



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



Celebrating Food, Family and Friends

It's the most wonderful time of the year to gather with those close to you. It's also a very busy time. As your trusted, local grocer, we strive every day to bring you delicious food, great customer service and the very best grocery shopping experience—period. That dedication of our hardworking team becomes even more important as we help all of our guests plan their family meals during the busy holiday season.



Planning can make a big difference in your enjoyment of the holidays. While you are thinking of your menu of family favorites and adding new dishes to the mix, take a look through these pages as we feature recipes for a holiday buffet that includes some make-ahead dishes and tips to help you enjoy more time with your guests. Throughout the season you can harness the heat of your oven to roast a whole meal on one pan for either an easy weeknight or weekend dinner. We feature recipes for nurturing, restorative and nutritious superfood meals that you can make with the convenience of your slow cooker—and more.

When it is time for shopping, you will not only find high-quality products in every aisle to prepare your holiday feasts and treats, but if you would like some help—from appetizers to the main course and desserts—we've got you covered with ready-made or custom orders. Our teams have put together a wonderful menu of complete holiday meals for you to enjoy and we also offer seasonal options of the beautiful gourmet trays that are available year-round from our deli departments. We can cater your special event (see page 12). And, we can even lend a helping hand with gifts—check out our new gift baskets (page 10)—and shop for you with our Sendik's Express service (see page 15).

We are committed to our customers and our community. Whether you use sendiks.com, shop in store at a Sendik's Food Market or visit one of our small-format, Sendik's Fresh2GO stores, we are very grateful for your business.

As you are planning your holiday meals, we hope you will also consider supporting our longtime winter charity partner, the MACC Fund. As always, the proceeds from this magazine will benefit this local charity, and we're happy to again feature them in this issue. You can read more about all the ways you can support MACC—and see this year's TODAY'S TMJ4 MACC* Star—on page 16.

From our family to yours, may you have a happy holiday season and a very blessed new year.

Sincerely,
The Balistreri Family

The Gift of Good Taste

Gift giving is made easy with Sendik's gift baskets for any occasion



Our new curated Sendik's gift baskets are perfect for thoughtful, high-quality gifts—and they will be available year round so you can always find the perfect gift no matter the occasion or season. Each basket is themed to make it easy to choose a gift for your recipient—there is something for everyone! The gifts in each basket have been hand-selected by our talented designers. Get to know some of our favorite basket themes here; plus custom orders are also available.

The Wisconsin Basket

This basket (shown above) is sure to bring a smile to any Wisconsin-lover's face. It is packed with locally made products including Old Wisconsin Snack Bites, Wisconsin Natural Acres Honey, Sprecher Root Beer, East Shore Mustard, Indulgence Chocolates, Elegant Farmer Cranberry Apple Sauce and more. It also includes a beautiful wooden cutting board and a cookie cutter in the shape of the state.

PICK UP OR CUSTOM ORDER

Find these gift baskets and many others at any full service Sendik's store starting at \$49.99. You can also add a gift basket to your Sendik's Express order at sendiks.com. If you would like to order a custom gift basket, call your preferred Sendik's location and ask to speak with the Home Department. Our talented staff is more than happy to put together a special collection of gifts to meet your needs.

The Italian Basket

Who wouldn't love a basket filled with everything needed to cook a delicious Italian dinner? This basket's gifts include Sendik's Fettuccine, Spaghetti and Fusilli; Sendik's Marinara and Tomato Basil pasta sauces; Sendik's Extra Virgin Olive Oil; Cucina and Amore Bruschetta Black Olives; Alessi Original Breadsticks—and more. Bon appetit!



The Bloody Mary Basket

For a bloody mary fan, a gift doesn't get any better than this! Treat a loved one to a basket filled with Stirring's Bloody Mary Mix, Tito's Vodka, Sendik's Beef Sticks, Sendik's Celery Salt, McIlhenny Tabasco, cocktail stirrers, a recipe book and more. ■



The Charcuterie Basket

Treat your recipient to a gift that makes entertaining and indulging easy. Sendik's Charcuterie Basket is brimming with everything needed for the perfect meat board. Find meats including Bussetto Dry Salami, Volpi Prosciutto and Columbus Dry Italian Chub, and accoutrements such as Dalmatia Fig Spread, Olina's Water Crackers, Squirrel Brand Italian Black Truffle Almonds and Maille Old Style Mustard. Of course, this basket also includes a stone cutting board. Delicious!

Catering to Your Needs

Wow guests with Sendik's Catering as you celebrate life's special moments

Are you hosting a big event for the holidays? No problem! Or are you keeping it small this year? That's also no problem! No matter the occasion, Sendik's caters to it. Whether it's a child's birthday party, a holiday dinner among close friends or a lavish wedding, we want to be there to help you celebrate life's most important moments.

We offer everything from simple boxed lunches to plated dinner affairs. Whether you would like to pick up ready-to-serve food or have our full-service staff deliver and serve your party guests, we'll make sure that your experience is seamless and delightful. On our catering menu, you will find our favorite appetizers, sides, soups and salads, signature trays (including cheese, meat, seafood and dessert), sandwiches, wraps and subs, and delicious homemade meals. Each item on our menu is prepared daily in our stores from the freshest ingredients.

MENUS AND TO ORDER

Let Sendik's do the work so you can sit back, relax and enjoy your next event! Pick up a copy of our catering menu in-stores or view it online at sendiks.com/catering. If you're looking for something special and don't see it on the menu, just let us know. Our talented chefs are happy to work with you.



COMPLETE MEALS

Our catering services are particularly helpful around the busy holidays! We deliver home-cooked holiday meals, complete with entrees, sides and desserts to wow your guests. Spend your holidays enjoying quality time (and delicious food!) with loved ones instead of frantically preparing dinner.



CUSTOMIZED CHEESE BOARDS

Also making their debut on our latest catering menu are DIY Cheese Boards. Customize your own cheese spread by ordering your favorite cheeses and accoutrements. If you need some guidance, our distinguished Cheese Director is more than happy to help you select delectable cheeses and perfect seasonal pairings.



BRUNCH AND BEYOND

Brunch items are new to our catering menu this holiday season! Rise and shine with sweet and savory options such as Crème Brûlée French Toast, Sendik's Applewood Smoked Bacon, Breakfast Sausage Links, Bagel Baskets, Sendik's Cage-Free Eggs, Sendik's Fresh-Squeezed Orange Juice and Prosecco. ■



Sendik's Red Bag Rewards

Earn points and enjoy rewards for free items and more—just for shopping with us

Are you a Red Bag Rewards member? If you are, we'd like to thank you for your loyalty and we hope you have enjoyed some fantastic rewards. This program, which began a year ago, is designed to reward our valued guests for shopping with us. Whether you have been redeeming points and earning great rewards for a while, you have recently signed up, or you are interested in joining the program, see the box at right to learn more about how easy—and worthwhile—it is to be a Red Bag Rewards member.

More Information and to Join If you haven't signed up yet, be sure to ask your cashier to help you get started at your next Sendik's visit so you don't miss out on earning a single point! If you have additional questions about Red Bag Rewards, visit sendiks.com/rewards. ■



How do I sign up to become a Red Bag Rewards member?

Anyone can become a member. Simply ask your friendly cashier at any Sendik's store to help you sign up. You'll just need to provide your phone number and zip code. It's that easy! Plus, we'll give you 100 Red Bag Rewards points free, just for signing up.

How do I earn Red Bag Rewards points?

You earn 1 point for every \$1 you spend at Sendik's*, both in-store and online. Provide your Red Bag Rewards card or phone number to your cashier when you shop, and watch your points add up! Plus, watch for opportunities to earn double points and more!

**Excludes fuel, tobacco, lottery, stamps, bottle deposits, fundraising and gift cards*

How do I check my Red Bag Rewards points balance?

You can always ask your Sendik's cashier to tell you how many points you have earned. Or, go to sendiks.com/rewards to view your balance.



What can I get with my Red Bag Rewards points?

Points can be redeemed for a variety of fun, delicious reward items. We offer rewards from favorite national brands as well as Sendik's specific items, Sendik's Home rewards, meal bundle rewards and more. We're always updating our reward items—look for signage in your local Sendik's store, ask your cashier for a flyer or visit us online at sendiks.com/rewards to view our current rewards.

How do I redeem my Red Bag Rewards points?

Once you have accumulated at least 500 points, you'll be eligible to earn incredible rewards items. Simply add your reward item to your cart when shopping, and let your cashier know that you'd like to redeem your reward when you check out. Enjoy!

A Helping Hand

Stress less with Sendik's Express

Find more time with loved ones this holiday season by letting Sendik's take care of your shopping. With Sendik's Express, you can check grocery shopping off your to-do list without having to set foot in store. Simply place your grocery order online and stop at your neighborhood Sendik's at a time of your choosing to pick up your groceries. One of our personal shoppers will hand-select each item in your order, choosing only the freshest products that they would bring home to their own families. We'll even load everything into your car for you when you arrive so you can avoid the winter weather!

Take advantage of Sendik's Express to take the stress out of preparing for holiday gatherings and weeknight cooking. When placing your Express order, you can shop directly from our Weekly Ad—our online prices are the same as you'll find in-store. Or, find a delicious recipe at sendiks.com/recipes and add ingredients directly to your cart. It's that easy!

Your First Pick Up is on Us We're so sure you'll love Sendik's Express that your first pick up is on us! The pick-up fee on subsequent orders is only \$5.95, no matter how many items you purchase. Head to sendiks.com to place your order and enjoy the convenience of Sendik's Express! ■



"We were very satisfied with the overall experience and extremely impressed with our personal shopper, Garrett, for making us feel so cared for. WE LOVE Sendik's Express!!! We are so happy that you offer this service, especially in the winter months—it allows us to get groceries from our favorite local grocer while our baby girl sleeps comfortably in our nice warm car!"

—Sendik's shopper Tiffany from West Bend

