



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



Fired up for Summer

Food brings people together. And with the winter we weathered this year, there is more reason than ever to celebrate summer while enjoying meals with family, friends and our community.

Throughout this issue we feature delicious recipes to keep you curious and well fed this season including vegetable-based recipes, dishes made with fresh herbs, Korean barbecue, a summer party menu that gathers flavors from warm, sunny cuisines and more.

Entertaining is made even easier with Sendik's grab-and-go ready-made sides, salads and more from our deli. Plus, our catering department can help with small- to large-scale events, from appetizers to main courses and delectable desserts.

If grilling is on your mind, stop by the Sendik's grills this summer to support your favorite local organizations and schools. We are excited about our Community Grill Program, which allows members from local non-profits to grill out at our stores, and you can enjoy Sendik's favorites fresh off the flames while supporting these great causes (page 10).

We're making progress on the expansion of our store at The Corners of Brookfield, and business will continue as usual throughout construction. See more on page 11 and watch for exciting events and promotions as the fall launch of our remodel grows nearer.

Since summer is a favorite time to travel, repurpose your red Sendik's bag to tote some of your belongings on your adventures and then snap a picture with it for possible inclusion in our Where in the World column. Check out some of your fellow travelers on page 12.

Sendik's is proud to partner with local Wisconsin growers and vendors. When you eat locally produced foods, you support local farms and businesses, and your food goes from production to table in a much shorter period of time, which can mean better flavor and more nutrients. Watch for our new video ads on our social channels highlighting some of our deeply rooted Wisconsin partnerships.

As we enjoy the summer season, we thank all those who have served in the military for making these days possible for all of us, and we appreciate your continued support of our veterans. Please turn to page 16 to read about Stars and Stripes Honor Flight, our summer charitable partner, who just celebrated their 50th flight in April.

Thank you for choosing Sendik's. We appreciate your business and hope you have a fantastic summer.



Sincerely,
The Balistreri Family



With the help of our customers, we were able to donate over \$160,000 to our Winter Charity Partner, the MACC Fund. Pictured from left to right: Ted Balistreri, Jon McGlocklin, Margaret Harris, Becky Pinter



Fire Up the Grill at Sendik's

Join us to enjoy our Community Grill Program this summer!

From May through September, we'll be hosting local nonprofit organizations and schools at the grills outside of our stores to help them raise money for their causes. Stop by to purchase cookout favorites like Sendik's Bacon Cheddar Gourmet Burgers, Sendik's Brats and Sendik's All-Beef Hot Dogs fresh off the grill and support your community!

See when your favorite local organizations will be firing up the grill at sendiks.com/grill or sign up to join our email Fan Club to receive monthly grill schedules at sendiks.com/fan-club.

Come support your local sports teams, musical groups, church organizations, Girl Scout and Boy Scout troops, philanthropic organizations and more at Sendik's this summer. The school or organization will collect all proceeds from the sales.

We'll see you at the grills!

Sendik's Community Grill Program is available at the Elm Grove, Franklin, Grafton, Greenfield, Hartland, New Berlin, Waukesha-Meadowbrook, Wauwatosa, West Bend and Whitefish Bay Sendik's locations.

FIRED UP TO PARTICIPATE?

If you or your organization is interested in participating in our Grill Program, visit sendiks.com/grill to see if we still have grill availability in 2019, or learn more about how to participate so that your group can join us at the grills next year!

[Participants must be 501c non-profit organizations.]



An Escalated Grocery Experience

Three levels of shopping and services come to The Corners of Brookfield store

Construction on our store at The Corners of Brookfield is now underway! We are redesigning this store to create an unmatched customer experience with three levels of offerings for our guests. Our grocery level will still have all of the Sendik's products our customers have come to love, but we will also be adding a bar serving beer, wine and gourmet coffee and a grill station where guests can have fresh meat and fish cooked to order.

We are expanding upward with a mezzanine level overlooking the store where guests can relax and enjoy their purchases—and it's complete with a fireplace and piano. An in-store escalator on the

ground level with an entrance adjacent to L.L. Bean will make it easy for customers to enter our store from Union Street while they shop at The Corners. This above-ground level will include an expanded floral shop and home goods department featuring kitchen accessories and gadgets.

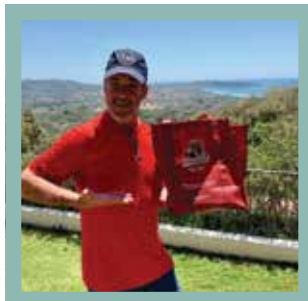
We can't wait to bring this exciting new grocery shopping experience to our customers! In the meantime, our store at The Corners will be open for business as usual. We hope to have the project completed in fall of 2019. Watch for exciting updates and events as we get closer to the big reveal! ■



Where in the World?

While the intended use of our Sendik's shopping bags is to carry groceries, we've heard there are many other great uses—toting items to the office, school or even around the world! Here are some globetrotting customers who have put their Sendik's bags to good use.

The next time you're in a faraway place and spot a Sendik's Red Bag—or you're traveling yourself—snap a picture and send it to us at sendiks.com/world. (Please include your name and a few details if you wish.)



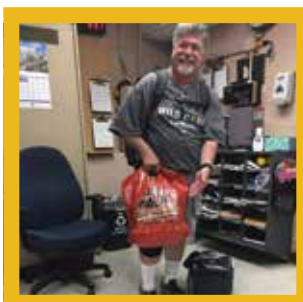
COSTA RICA
Steve Jacobus



AUSTRIA
Matthew Michael Hedtcke
in Durnstein



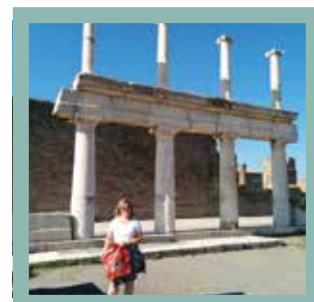
CHILE
Susan Hader Knodel
and Paul Knodel



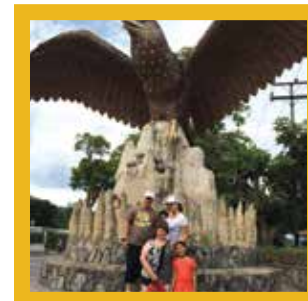
WISCONSIN
Robert Martinez in Milwaukee



FRANCE
Austin Luszak in Paris



ITALY
Jodi Tillich in Pompeii



VENEZUELA
Glorioso Family
in Caripe



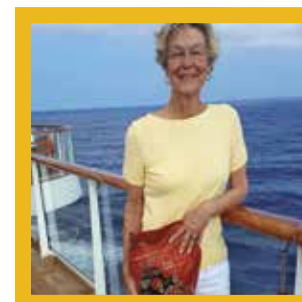
PANAMA
Lynne Wellhausen
at Panama Canal



CUBA
Meg Howe Filter, Polly Meyers
Clark and Candy Rand Flagstad
in Havana



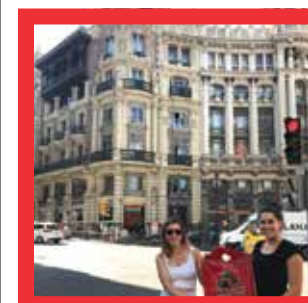
SPAIN
Karen Whitson at Parque
Nacional de Sierra Nevada



SICILY
Diana Verheyen, Larry Verheyen,
Barb Dickmann
and Jerry Dickmann



PERU
Dorothea Grimm



SPAIN
Sofija Rosich and Raquel
DeArriba in Madrid



DID YOU KNOW?

Reuse your Sendik's quality paper or plastic shopping bag and receive a 5¢ discount for every bag.

Sendik's Food Markets
what's in store

Sustainability at Sendik's

Enjoy locally grown produce and fresh fish
year-round with Superior Fresh

Sustainability is a value that we regard highly and strive to achieve in our stores every day. That's why we're excited to announce our partnership with Superior Fresh, a local, family-owned aquaponics business that specializes in sustainable agriculture. Superior Fresh's ultra-modern, state-of-the-art, hydroponics glass greenhouse provides them the opportunity to efficiently raise premium, fresh food year-round—right here at home in Wisconsin. Our partnership with this innovative business allows us to bring the highest-quality produce and fish to our customers.

Superior Fresh Organic Greens

Enjoy the highest-quality Wisconsin-grown organic salad greens from farm to table in just a matter of days! Superior Fresh's greens are grown in an optimum, controlled growing environment year-round, ensuring that they are all-natural, fresh and clean. Superior Fresh has the largest aquaponics facility in the world, and their growing process uses 20 times less water to grow 30 times more produce than conventional agriculture. Their produce is free from pesticides, GMOs and herbicides. Try their fresh, healthy, leafy greens in six varieties today at Sendik's.

Superior Fresh Fish

Superior Fresh's locally-sourced fish are raised in the freshest Wisconsin ground water. Superior Fresh raises their Steelhead year-round and we buy these fish fresh (never frozen) and whole and fillet them in-store daily to ensure that our customers get the best quality product. These trout fillets are firmer and thicker than average fish, making for better cooking. They also have a delicious buttery flavor that makes them truly stand out. With some of the highest omega-3 fatty acid levels on the market, and with no hormones, antibiotics or PCBs, Superior Fresh fish are a healthy option for your next meal.



SUPERIOR FRESH

Sendik's Food Markets
what's in store

Try this great summer recipe using Superior Fresh products!

Salmon Caesar Salad

MAKES 2 SERVINGS

- ½ loaf sourdough bread, cubed
- olive oil, to drizzle
- 1 (1-pound) fillet Superior Fresh Atlantic Salmon
- 1 (4.5-ounce) container Superior Fresh Lettuce
- 1 teaspoon garlic powder
- juice from 1 lemon
- ½ cup cooked and crumbled bacon (about 8 slices)
- 2 eggs, poached
- 1 avocado, sliced
- ½ cup grated Parmesan
- prepared Caesar Dressing

1. Preheat oven to 450°F. Place the cubed bread onto baking sheet. Drizzle with olive oil and bake until crispy, about 10 minutes.
2. Rub the fillet with garlic powder and salt. Bake the salmon until it starts to flake, about 12 to 18 minutes. Remove from oven and squeeze the lemon juice over the fillets.
3. Assemble the salad by combining the lettuce, bacon, Parmesan cheese and Caesar dressing. Top with avocado slices, croutons, salmon fillet and poached egg. Just before serving, break the eggs for a picture-perfect meal. ■





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