registers or call Customer Service:

Willy East: 608-251-6776  
 Willy West: 608-284-7800  
 Willy North: 608-471-4422

**Double Dollars:**  
 At the registers

**Santas Without Chimneys:**  
 Willy Street Co-op locations, December 1-20.

**Global Giving Disaster Recovery:**  
<https://www.globalgiving.org/>



## Give the Gift of Groceries!



Willy Street Co-op Gift cards can be used on products, Ownership payments, or classes.

EVERYONE WELCOME! WWW.WILLYSTREET.COOP

## Give the gift of Co-op Ownership!

From December 1 through December 31, 2024 if you purchase a Gift Ownership by making a full equity payment, both you and the recipient will each receive a \$5 Willy Street Co-op gift card.

A paid-in-full Ownership is \$58 for an Individual or \$93 for a Household. Gift Ownerships can be purchased either at [willystreet.coop/gift-ownerships](http://willystreet.coop/gift-ownerships) or in our stores at the Customer Service desk.



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Your \$300 bonus will be deposited into your new Forward Checking account within 90 days after you complete the two easy steps above. Of course, you'll need to keep your accounts in good standing and actively use your new accounts and services (5+ transactions per month). While we truly value our current clients, this special offer is only available to households that have not received a similar bonus (one bonus per household) in the past and don't currently have a checking account with us. Complete these requirements within 90 days of account opening to receive your bonus. **Offer expires on December 31, 2024.**



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