

# The Garlic Press

January/February 2023

Volume 2 Issue 3

**PFC  
OWNER  
ANNUAL  
MEETING**  
January 26 at 5 p.m.  
.....  
RSVP today!

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[www.pfc.coop](http://www.pfc.coop)





## *a note from the CEO*

Greetings PFC friends and fans – I hope you are feeling invigorated and ready to welcome the new year. I look forward to seeing many of you at our Annual Owners' Meeting on January 26. If you're attending in person, this is a great chance to meet other co-op owners. Online attendees will get to see the same information and submit questions to our team.


As I visit our stores and chat with team members, I love seeing and sampling our new products. In Rochester our friends from Nautical Bowls have been sharing their organic, delicious superfood bowls, and will soon be joining us in La Crosse. Northstar Kombucha is now on tap in La Crosse. Moira, an affordable, cruelty- and paraben-free cosmetic line, is available in La Crosse as well.

Like many of you, I shop the co-op because of the way we source our foods. Our team works with producers from next-door to nationwide to bring fairly traded goods and certified organic foods to you. If you'd like to pre-order these great groceries to be ready for pick-up at the end of your workday or during next trip through town, check out our online store at [shop.pfc.coop](http://shop.pfc.coop) – our personal shoppers will make sure your order is just the way you like it!

2023 is our golden anniversary. I invite you to join me on a team which will commemorate fifty years of People's Food Co-op with an oral history project. We will identify people who have unique insights and stories about the co-op community as we evolved in La Crosse and Rochester. It will take 2-3 hours of group planning, then each person will recruit participants from the 70's, 80's, 90's, 00's and 10's to share their stories. If you are interested in joining this team, please email me at [liz.haywood@pfc.coop](mailto:liz.haywood@pfc.coop).

Thank you for making PFC part of your life in 2023. We look forward to supporting your health and well-being far into the future!

*Lizzy Haywood*

follow us!  

FEBRUARY 10-11

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The *Garlic Press* is published by the People's Food Co-op of La Crosse and Rochester, 315 Fifth Avenue S, La Crosse, WI 54601 and 519 1st Avenue SW, Rochester, MN 55902.

The *Garlic Press* serves to educate shoppers about food issues, community activities and events, co-ops in general, and ownership in PFC.

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# Fizzeology Foods

Supplier to PFC since 2012  
Location: Viroqua, WI  
33 miles from PFC—La Crosse



People's Food Co-op made a recent visit to Viroqua's fermented food producer Fizeology. Fizeology has been a steady supplier to People's Food Co-op for many years. Faith Anacker brought her Sauerkraut, Kimchi, and other flavors into the La Crosse store in 2012. Faith sold the company to Rob Andolsek about two years ago.

PFC met with Rob and his production crew on a chilly fall morning. During the length of our interview, the crew cut, trimmed, shredded, and set up for fermentation several hundred pounds of cabbage for a batch of German Sauerkraut. In addition to German Sauerkraut, the company makes Kimchi, Curtido, Naked Sauerkraut, Ginger Carrots, and Seasonal Ferments.

Fizeology proudly supports our region's local farmers. They use local cabbage, carrots, daikon, burdock, and other ingredients in their products. Local producers such as Harmony Valley Farms, Driftless Organics, Small Family Farms, and local Amish farmers all bring their produce to Fizeology. Not only is Fizeology super local, but all ingredients are also organic.

Rob bought the business from Faith in August of 2021. He has a background in engineering and had had a 20-year career at S&S Cycles in Viola, but decided he was ready to have his own business. While still at S&S, he worked part-time with Faith for several months to learn the ropes. He has been full time at Fizeology since June of 2022.

He took business advice from other fermented food makers but found that the business skills he'd learned at S&S applied to his new business as well. "I know manufacturing, purchasing, shipping – figuring out the fastest way to do stuff. I identified where the costs were and I worked to bring those costs down," Rob said. For example, he realized that some of the farmers supplying his produce lived near his markets. He arranged to have the farmers drop off their produce and return with a load of Fizeology for delivery to co-ops and restaurants near their farms.

Fizeology can be found in groceries and restaurants from Madison to the Twin Cities. You won't find Fizeology in the big chain groceries, however. He works almost exclusively with co-ops and farm stores. Kimchi, the Korean staple, is a big seller. "Toppling Goliath in Decorah buys gallons of our kimchi and Viroqua Co-op buys a lot for their kimchi Reuben."

Rob finds the toughest part of the business has been getting an accurate forecast for what the stores will order. "I worry about running out of stock. You don't want to lose a customer because you can't meet demand."

## Labor assistance

The business is very much hands-on. Vegetables for the ferments are chopped and prepped by Rob and staff from Employment Partners, a program owned and operated by Daniel Chotzen that provides job coaching to adults who have difficulties finding employment.



The crew hard at work! Pictured from left to right: Justin, Mary, Daniel, Rob, and Gabe

It's steady work. Daniel and his crew work at the Food Enterprise Center year-round. Employment Partners has been working at Fizeology Foods for years – having worked for Faith before Rob bought the business. “I couldn't do it without Daniel and his crew,” Andolsek said.

The day People's Food Co-op visited, Rob had four crewmembers from Employment Partners to help with processing. Daniel, Gabe, Justin, and Mary were busy filling glass jars with Fizeology's Sauerkraut. After a break and a clean-up of the workspace, the crew set to work processing hundreds of heads of cabbage for the next German Sauerkraut fermentation. Gabe has worked with Employment Partners for 22 years, Justin for 20 years, and Mary is the rookie with only 10 years of employment.

The Fizeology crew is an efficient team. Rob and Daniel make the first cuts, Mary, Gabe, and Justin remove the outer leaves and cut the cabbage halves into smaller pieces. The unused leaves and scraps are picked up by a local pig farmer for forage. The crew finishes about 380 pounds of cabbage in 25 minutes of chopping.

“I like a challenge, see if I can grow the business,” Rob says, splitting another cabbage as he talks. “I like working with these guys and working with the farmers. I don't want too much more business. I don't need the stress.”

Fizeology has been a mainstay at the La Crosse store for many years. PFC has been lucky to have such an excellent source of local, organic kimchi and sauerkraut so close to home.

Fizeology is available in the La Crosse store.

Fizeology Foods offers the following products:

- **Kickapoo Kimchi** (made with cabbage, carrots, onions, red pepper, black Spanish radish, daikon, burdock, ginger, garlic, and salt)
- **Kickapoo Curtido** (a Latin-style ferment made with cabbage, carrots, red chili peppers, onions, oregano, cilantro, red chili, and salt)
- **German Style Sauerkraut** (made with cabbage, caraway seeds, juniper berries, and salt)
- **Naked Sauerkraut** (made with cabbage and salt)
- **Ginger Carrots** (made with carrots, ginger, and salt).
- **Fermented Chili Sauce**
- They make a **Seasonal Ferment** that changes based on what ingredients

Learn more at: <https://fizeology.com>





# Plant Power!

# Protein is the hidden superpower in an array of plant-based foods.

**P**lant-based eating emphasizes meals where meat is not the main attraction, and goes well beyond salads and veggie burgers. Along with fruits and vegetables, plant-based foods put the focus on whole grains, legumes, nuts and seeds.

It may be surprising to learn that plant-based dishes can be a powerful source of protein — especially when the ingredients include beans, quinoa or tofu — in addition to fiber, antioxidants, vitamins and minerals. And who couldn't use more vegetables in their diet?

Whether you're trying to reduce the amount of meat in your diet, exploring the "flexitarian" style of eating, or enthusiastically vegan, give these flavorful, protein-rich recipes a try.

## Jerk Tofu with Pineapple

Serves: 4. Prep time: 1 hour.

- 1 pound extra firm tofu, pressed to remove water and cut into 1- to 2-inch cubes
- 1 pound fresh pineapple, cut into 1- to 2-inch cubes
- 1/2 cup diced red pepper

### Jerk Sauce

- 1/4 cup fresh lime juice
- 2 tablespoons red wine vinegar
- 2 tablespoons tamari
- 1 tablespoon brown sugar
- 1 tablespoon hot sauce or habañero sauce
- 2 tablespoons fresh chives, minced (reserve 1 tablespoon for garnish)
- 1 tablespoon dried thyme
- 1 tablespoon Dijon mustard
- 1 teaspoon ground allspice
- Pinch of salt and pepper

1. To press tofu: Wrap it in a clean, lint-free towel or place it between two plates, then add a 2 to 3 pound weight on top (a cookbook works well) and let it sit for 15 minutes or more to remove excess water.

2. In a medium-sized mixing bowl, combine the jerk sauce ingredients. Reserve 4 tablespoons of the sauce for dressing the tofu when cooked.
3. Marinate the pressed, cubed tofu in the jerk sauce for 30 to 60 minutes or overnight.
4. Preheat the oven to 350°F.
5. Place the tofu and marinade onto an oiled sheet pan and bake for 20 minutes; then gently stir or flip the tofu and bake for another 15 to 20 minutes until the tofu is firm and the sauce is absorbed. On a separate oiled sheet pan, bake the pineapple cubes for 20 to 25 minutes until they just start to brown.
6. Toss the pineapple and tofu together. Drizzle with the remaining 4 tablespoons of jerk sauce and garnish with chives and diced red pepper. Serve over a bed of greens, crisp lettuce or rice noodles.



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*Marinated tofu soaks in the full-flavored sauce and pairs wonderfully with the sweet, baked pineapple. Each serving gives you 10 grams of protein.*





## White Bean and Vegetable Paella

Serves: 6. Prep time: 45 minutes.



- 2 tablespoons extra virgin olive oil
- 1 medium onion, chopped
- 3 cups vegetable stock or water
- 1/2 teaspoon saffron, crumbled
- 4 cloves garlic, chopped
- 1 large red bell pepper, chopped
- 1 1/2 cups paella or risotto rice (or medium- or short-grain white rice)
- 1 tablespoon tomato paste
- 1 teaspoon smoked paprika
- 1 teaspoon salt
- 1/2 teaspoon cracked black pepper
- 2 medium tomatoes, chopped
- 1 medium zucchini, quartered lengthwise and sliced
- 1 can artichoke hearts, quartered
- 1 15-ounce can navy beans, drained
- 1/2 cup frozen peas, thawed

1. In a large skillet or paella pan over medium-high heat, heat the olive oil and saute the onion until clear and soft, about 5 minutes. While the onion cooks, measure the vegetable stock or water and crumble the saffron into the liquid to infuse.
2. To the pan, add the garlic and peppers and stir for a minute, then add the rice, tomato paste and paprika, and stir to mix well. Cook, scraping the bottom of the pan, for about 2 minutes. Add the stock mixture, salt and pepper to the rice mixture and stir well. Reduce the heat to medium-low after it comes to a boil. Simmer for 15 minutes, stirring occasionally.
3. Add the tomatoes, zucchini, artichokes, navy beans and peas and cook for 5 more minutes.
4. Test the rice. If it is still a little crunchy, cover the pan and take off the heat to steam for 5 minutes or so. Serve hot.

## Creamy Artichoke-Spinach Dip

Serves 6. Prep time: 4 hours, 55 minutes; 20 minutes active.



- 1 cup raw cashews, soaked and drained
- 1/2 cup water
- 1 tablespoon fresh lemon juice
- 2 tablespoons olive oil
- 4 cloves garlic, pressed
- 1/4 cup nutritional yeast
- 1 teaspoon salt
- 1/4 teaspoon turmeric
- 10 ounces frozen spinach, thawed, drained and squeezed dry
- 1 14-ounce can small artichoke hearts, drained and coarsely chopped
- 2 tablespoons panko (optional)
- Toast or crackers

1. Place cashews in a bowl of cool water in the refrigerator at least 4 hours prior to preparation.
2. Preheat the oven to 375°F. Lightly oil an 8-inch square or 1-quart round baking dish and reserve.
3. Place the drained cashews, water, lemon juice and olive oil in a blender and blend until very smooth, scraping down as necessary. When smooth, add the garlic, nutritional yeast, salt and turmeric and blend to mix well.
4. Scrape the puree into a large bowl and stir in the spinach and artichoke hearts. Spread in the baking dish and sprinkle with panko, if desired.
5. Bake for 25 to 30 minutes, until hot and slightly browned on top. The dip can be prepared and refrigerated, tightly wrapped, up to 2 days before baking. Once baked, cover and refrigerate the cooled dip for up to 4 days.







### Egg Roll Bowl with Brown Rice

Serves: 5. Prep time: 25 minutes.



- 1/2 block extra-firm tofu, drained and patted dry
- 1 teaspoon vegetable oil
- 2 cups shredded cabbage
- 1 large carrot, halved and thinly sliced
- 4 ounces button mushrooms, sliced
- 1 large yellow onion, slivered
- 1-inch piece fresh ginger, minced
- 2 cloves garlic, chopped
- 1 tablespoon tamari soy sauce
- 2 teaspoons toasted sesame oil
- 3 cups cooked medium-grain brown rice
- 2 large scallions, diagonally sliced

1. Slice the drained tofu into cubes.
2. In a large saute pan, over medium-high heat, drizzle the vegetable oil. Add the tofu and stir, and then add the cabbage, carrots, mushrooms and onions. Stir frequently, scraping the pan to keep the vegetables from sticking, for about 4 minutes, until the cabbage is browning and the vegetables are crisp tender.
3. Add the ginger, garlic, tamari and sesame oil and stir for a minute, until the pan is nearly dry. Serve over brown rice, topped with scallions.

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*In this flavorful bowl, tofu and brown rice combine with crisp-tender stir-fried veggies to provide 11 grams of protein per serving.*

### Curried Chickpeas in Coconut Milk

Serves 6. Prep time: 30 minutes.



- 2 teaspoons vegetable oil or ghee (clarified butter, frequently used in Indian cooking)
- 1 inch ginger root, peeled and sliced
- 2 cloves garlic, peeled
- 2 teaspoons ground cumin
- 1/2 teaspoon ground turmeric
- 2 teaspoons ground coriander
- 1/4 teaspoon cayenne
- 1 cup coconut milk (or light coconut milk)
- 1 teaspoon brown sugar
- 1 tablespoon tomato paste
- 1/2 teaspoon salt
- 2 15-ounce cans chickpeas, rinsed and drained
- 1/4 cup cilantro, chopped

1. Heat a large skillet over high heat. When hot, add the vegetable oil or ghee, the ginger, garlic, cumin, turmeric, coriander and cayenne and stir until the spices are fragrant.
2. Add the coconut milk, brown sugar, tomato paste and salt, and mash and stir to incorporate the tomato into the sauce as it comes to a simmer. Add chickpeas and stir. Reduce heat as needed to maintain a simmer, stirring often, until thick.
3. Sprinkle with cilantro just before serving.

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*With 8 grams of protein in each serving, this simple chickpea dish is silky with coconut milk and flecked with spices and fresh cilantro.*





Addie | La Crosse Wellness

**Garden of Life Organic Creamy Protein with Oatmilk - Vanilla Cookie** | The main problem with most protein powders is taste. I have never once had a protein powder that tasted good on its own until Garden of Life released this product. Also comes in chocolate brownie for the chocolate lovers out there! Best part, Certified USDA Organic, Non-GMO Project Verified, NSF Certified Gluten Free, Certified Vegan, AND <1g of sugar.

**MegaFood Women's Multi Gummies** | Easiest way to take a multi and you'll actually remember to take them because they taste so good.

**Traditional Medicinals Throat Coat® Lemon Echinacea Lozenges** | Super soothing for the throat without any menthol.

.....  
**EXCLUSIVE  
OWNER-ONLY  
BENEFIT**  
.....  
**20%**  
**OFF ONE ITEM**  
from our wellness  
department  
each month



# THESE ARE A FEW OF OUR FAVORITE THINGS

## Health & Wellness



*Christina* | Rochester Wellness

**Amazing Grass Greens Powder** | A scoop in water or juice every morning starts my day off with lots of energy. These powered greens provide a plethora of a daily dose of vitamins for healthy living.



*Anna* | La Crosse Wellness

**Evan Healy Whipped Shea Butter for Lips** | Super soothing for the lips and stays for a long time!  
**Four Sigmatic Instant Mushroom Coffee with Chaga and Cordyceps** | Energizing without jittery feeling  
**Dr. Tung Smart Floss** | Really gets in there and cleans out the gunk.



*Annie* | Rochester Wellness

**Radius Vanilla Mint floss** | It doesn't break between my tight teeth, and it's soo clean! Kind of funky until you pull it tight, but superior quality and performance!

**CV Science +Plus CBD** | My go-to for oral pain relief and to help me get to sleep. I purchase the large 10mg pump bottle, and it lasts for months. Takes effect within about an hour, and provides hours of relief!

**Honey Girl Face and Eye Cream from Hawaii** | Winter + aging, damaged skin = hopeless! I love the Honey Girl Face and Eye Cream from Hawaii at night, and Nourish Organics line as well in winter.



*Carly* | La Crosse Wellness

**Crazy Rumors Cinnamon Bun Lip Balm** | Best lip balm I've ever used. It lasts a long time, smells so good and does wonders for my lips.

**Garden of Life Dr. Formulated Magnesium Gummies - Raspberry** | Magnesium in general is great for muscle cramps and stress management, however, Garden of Life made these delicious gummies that make taking it easier than ever!

**Weleda Skin Food Original Ultra-Rich Cream** | Super moisturizing without being sticky or greasy like other moisturizing lotions can be. Smells great too!



# Mmmmm! Bread

Reprinted by permission from [grocery.coop](http://grocery.coop). Find recipes, plus information about your food and where it comes from at [grocery.coop](http://grocery.coop).





### Slow-Cooker Whole Wheat Bread

Servings: 10 slices (1 loaf).  
 Prep time: 3 hours, 30 minutes;  
 20 minutes active.

- 1 1/2 cups lukewarm water
- 1/2 teaspoon instant dry yeast
- 1 tablespoon honey
- 2 cups whole wheat flour
- 2 cups unbleached flour
- 1 teaspoon salt

1. Place a piece of parchment paper in the cooker, covering the bottom and at least part way up the sides.
2. In a large bowl, stir the water, yeast and honey. Let the yeast bubble a bit; it should be foamy in about 5 minutes. Add the flours and salt and stir with a wooden spoon until the dough is stiff, then switch to kneading with your hand. In the bowl or on a lightly floured counter, knead the dough for about 5 minutes.
3. Form the dough into a round ball and place in the slow cooker on the parchment paper. Cover and let stand for 1 hour to rise.
4. Turn the cooker on high and cook for 2 hours. Use an instant-read thermometer to test the temperature of the middle of the loaf; it is baked through at 180-200°F. If the loaf has not reached that temperature, cover and cook for another 15 minutes, until it reaches 180°F.
5. Use the parchment to lift the finished loaf out of the cooker, and cool on a rack.



### Irish Soda Bread

Servings: 12 slices (1 loaf). Prep time: 1 hour;  
 20 minutes active.

- 1 1/2 cups all-purpose flour
- 1 cup whole wheat pastry flour
- 1 teaspoon baking soda
- 1/2 teaspoon salt
- 1 tablespoon caraway seeds
- 6 tablespoons cold butter
- 3/4 cup buttermilk, plus 2 tablespoons for brushing the top
- 1/4 cup honey
- 1/2 cup raisins or currants

1. Heat oven to 375°F. Mix flour, baking soda, salt and caraway seeds in large bowl. Use the large holes of a grater to grate the cold butter into the dry mixture, then toss until it resembles coarse crumbs.
2. Add 3/4 cup buttermilk and honey to flour mixture; stir to make soft dough. Press the dough together; it will be dense like biscuit dough. If some of the mixture is too dry to incorporate into the dough, sprinkle in an extra tablespoon or so of buttermilk just to moisten loose flour. Stir in raisins.
3. Shape into rounded disk about 8 inches across and place on greased cookie sheet. Brush top with the reserved buttermilk. If desired, cut an "X" in the top with a sharp knife. Bake for 40 to 50 minutes, until golden brown and crusty. Keeps tightly wrapped at room temperature for three or four days.





## Honey Whole Wheat Bread

Servings: 12 slices (1 loaf). Prep time: 2 hours; 20 minutes active.

- 1/4 cup lukewarm water
- 2 teaspoons active dry yeast
- 3/4 cup low-fat (2%) milk or other milk
- 3 tablespoons honey
- 1 egg, lightly beaten
- 2 tablespoons extra virgin olive oil
- 1 cup unbleached flour, divided
- 2 cups whole wheat flour (not pastry flour), plus up to 1/4 cup more if needed
- 1 teaspoon salt

1. In a large bowl or a stand mixer, stir the lukewarm water and yeast to dissolve. In a small saucepan over low heat, heat the milk and honey just to dissolve and bring the milk to lukewarm temperature; if it's too hot it will kill the yeast. Add the milk mixture to the yeast mixture and stir. Let stand for 10 minutes; the mixture should be bubbly.

2. Stir in egg and olive oil and blend well. Mix in the flour and salt to make soft dough that begins to come away from sides of bowl and can be handled. Knead by hand or with the dough hook until smooth and elastic, about 5 to 8 minutes. Lightly oil a large bowl and put the dough in the bowl, turn the ball of dough to coat with oil. Cover and let rise in a warm spot or near the oven until dough doubles in size, about 45 minutes to an hour. Heat the oven to 350°F.
3. On a lightly floured counter, pat the dough to a 12 × 8-inch rectangle. Roll up from short side. Pinch seam and ends to seal. Place seam side down in greased 9 × 5-inch loaf pan. Cover; let rise in warm, draft-free place until doubled in size, about 45 to 60 minutes. It should rise to the top of the pan. Bake for 35 to 40 minutes or until golden brown, and it sounds hollow when tapped. Remove from pan to wire rack to cool.





## No-boil Whole-grain Bagels

Servings: 8 bagels. Prep time: 2 hours; 15 minutes active.



- 1 cup water
- 2 tablespoons vegetable oil
- 1/4 teaspoon rice vinegar
- 1 1/2 cups whole wheat bread flour
- 1 cup all-purpose flour
- 1 tablespoon sugar
- 2 teaspoons quick-rise yeast
- 1 teaspoon salt
- 1 large egg

Optional toppings: 2 tablespoons poppy seeds, sesame seeds or everything spice

1. Heat water in a small pot over high heat until it starts to bubble. Measure the temperature with an instant-read thermometer, adding cool water until the temperature drops to 130°F. Pour 1 cup of the water into a measuring cup and add the vegetable oil and vinegar.
2. In a large bowl, mix the whole wheat flour, all-purpose flour, sugar, yeast and salt. Stir in the warm water mixture until it becomes a shaggy mass (lumpy yet well-mixed), then switch to kneading with your hands. Knead until it forms a soft dough.
3. Oil a large mixing bowl and scrape the dough into the bowl. Cover tightly with plastic wrap and let rise in a warm place for at least 45 minutes or until dough has doubled in size.
4. Line two sheet pans with parchment paper. Heat the oven to 375°F. Divide the dough into 8 even portions.
5. To form bagels, roll each portion under your palm on the counter to make a 6-inch long rope. Coil the rope around two of your fingers and press the ends together to seal, then roll between your fingers to make a smooth circle where the joint is sealed. Place each on the prepared sheet pan, leaving 2 inches between the bagels. Cover lightly with a damp kitchen towel and let rise in a warm spot for at least 30 minutes or until the dough has again doubled in size.
6. Just before baking, whisk the egg with 1 teaspoon of water and brush the bagels with egg, then sprinkle the bagels with any desired toppings. Bake for 15 minutes at 375°F. Slide the bagels off the pan onto a rack to cool.



# Wine, oh Wine

*Karl* - Rochester Wine, Beer, and Spirits

Our February wine sale is a great time to stock up on some of your go to winter wines. But if you're looking for something new - we asked our wine experts to recommend some of their current favorites.



## **The Emily Rose from Longridge Vineyards Stellenbosch South Africa**

90 point - A fresh wine with a lovely hue, bursting with aromas of ripe guava, pineapple, kiwi, green apple and a hint of strawberry, ending with a well-balanced acidity and a lingering finish. Biodynamic (organic) practices are followed and therefore no herbicides or chemical sprays were used in the production of these grapes. A minimum interference approach is taken in the vineyards to get a true reflection of the unique terroir. Vines are pruned and suckered to get an evenly spaced shoot position which results in maximum flow of cool air through the bunches.



## **Charles Smith CS Substance Cabernet Sauvignon, Columbia Valley Washington**

92 Points - Juicy blue fruits, leafy tobacco, violets, and orange blossom notes all emerge from the 2019 Cabernet Sauvignon Cs and it's medium to full-bodied, has a beautifully balanced, fruit-forward style, no hard edges, and a great finish. It's no simple fruit bomb and has notable structure, ripe tannins, and outstanding length. It reminds me of a top Cru Bourgeois from Bordeaux and represents a stunning value. Drink it over the coming 7-8 years.



## **Walnut Block Sauvignon Blanc Marlborough New Zealand**

90 Points - A restrained Marlborough style, with enough grassiness and hints of elderflower, but a palate that is balanced between crisp apple freshness and more tropical tones. Beautifully done.

*Makayla* - La Crosse Wine, Beer, and Spirits



## **Big Red Monster Cabernet Sauvignon**

90 Points - Cabernet, Tannat, and Petite Syrah grapes. A powerful yet soft and drinkable cabernet packed with ripe dark berries, vanilla, oak, and subtle chocolate notes. Dark and brooding but surprisingly balanced.



## **Daou Discovery Collection Rosé 2021**

91 Points - Wine Enthusiast. 100% Grenache, Provence style California rosé. Fresh peach and melon with hints of honeysuckle and aromas of flowers, strawberry, and orange zest.



## **M. Chapoutier "Bila Haut" Côtes du Roussillon 2019**

88 Points - Wine Spectator. Syrah, Grenache, and Carignan grapes. Blackberry, plum, and baking spice aromatics reveal a smooth, medium body. Intense dark fruits, leather, and mocha produce a velvety mouthfeel and medium finish.



FEBRUARY 10-11

**ALL WINE  
20% OFF**

Sale good while supplies last. Subject to availability and quantity limits.  
No volume discounts. No pre-orders.



# Salem Glen Winery

Supplier to PFC since the 2003  
Location: Rochester, Minnesota  
9 miles from PFC—Rochester



Dustin Ebert has been making wines at Rochester's Salem Glen Winery since 2003, along with his parents and brother. It's a family business. Dustin studied economics at school and then started work in the Twin Cities in information systems. "I got tired of pavement, and the systems work drove me to drink," he says—which is one career path to becoming a vintner.

The Eberts could simply have bought a commodity farm and sown corn and beans. "I was interested in alternative crops," Dustin says. "When we started out we were the 25th winery in Minnesota. I think there are 60 or 70 now." The winery's five acres had previously been a cornfield; before that it had been a "catch-all farm, like they had in the 1920s."

Salem Glen has five acres of their own vines, growing a number of grape varieties. The winery is about 10 miles southwest of Rochester, surrounded by cornfields.

## Alternative farms

As small dairy farms close all over the upper Midwest, microfarms, such as vineyards, offer an alternative to the industrial farm model. Operations such as Salem Glen are becoming more common in Minnesota agriculture, but they are still tiny islands in a sea of corn and soybeans.

Having conventional farms plowing and spraying right up to the fence line poses the risk of herbicide overspray. "Every year it's better," Dustin says. "Oversight isn't as good as it should be. It's up to the people who are affected to chase down the responsible parties. We had an issue in 2013 and it took a while for us to recover."

Dustin opens a bottle of their Cygnus blend, a delicious dry white wine made with a blend of Prairie Star and Louis Swenson grapes. We also taste a St. Pepin white wine that is slightly sweeter and full of rich tropical and citrus flavors. Salem Glen works only with regional varieties of grapes. The three wine grapes used in the St. Pepin and Cygnus are all rated 'hardy' to 'very hardy' by the University of Minnesota's guidelines: able to withstand temperatures down to  $-20^{\circ}$  and  $-25^{\circ}$  F, respectively. Dustin reports his current favorite local variety is Petit Pearl, a new grape that he finds very versatile. It's also cold hardy down to  $-30^{\circ}$ .

The vineyard is effectively a pioneer of new wine varieties developed for the upper Midwest. "It's exciting to work with some of these new styles," Dustin says. "I'll be the first person to commercially release a particular style of a grape."

## Homegrown beginnings

Salem Glen started out small and has been steadily growing. Dustin found that local, small town banks were much more accommodating than large banks when he approached them for loans. "They're excited to work with something other than the usual. The corporate banks will be: 'Oh, it doesn't match our formula.'"

For training in winemaking, he took short courses through the Minnesota Grape Growers' Association and the University of Minnesota. "And I've used lots of trial and error," Dustin says.



To some extent, Salem Glen has been the beneficiary of climate change. Fine wines are now being made in many parts of the world that have never produced wines before. Large French champagne companies like Taittinger and Vranken-Pommery Monopole are buying land in once chilly England as French vineyards become less productive in the warming south. With new, cold-hardy grape varieties—many developed by the University of Minnesota—the upper Midwest climate is not as marginal as it once was for vineyards.

This is not to say that Minnesota is going to be producing cabernets and pinot noirs to rival those of France and California. “The soil acid levels are different [here],” Dustin says. “We struggle with making the heavy reds. But new varieties come out every few years, which offers hope for new styles of wine.”

Dustin reports the biggest challenge remains cold weather. “We had 40° below last year. Ten below what we usually see.” He notes that a microvariant of one or two degrees will determine whether a vine survives or not. Snow cover and high winds can help or hinder the plantings.

Salem Glen is not an organic winery. “In the grape world, it’s very challenging to go organic,” Dustin says. Regarding pest management, he says that mold and mildew are the biggest challenges. “We use lime sulfur in the spring, and we watch for pressure on the vines and spray accordingly. We do have the phyllox; it’s cosmetically ugly. We may spray every three years. We take a minimalist approach. It doesn’t affect the grapes.”

The phylloxera is an aphid-like critter that feeds on grapevine sap. It’s native to the Americas. New World grapes have developed resistance to the insect, which means the new cultivars developed in Minnesota have a better chance here than imported, European varieties.

### Expansion plans

Salem Glen has recently put in a cider press to make hard cider from heirloom apples.

They’re a small company, with one full-time employee, one half-time, and several part-timers (less than half-time). “Just cutting the grass around here is eight hours of work. My parents still help out occasionally. It’s a stressful business. You have to understand, it’s not a 9-to-5 job. I



get Christmas and Easter off. If there’s a big snowstorm, I’m thinking ‘great, I’ll get to read a book’ and folks will pull into the drive for the tasting room! What are people thinking?”

Salem Glen may expand the tasting room. “A big chunk of the business is drawing people out here to learn about winemaking. It’s a truly vertically integrated business, from pressing to bottling,” Dustin says.

The tasting room is a warm, sunny space in a converted barn, open year-round. The Eberts offer wood-fired pizza on Fridays through the summer and just over the hill they are working on building an observatory. The astronomical theme is carried over into the winery: all the blends are named for celestial features.

When Dustin set out on this adventure, did he have a particular style of wine he wanted to make, and has he achieved that goal? “I didn’t have a particular ideal wine in mind,” he says. “I was more psyched about working with the new varieties of grapes and experimentation. I wanted to make world class wines with what’s available here and share that.”

People’s Food Co-op—Rochester carries a variety of Salem Glen’s wines. These are excellent wines grown and processed here in Minnesota. Their tasting room and vineyard may be visited at 5211 60th Ave. SW, Rochester, MN. <http://salemglenvineyard.com/>

# CLASSES, EVENTS & SPONSORSHIPS

**PFC is a proud sponsor of**

## Dr. Martin Luther King Jr. We Have a Dream Celebration

Monday, January 16, 8:30–10:30 a.m.,  
Mayo Civic Center

Reverend Dr. Martin Luther King, Jr. - We Have a Dream Celebration is an annual community event held on Martin Luther King, Jr. Day to commemorate the life and work of Dr. King. With hundreds in attendance, this event is an excellent opportunity to promote a welcoming and inclusive community.

**PFC is a proud sponsor of**

## La Crosse Winter Roots Festival

Saturday, February 11, 12–9 p.m.,  
Riverside Ballroom, La Crosse Center

Inviting locals and visitors to celebrate “Wisconsin Favorites” in music, cuisine, local beer and spirits.

**PFC sponsored class**

## Mindfulness Series - The Heart of Self-Care - 2 part series

Tuesday, March 21, 6–7 p.m.,  
Tuesday, March 28, 6–7 p.m.,  
La Crosse Community Room  
with Greg Lovell

This class will provide a relaxing atmosphere for participants to learn about the concepts of self-care and mindfulness, experience guided practices, and gain tools for personal use. There will be time for discussion, reflection, and small group conversation. Additionally, please bring a device or pen and paper to write on. All proceeds from this event will go to La Crosse WAFER.

*Class Fees:*

Owner \$10; Non-owner \$15

**REGISTER HERE**

**PFC is a proud sponsor of**

## Robin Wall Kimmerer Event

Friday, January 20 5:30–7:30 p.m. Virtual event

Robin Wall Kimmerer, author of *Braiding Sweetgrass* and other books, will help the Land Stewardship Project wind up its 40th Anniversary observance on Friday, Jan. 20, from 5:30 p.m. to 7:30 p.m., with an evening that celebrates our relationships with the land and with each other. This event will feature a virtual live address by Kimmerer.

**PFC in-store event**

## Winter Open House

Tuesday, February 21, 3:30–5:30 p.m.,  
PFC La Crosse and Rochester

- Samples from our local farmers
- Wine and beer sampling
- Live music
- Release of the staff designed sweatshirt and sneak peek at the PFC 50th logo
- and more!

**PFC is a proud sponsor of**

## Marbleseed Organic Farming Conference

Thursday, February 23–Saturday,  
February 25, The La Crosse Center

The Marbleseed (formerly MOSES) Organic Farming Conference is widely known as the first and largest organic farming conference in the United States. Every year regenerative and organic farmers from a wide range of farm sizes, experiences, and backgrounds gather to learn the latest in organic farming methods, build community, and shape the future of the organic farming movement.

**PFC sponsored class**

## Healing Hearts

Saturday, February 4, 1–4 p.m.,  
La Crosse Community Room  
with Jai McPherson and Lamont McPherson

This healing event will give you a taste of being present in the body, relaxing the mind and doing so with a group of people all seeking peace and harmony within. Led by Lamont McPherson and Jai McPherson. You will learn skills that you can use in your daily life.

*Class Fees:*

Owner \$7; Non-owner \$10

**REGISTER HERE**

**PFC in-store event**

## International Women’s Day Celebration

Friday, March 3, 6:00–7:30 p.m.,  
PFC La Crosse Community Room

Celebrate the creativity, determination, and skills of women supporting women! Join us for a very special International Women’s Day event. Enjoy a relaxing glass of wine and delicious, specially prepared appetizers with friends while gorgeous women’s garments from India are modeled and described.

- Free and open to the public!
- a style show of fair-trade garments from “Elegant Nari”
- Free appetizers and a cash bar
- Live dance performance

**RSVP HERE**





Join us in-person at our La Crosse location, for a delicious spread, door prizes and a photo booth! Or you can jump in virtually at our livestream gathering in Rochester, or from the comfort of your home via Zoom. Please **RSVP** by January 20th to let us know how you plan to attend!

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## 2023 GIVE WHERE YOU LIVE RECIPIENTS

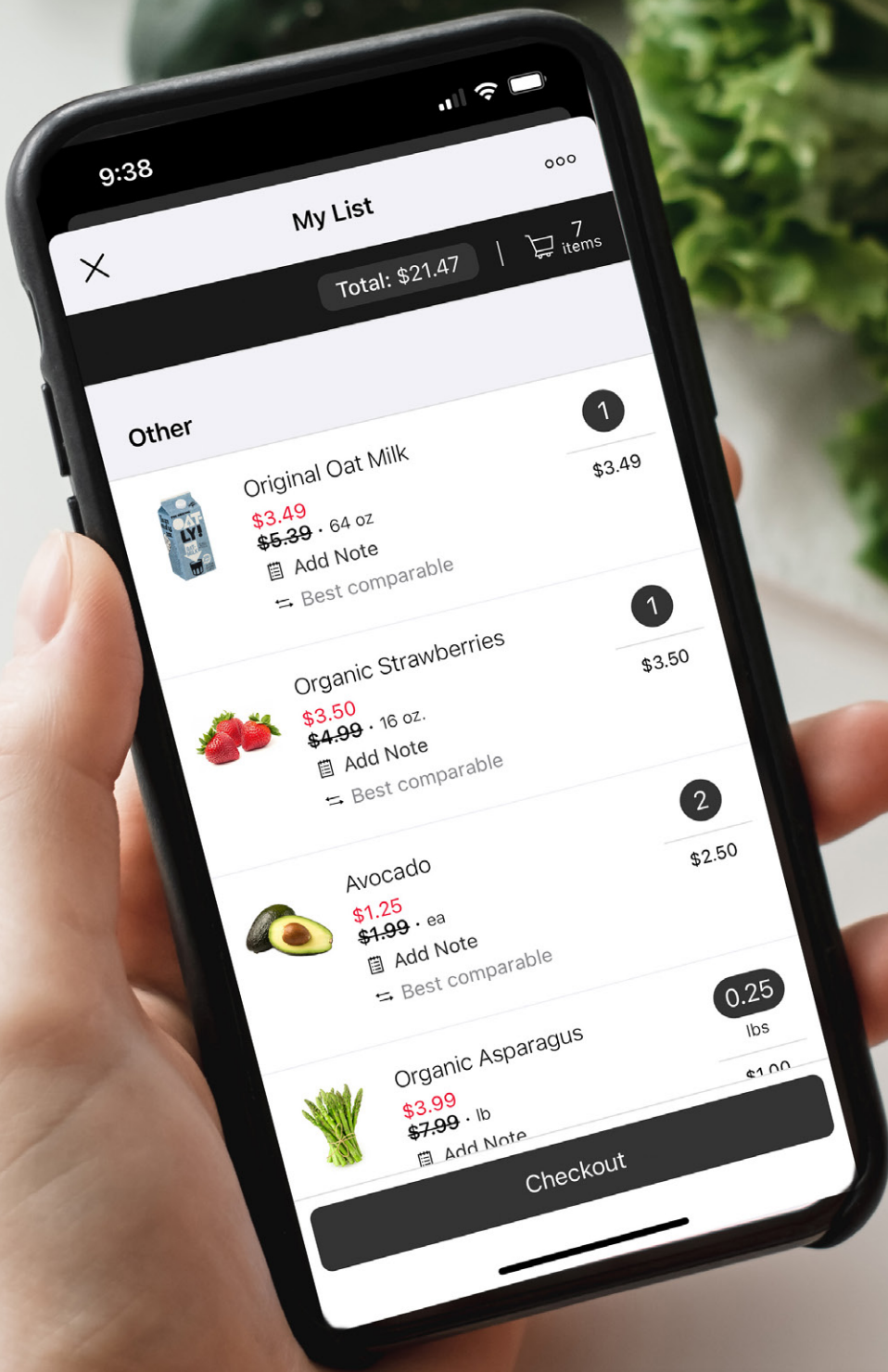
Thank you to all who nominated and voted for our 2023 Give Where You Live Recipients! We have so many amazing non-profits in our communities doing important work to make our communities stronger. By rounding up to the nearest dollar at the register, you can contribute to the success of these organizations through monetary support. When it is all added up, a little bit from many makes a significant impact. Thank you for being a vibrant community that cares for others. Below are the recipients chosen by our ownership.

### LA CROSSE

- [St. Clare Health Mission](#)
- [New Horizons](#)
- [Friends of La Crosse River Marsh](#)
- [Heart2Heart Pet Lifeline, Inc](#)
- [Mississippi Valley Conservancy](#)
- [Adult and Teen Challenge of Western Wisconsin](#)
- [Friends of Library](#)
- [Solar on La Crosse Schools](#)
- [New Leash on Life Dog Rescue](#)
- [People's Food Co-op Community Fund](#)
- [Reach Services and Resource Center](#)
- [La Crescent Animal Rescue](#)

### ROCHESTER

- [Project Legacy](#)
- [Rochester Art Center](#)
- [Olmsted County Master Gardeners Volunteers](#)
- [RT Autism Awareness Foundation](#)
- [Friends of Quarry Hill Nature Center](#)
- [Family Service Rochester](#)
- [Hawthorne Helps](#)
- [Hiawatha Homes](#)
- [Bear Creek Services](#)
- [People's Food Co-op Community Fund](#)
- [Seasons Hospice](#)
- [Southeast Minnesota Interfaith Immigrant Legal Defense](#)



# PFC at your FINGERTIPS

- Shop from anywhere
- Create shopping lists
- Scan pantry items direct to list
- View weekly specials
- Plan meals with recipe inspiration and add ingredients to your shopping list
- and more!

## 3 WAYS TO SHOP



[shop.pfc.coop](https://shop.pfc.coop)

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 Google play

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App Store