

**FOR IMMEDIATE RELEASE: January 26, 2012**



Contact: Margaret Mittelstadt  
Director of Community Relations  
414-431-3377 x170  
margaret@outpost.coop

## **Outpost Natural Foods to open retail kiosk at Aurora Sinai Medical Center**

### **Co-op to serve wholesome foods to a diverse community at the downtown Aurora campus**

[MILWAUKEE, WI] Outpost Natural Foods, one of the largest natural foods cooperatives in the United States, announces that it will open a new 225 square foot retail space in the lobby at Aurora Sinai Medical Center at 945 N. 12<sup>th</sup> Street in Milwaukee.

Outpost Market Cafe will offer a variety of signature made-from-scratch Outpost prepared food items including bakery, sandwiches, soups, salads and entrees. The kiosk will also offer hot coffee and tea, juices, a limited selection of local, fresh and non-perishable staple grocery items like milk and dairy, eggs, produce, bread, bulk items, convenient center aisle foods and bagged coffee.

Outpost currently has two smaller take-away food kiosks located in the Aurora Sinai cafeteria that will remain. Both locations serve a purpose for hospital staff, patients and visitors as well as people in the surrounding community, including Marquette University, the Pabst Brewery development and the Milwaukee County Courthouse.

### **Outpost's cooperative vision for a strong community**

Outpost General Manager, Pam Mehnert, is excited for the opportunity to bring the good food of Outpost to the Aurora Sinai campus as well as to an urban community that has limited access to organic and natural foods. "Outpost's vision is to connect our entire community to our fresh, tasty and wholesome foods whether they walk through our stores or not. Aurora Sinai is one of the first locations where Outpost began selling wholesale products back in 2007 with that purpose in mind," says Mehnert.

- MORE -

The partnership between Outpost and Aurora Sinai is no accident. "Both of our organizations have a strong commitment to the community," says Mehnert, explaining that such a commitment is also a key part of what defines a co-op. "Outpost is continuing our history of innovation with this unique market café. Like cooperatives across the country, we think outside of our everyday business model and find unique ways to make community connections that will provide positive and lasting effects on the lives of many people."

The new kiosk will be a welcome addition to the Aurora Sinai campus, says Janine Bamberger, manager of nutrition services and wellness programs at Aurora Sinai.

"This addition to our campus will offer an opportunity for us to work more closely with a food coop that shares many of our same values around delicious, high-quality food," Bamberger said. "It's a wonderful fit with our mission of keeping people well and supporting the community."

### **Look for Outpost Market Café in early Spring 2012**

The project is slated to be complete in early Spring 2012. Hours of operation will be Monday through Saturday, opening at 6:30 a.m. The kiosk is expected to create a number of new jobs, both in food production, transportation, and staffing the market. Foods will be prepared at Outpost's central kitchen at 2826 S. Kinnickinnic Avenue in Milwaukee and brought in daily. The design will reflect the same look and feel as the co-op's other three metro Milwaukee store locations. Outpost uses organic, local and all-natural ingredients in all prepared foods and supports a vibrant local and rural economy by seeking out local and regional growers and producers.

### **About Outpost Natural Foods**

Serving the greater Milwaukee area since 1970, Outpost Natural Foods Cooperative operates three convenient locations at 100 East Capitol Drive, Milwaukee, 7000 West State Street, Wauwatosa, and 2826 South Kinnickinnic Avenue, Milwaukee. Co-owned by over 16,000 individuals from Southeastern Wisconsin, Outpost employs nearly 300 people, is a union employer represented by UFCW local #1473, as well as publishes a food and dining magazine (GRAZE). Outpost is the fourth largest cooperatively owned natural foods grocer in the country by sales volume. Visit Outpost at [www.outpost.coop](http://www.outpost.coop).

### **About Aurora Health Care**

Aurora Health Care is a not-for-profit health care provider and a nationally recognized

leader in efforts to improve health care quality. Aurora offers services at sites in more than 90 communities throughout eastern Wisconsin and northern Illinois.

High resolution graphics available upon request.

###