



Open 6 a.m.–9 p.m. daily

FRESH2GO BAYSIDE

FRESH2GO GREENDALE

FRESH2GO HALES CORNERS

Open 7 a.m.–9 p.m. daily

BROOKFIELD—THE CORNERS

ELM GROVE

FRANKLIN

FRESH2GO MARQUETTE

GERMANTOWN

GRAFTON

GREENFIELD

HARTLAND

MEQUON

NEW BERLIN

WAUKESHA—MEADOWBROOK

WAUWATOSA

WEST BEND

WHITEFISH BAY

www.sendiks.com



Fresh Ideas

We had an exciting and busy 2018 and are looking forward to welcoming the new year and new season with you. We are happy to announce that we now offer grocery delivery. We launched Sendik's Express Delivery so you can relax and check "grocery shopping" off your to-do list. Order online, we shop for you, and then either pick up curbside or have your groceries



delivered right to your home or office (see page 11). We also launched Trusted Pricing at Sendik's so you can find fair everyday prices on your family's favorite items all season long (see page 10). Two of our largest stores, the Mequon and New Berlin locations, were remodeled and refreshed to elevate your shopping experience (page 12), and it's easy to spruce up your home and find great gifts in Sendik's Home Department (see page 15). Our Spring Charity Partner is the Milwaukee County Zoo. Learn how your purchase of this magazine and other initiatives this season can help support the zoo and their new elephant exhibit (see page 16).

Finally, we are very excited to announce some big news for 2019. We will be redesigning our store at The Corners of Brookfield. It will span three stories and bring customers a whole new grocery experience, complete with a grill station where customers can have meat cooked to order, a bar with beer, wine and gourmet coffee, a convenient floral shop and home goods department, a mezzanine to relax and enjoy purchases and more! Business at our store at The Corners will continue as normal throughout the redesign, and we can't wait to share this exciting new experience with you when it is complete in summer 2019!

After the heartier fare of winter, some fresh, seasonal veggies are welcome on weekly menus. And if there is one vegetable that sings of spring, it's asparagus. In this issue, we celebrate the season with recipes featuring the gloriously green veggie from breakfast to dinner.

In Italy, they celebrate the rebirth of the land in spring by harvesting tiny dandelion leaves, shell peas, fava beans, artichokes, young garlic, asparagus and lots of early herbs. We help you embrace the change of season with pasta recipes made the Italian way using clean and simple fresh ingredients for true Italian flair.

We also help you make clean eating part of every day with deliciously simple and flavorful whole-food cooking. After another hectic day in our busy lives, it can be tempting to pick up takeout or pop a packaged frozen meal in the microwave, but it's easier than you think to cook at home—even with healthy plant-based whole foods including Chickpea Crepes Three Ways or Cucumber Noodle Pad Thai with Sweet & Spicy Peanut Sauce.

We all want healthy, delicious meals—and we can still achieve that while also enjoying a little help with the grocery shopping or a few ready-made items. Whether you are picking up ingredients to make the recipes featured in this issue, stopping by the deli for a quick grab-and-go dinner, or planning for parties, we are here to help and appreciate being your grocer of choice. Thanks for shopping with Sendik's—we are looking forward to continuing to grow and improve for our customers in 2019.



In 2018, with the help of our customers, we raised 37,000 pounds of food and almost \$45,000 for our Fall Charity Partner, Feeding America Eastern Wisconsin.

Sincerely,
The Balistreri Family