



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](http://www.sendiks.com)



## Approachable Autumn

As the temperature dips and a “back-to-school” vibe is in the air—even for those who don’t have kids in school—it seems schedules get busier and a need for approachable meals is increasingly important. That’s where we can help.

In this issue we show how you can skip takeout and cook healthy meals at home with easy ideas for any night of the week. Try dishes including Rice Noodles and Shrimp with Scallion, Ginger and Peanut Sauce or Chicken Saltimbocca, which is a surprisingly elegant dish for a weeknight, or tender and crunchy pork cutlets served with a tangy Japanese-style barbecue sauce.

If you are a fan of pumpkin, then you are already a fan of squash, which is in the same gourd family. Fall is the time when there is a wide selection of gorgeous gourds in season. We share deliciously different ways to enjoy winter squash from Thai Red Curry Squash and Chicken Stew or Creamy Squash Soup with Sherry, Thyme and Spiced Pumpkin Seeds to a crowd-pleasing cheesecake that will win hearts with its creamy, cinnamon-kissed appeal.

There are a lot of things to celebrate in fall including football, Halloween, and of course, family and friends. Host an event to bring the gang together and enjoy your favorite fall happenings with tips from our catering team (page 10).

Fall is also the perfect time to get into the spirit of giving—see how you can help support local families in need with our Fresh Rescue Program and partnership with Feeding America Eastern Wisconsin. And you can start your holiday shopping early; cheese Advent calendars are new at Sendik’s this year, coming late fall (page 11).

Since our family started in business in Milwaukee in 1926, local families have trusted us to provide them with the highest quality foods at the fairest prices. And we are excited to bring you improved shopping experiences. We are wrapping up remodels at two of our stores—The Corners of Brookfield and Hales Corners Fresh2GO—which will be revealed this season. Enjoy exciting new features at both locations.

A tradition that continues is the support of a local charity with the purchase of this magazine. All proceeds will once again be donated to Feeding America Eastern Wisconsin, our fall charity partner. You can read more about their mission to feed the hungry, and ways you can support it, on page 16.



We were proud to present a check for \$92,000 to the Zoological Society of Wisconsin in May, which is helping to fund the new Africa Adventure exhibit for the elephants at the Milwaukee County Zoo. Thank you to our customers for making this donation possible!

Thank you for choosing Sendik’s. We truly appreciate your business and hope you enjoy the flavors of the season and Real Food.

Sincerely,  
The Balistreri Family





**Three Words:  
CHEESE. ADVENT.  
CALENDARS.**

Kick off your holiday shopping with fanfare—Cheese Advent Calendars are coming to Sendik's this holiday season! Everyone on your shopping list will enjoy counting down to Christmas with a calendar filled with the only thing better than chocolate: 24 individually wrapped cheese snacks.

**Here's a sample of what you can expect to see in this year's calendar:**



**Jarlsberg** A uniquely flavored, sweet and nutty cheese

**Applewood** A delicate, smoky cheese sprinkled with paprika

**Ilchester Red Leicester**  
Smooth and nutty cheese similar to a cheddar

**Cranberry Wensleydale**  
Smooth and creamy cheese finished with juicy cranberries

**Watch for these Advent calendars at Sendik's this fall and grab them while you can—they'll be available for a limited time only while supplies last!**

## How to Host a Fabulous Fall Event

**F**all is a great time of year to host a party. Whether your event is focused on football, Halloween, or simply friends and delicious food, these tips from Sendik's Catering Team will ensure that your party is colorful, warm and fun!

To get inspiration for planning your party, start by thinking of three words you'd like to describe the event. This will give you a place to start. Do you want your event to be fun, whimsical and colorful or elegant, classic and neutral?

Plan out your menu days in advance to determine what you will make, what others will bring or what you will order in. Don't feel like cooking? Let Sendik's Catering take care of the work!

When deciding what to serve, focus on the flavors of the season. Spruce up a cheese board with a cranberry chèvre or a sour cherry chutney. Use seasonal fall vegetables to accent your appetizer platters.

When you do your pre-event grocery shopping, pick up some fresh herbs to brighten up your food. A little chopped parsley or some sprigs of rosemary can make your entrees look magazine-ready!

Make sure you have enough table space. You don't have to restrict yourself to using your dining room or kitchen table. Have food in different areas for guests to mingle and spread out. Wherever the food is, your guests will be!

If there will be kids at your party, host a s'mores bar! You don't even need a fire; you can use a Sterno. Don't forget to include small skewers for guests to roast their marshmallows.

If any part of your event will be outdoors, assemble a little basket full of colorful mittens for your guests to wear and take home as an adult "party favor"!

The most important tip of all: Entertaining should be fun—try not to stress! There is nothing better than enjoying fun time spent with family and friends. ■







## Sendik's Home gets a Makeover

We are excited to announce that we have launched a new website for our Home Department! Now, when you visit [sendikshome.com](http://sendikshome.com), you can enjoy many new features and a fresh new look. With our new website, you can:

- Order floral arrangements and gift baskets online for delivery or pick up, making it easy to surprise a loved one even if you're not in the area.
- See the latest products and trends in the Home Department and find inspiration for gifts, entertaining, decorating, apparel and more.
- Read about the Home designer at your preferred Sendik's location.
- Learn more about Sendik's wedding services and fill out a wedding inquiry form.
- Get information on how Sendik's can help with special events, homecoming, prom, funerals and more, and browse several examples of our work.
- Sign up for the Sendik's Home email list to be the first to know what's new and receive special offers and promotions.
- Read the Sendik's Home blog for advice on how to truly make your house a home.

We hope you enjoy our new site and that it comes in handy the next time you're searching for floral, home goods, apparel, gifts and more! ■



## Fighting Hunger with Fresh Rescue

One of our goals as a local grocer is to be embedded in the fabric of the communities we serve. We are proud to partner with Feeding America Eastern Wisconsin as part of their Fresh Rescue program, through which the organization collects food that would otherwise go to waste and quickly gets it into the hands of families and individuals in need. As part of this initiative, we actively fight hunger and reduce waste in our communities.

Every week, food is taken right off of our shelves and transferred to a Feeding America Eastern Wisconsin truck for delivery. We donate quality food that is past its prime but still good to eat, including specialty items from our bakery, deli and produce departments. Feeding America employees expertly get the food to recipients within 24 hours so that those in need can enjoy a healthy, substantial meal.

We have been supporting the Fresh Rescue program since 2006, and since then we have contributed more than 3.2 million pounds of food. We also partner with Feeding America Eastern Wisconsin as our fall charity partner every year, and in 2018 we raised \$45,000 and 37,000 pounds of food for the organization. We are looking forward to setting the bar even higher this year! Turn to page 16 to learn how you can help support Feeding America Eastern Wisconsin when you shop at Sendik's. ■



*"We have been supporting the Fresh Rescue program since 2006, and since then we have contributed more than 3.2 million pounds of food."*





# The Cheesy Story of Sendik's and Sartori



MONTAMORE  
CHEDDAR

Get a taste of what makes Sartori so special with our favorite Sartori cheeses for fall!

### MONTAMORE

Half white cheddar and half Parmesan, this sweet, creamy and fruity cheese finishes with a playful bite.  
*Perfect pairings: Beaujolais, light Italian red wine, India Pale Ale, crusty artisan bread, dried nuts, chocolate*



### BALSAMIC BELLAVITANO

Sartori takes the sweet, nutty and fruity flavors of this cheese to the next level by bathing it in Modena balsamic vinegar.  
*Perfect pairings: Sherry, Chardonnay, smoked porters, smoked turkey, almonds, raisins*



### ROSEMARY & OLIVE OIL ASIAGO

This Asiago is made with the perfect balance of hand-rubbed rosemary and Italian olive oil and is the proud winner of the World Champion Cheese Contest's gold medal.  
*Perfect pairings: Chianti, sherry, American Pale Ale, savory crackers, nuts, olives*



At Sendik's, we are committed to always providing the highest quality products for our guests. We've been partnering with Sartori Cheese, one of the most highly awarded cheese companies in Wisconsin both locally and globally, for many decades to do just that. Sendik's and Sartori were both founded by Italian immigrants in the early 1900s, and as both companies grew, so did a natural relationship between the businesses. Both Sendik's and Sartori are family owned and operated with a commitment to quality and exceptional customer service, making for a successful, long-term partnership between the two brands.

Today, we carry dozens of Sartori products in our stores, including everything from time-honored favorites to new varieties that have yet to be released to the rest of the market. Sartori is unique because their master cheesemakers push the boundaries while remaining



SENDIK'S AND SARTORI  
OWNERS IN CHEESE CAVES  
IN PLYMOUTH, WISCONSIN

authentic and loyal to the roots of the cheese they are working with. Their cheesemaking process starts with local milk from their family farms and continues to their caves in Plymouth, Wisconsin, where their cheeses are rubbed by hand. Sendik's owners Nick, Patrick, Ted and Margaret have even visited the Sartori caves to put the finishing touches on some cheese wheels themselves!

Sartori produces everything from traditional Sarvecchio Parmesan to new-to-the-world cheeses like BellaVitano and Montamore, all of which you can find at your neighborhood Sendik's. We also carry limited edition Sartori cheeses that you'll have a hard time finding anywhere else including Cognac BellaVitano and Peppermint BellaVitano, both of which will be available later this season. As Sartori continues to invent creative new flavors, we'll continue to be the first in the market to bring them to you! ■



## HERE FOR YOUR EVERY DIETARY NEED

Whether you're gluten-free, paleo, keto or just like eating healthy; we're happy to be your Earthly Choice.



○ Microwaveable - ready in 90 seconds

○ Only 30mg sodium, 2g net carbs and 25 calories

○ Paleo & Keto Friendly



○ Microwaveable - ready in 90 seconds

○ Only 35mg sodium, 7g net carbs and 35 calories

○ Paleo & Keto Friendly



○ Only 90 calories, 1g net carbs and 1g of sugar

○ Great for baking into cookies, muffins, etc.

○ Paleo & Keto Friendly

[www.earthlychoice.com](http://www.earthlychoice.com)