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MINNESOTA SHOPPING
CENTER ASSOCIATION

MARCH 2020

The Connection

FEATURE
NEWS

Coffee Trends

Coffee shops have become a must have for every generation. They have cemented themselves as our community gathering place, a work space or a favorite quick get-a-way. As a coffee aficionado having just spent a small fortune on German/Italian made espresso machine with double boiler, I have become a demanding customer wanting something special when I drop in to a Coffee Shop. I am not alone – as we, the coffee connoisseur, continue to demand more – unique comfortable spaces, high quality coffee, artisan drinks and of course good food.

Good news for coffee shops – 41% of adults drink specialty coffee every day and quality is the number one determining factor in their coffeeshop selection.¹ Recent and upcoming trends include pour over coffee, cold brew, brewed Kombucha, espresso mixology and Nitro. Pour overs also take time – but time results in a rich and bold flavor with low acidity. Nitro coffee is akin to a Guinness – where coffee is infused with nitrogen for a smooth and almost thick quality. Cold brew slows down the brewing method, using time instead of heat to extract the subtle bean flavors and to create a very smooth and almost sweet product. Baristas have begun exploring mixology much like a bartender. Some of my local favorite haunts like Five Watt Coffee and Fairgrounds coffee are including these items on their menus. I've tried the Kingfield at Five Watt– which is espresso with vanilla, black sea salt and coriander bitters – it is an incredibly interesting drink. How does Grandpa Irv's Espresso Old fashioned sound at Fairgrounds? It's delightful combination of espresso, walnut

bitters, orange peel and simple syrup. And expand your horizons at True Stone with – the Sprotonic – espresso, tonic water, grapefruit and rosemary.

Many shops are also striving to avoid anything artificial and expanding milk alternatives. This can be tricky. A typical good espresso drink needs to foam and have the same qualities as dairy milk. The best foaming alternative today is oat milk. Give it a try on your favorite drink, you may be surprised and happy with the texture and taste. Sustainability is still in high demand. If you prioritize fair-trade certified farms, look for a certification from Rainforest Alliance and/or the UTZ certified seal.

—continued on page 2



by Natina James,
CUNNINGHAM GROUP
ARCHITECTURE, INC.

But even a bad
cup of coffee is
better than no
coffee at all.

David Lynch



CONTINUED: Coffee Trends

For those of you looking to become more of a coffee aficionado – you can try coffee cupping and be an amateur “Q Grader.” Cupping is a way to evaluate different coffees and understand their unique characteristics due to region, climate, roasting and crop.² Cupping begins with smell. This stage hints at unique flavors to each coffee type. Next you break the bowl crust (typically the cupping is made by infusion – putting course grounds into bowl and letting steep). Grounds are removed and “slurping” commences from large spoons – inhale and draw the coffee back across your tongue and to the back of the mouth. Allow the coffee vapor to permeate – utilizing both taste and smell for a complete experience. The coffee’s body is discussed much like wine – what is mouthfeel/texture, is it sweet or acidic, what flavors are emerging – fruits, nuts, spices and aftertaste? If interested several shops in town offer this experience – try True Stone Coffee Roasters Training lab, Mill City Roasters or Dogwood Coffee.

Lastly – be sure to visit some of the newest coffee adventures in town. Our hometown Caribou Coffee is pushing the envelope with the Caribou Cabin’s – a 600 square foot drive through concept with walk-up or drive through service only. If you stop by, the Baristas will “Welcome you to the Cabin”. The first locations to open are in Burnsville, St. Peter, Jordan, Willmar and Big Lake Minnesota. “We are confident that our new Cabin concept will differentiate us even more by delivering customers the highest quality coffee, expanded beverage innovation and ownable guest interaction that only Caribou can deliver.” says, John Butcher, President & CEO of Caribou Coffee.

Others popping up worth noting – Due Focacceria in St. Paul – five months old but making a splash with their espresso and fresh focaccia bread and Italian sandwiches. And for those indulgent weekend breakfasts or afternoon snacks – try Thirty-Six Café on Grand Avenue. “Thirty Six Café not only offers delicious coffee and to-die-for aesthetic- its primarily raved about for its menu of souffle pancakes, waffles and other delicious items”. To be certain – continuing coffeehouse trends include artful espresso, tasty delectables, and a comfortable or inspiring atmosphere. ■



¹ <https://joinposter.com/en/post/coffee-shop-trends>
² <https://ineedcoffee.com/coffee-cupping-a-basic-introduction/>



BECAUSE WHEN IT'S YOUR DEAL IT'S A BIG DEAL

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Legislative Contributors Corner



by Joe Nuñez,
VANTAGE LAW GROUP, PLLC

WHY DOES YOUR COMPANY CONTRIBUTE TO MSCA'S LEGISLATIVE FUND?

Our law firm is a commercial real estate firm handling all forms of commercial real estate, from retail to office to industrial. Legislation can take all sorts of different forms and positively and negatively affect commercial real estate in a myriad of ways. I absolutely believe the adage “If you’re not at the table, you’re on the menu.” By contributing to the MSCA Legislative Fund, we hope that MSCA will have a place at the table in discussing and understanding trends and initiatives at the State Capitol.

WHAT BENEFITS HAS YOUR COMPANY SEEN BY CONTRIBUTING TO MSCA'S LEGISLATIVE FUND?

We’ve seen MSCA be at the forefront in making sure our industry’s views are given consideration with legislative leaders, including thwarting efforts that would make property management more expensive and exposing hidden-agendas in areas as diverse as municipal taxation and fees to liability issues in connection with the use (or non-use) of salt and salt-substitutes to melt ice on project sidewalks and parking lots.



VANTAGE
LAW GROUP

WHY WOULD YOU ENCOURAGE OTHER COMPANIES AND/OR YOUR PEERS TO CONTRIBUTE TO MSCA'S LEGISLATIVE FUND?

Because you can choose to proactively have a voice in legislation that will directly affect your ability to be successful (and identify issues before they hit you), or you can sit in the dark on the sidelines and wait to be part of someone’s lunch.



Estelle



by Emma Radtke,
MSCA

Looking for Southern European inspired food in the Twin Cities? Look no further than Estelle, a cozy restaurant in the Mac Groveland neighborhood of St. Paul. The space at 1806 St. Clair Avenue formerly housed the restaurants Heartland, Scusi, and Bottle Rocket. Business partners Peter Sebastian and Chef Jason Hansen wanted to create an elevated cuisine experience, while keeping the atmosphere casual. This approach seems to have worked perfectly for this neighborhood hot spot. Having opened in late October they say every night feels like a Friday night!

Of the 80 odd seats the restaurant offers, 20 are for the bar, where you can order off the Pintox menu. These tapas items range from \$3-\$10. Beverage Director Tim Schaaf curated a list of hand-crafted cocktails (and mocktails!) that pairs well with the menu. In the remaining dining area of the restaurant you can order small plates, bocadillos (sandwiches) and large plates. Of the wonderful Italian, Spanish and Portuguese inspired food, not a single item on the menu is over \$17. The cozy atmosphere, friendly staff and low-price points will keep you coming back time and time again.



Estelle ✦

ST PAUL 651.330.9648

MEMBERSHIP PROFILE



ALISON KRUEGER

COMPANY: CBRE —
The Shoppes at Arbor Lakes
JOB TITLE: Marketing Coordinator
YEAR JOINED MSCA: 2019

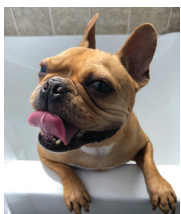
WHAT WAS YOUR FIRST JOB IN THIS INDUSTRY AND FOR HOW LONG?
Coming from an extensive retail background; I started in my current, and first role in the industry, last July (2019), as the Marketing Coordinator for The Shoppes at Arbor Lakes.

WHAT KEEPS YOU IN THE BUSINESS? I am truly passionate about the business! I appreciate that this industry is ever changing; challenging me to evolve and adapt as well. Never a dull moment!

WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU?
To be successful, relationship building. Connecting with people is something so simple but so important. Cultivating and fostering, new/existing relationships is something I've always believed to be of high importance, no matter the role you're in. For me, an unideal situation would mean being in a place where I can't utilize my strengths, creativity or gain experiential knowledge.

IF YOU ARE NEW TO THE INDUSTRY, WHAT ADVICE WOULD YOU GIVE TO THOSE MORE SEASONED?

1. Be open; open to new ideas, new concepts and new people. The industry is evolving so quickly, new ideas and opportunities allow you to grow with the change instead of consistently reacting to it.
2. Share your knowledge and experience! Markets and trends change (and often circle back); sharing insight and experience that our current market and economic state can't illustrate is invaluable information.



IF YOU WERE AN ANIMAL, WHAT WOULD YOU BE AND WHY?

After my experience on a safari, I was left in awe of the Elephants. Captivated not only by their size but by their intelligence, strength, grace & emotional capacity, I found them to be truly remarkable creatures. Plus, every Elephant herd is led by a female matriarch. However, it would be a toss-up; because my French Bulldog, (Bruce) leads a very comfortable, mostly organic and unemployed lifestyle.

MEET LEADERSHIP



EMILEE DECOTEAU

COMPANY: RPT Realty
JOB TITLE: General Manager - Mpls
AREA OF FOCUS: Shopping Center Management
YEAR JOINED MSCA: On/Off since 1998

WHAT WAS YOUR FIRST JOB IN THIS INDUSTRY AND FOR HOW LONG?
I was a part-time Management Assistant at the Sooner Fashion Mall in Norman, Oklahoma my Junior and Senior year of college. I knew then I would never leave the industry!

WHAT KEEPS YOU IN THE BUSINESS? I have always loved retail – shopping, what's hot, etc. Every day is different – it can be exciting, challenging, frustrating, and rewarding, depending on the day, and that is what makes me want to get up and go to work every day!

WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU? Honestly, I think a lot of it is a good personality and being an effective communicator. Obviously, you need to know your properties, but anyone can learn that. You need to be active in the community you work in as well as willing to talk to your retailers. The days of a shopping center manager sitting in their office moving paperwork is long gone. Deal Killers – Being stuck in an office all day, every day; being micro-managed in every aspect of your job; and working in an office with negative people.

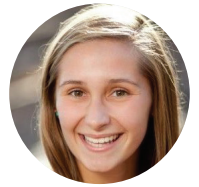
IF YOU HAD UNLIMITED FUNDS TO INVEST IN A RETAIL FRANCHISE, WHICH ONE WOULD IT BE AND WHY?
This is still on my wishlist, and it isn't exactly a franchise, but my absolute dream! I love Ireland, and have been there 4 times. On my first trip there I toured a woolen mill that was opened in 1723 (imagine that.....seriously!) Anyway, it is still in business and I spend at least 1/2 my spending budget at their stores every time I visit. It is called AVOCA (www.avoca.com). I just think it could work so well in Minnesota. I told my older brother all about AVOCA when we were planning a trip there, and he was like "whatever", but the first time he walked into the store he was like "Ooooooh....., now I get it.....ya, you need to open this".

WHAT IS YOUR FAVORITE RESTAURANT? In Minneapolis, Manny's. In Ireland, O'Grady's on the Pier in Galway – best seafood chowder ever!

HOW DO YOU LIKE YOUR EGGS? In an omelette with veggies and cheese.



MSCA 4th Annual Tubing Extravaganza Recap!



by Emma Radtke,
MSCA

Our 4rd annual Tubing and Networking Extravaganza at Buck Hill on February 25th was another huge success! With 40 tubers and another great group for networking, a good time was had by all. Following our tubing contest and awards, everyone came inside for a few cocktails, a tasty taco bar, raffle items donated by Promotion Select, Bauer Design Build, the City of Burnsville and Buck Hill, and live music! We hope to see everyone there next year!

CONGRATULATIONS TO OUR 2020 TUBING WINNERS:

- 1st Place: **BRYAN RAMOLA**, Bauer Design Build
- 2nd Place: **BILL HANCE**, Bauer Design Build
- 3rd Place: **DAN BERGLUND**, Bauer Design Build
- Fastest Tuber : **BYRAN RAMOLA**, Bauer Design Build
- Slowest Tuber: **SHERI TESSIER**, Grindstone Construction Services
- Best Dressed: **WINGS FINANCIAL**



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MSCA IS CURRENTLY LOOKING FOR
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If you would be a dedicated and hard-working addition to one of our eight committees, then take a look at our committee page for your chance to contribute to this great organization!

Committees meet at all sorts of different times throughout the year, so find the one that fits your interests and schedule the best.

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Minnesota Marketplace



by Lisa Diehl,
DIEHL AND PARTNERS, LLC

▶ **DOLLAR TREE** has signed a lease to open a new store at Village of Blaine in 9,598 sf. Five Below is also building out in the same center.

▶ **XFINITY** has signed leases to open new stores in Brooklyn Center at Shingle Creek Crossing, at Village of Blaine, and in the Vadnais Square shopping center.

▶ **SCHNEIDERMAN'S FURNITURE** is closing its Rochester location.

▶ **HIRSHFIELD'S** buys the **AERO DRAPERY & BLIND** business and three locations. The company has been in business for over 40 years. Will Bathke will be retiring.

▶ The national chain, **THE SUGAR FACTORY**, founded in Las Vegas and became a celebrity magnet has arrived at the Mall of America. **DUNKIN** also opened a new location at the Mall.

▶ **INDULGE & BLOOM** moving into Calhoun Square.

▶ **RF MOELLER** has decided to close its downtown Minneapolis location. They will continue operating at 50th and France and in the Highland Park neighborhood in St. Paul. Look for **YOUR CBD STORE** to open this month in the 50th and France neighborhood. **PAJARITO**, located in St. Paul is coming to 50th and France this spring. **RUSTICA** has expanded and opened at Southdale.

▶ **HEALTHMAX HOME HEALTH CARE SERVICES** will open an office at Coon Rapids Square in Coon Rapids this month.

▶ After a fire and relocation, the 13 year old restaurant, **BLACKBIRD**, has closed its neighborhood restaurant. The **NORTH LOOP GALLEY** is now open in the North Loop in Minneapolis. **THE BIRD** restaurant has closed in the Loring Park neighborhood. The Northeast Minneapolis location of burger bar chain **JL BEERS** has closed. Downtown has lost two more watering holes, **IKE'S FOOD & COCKTAILS** and **CITY WORKS**. **BILLY TSERENBAT** of Baja Haus is converting the former Sweet Chow in the North Loop into a dinner-only format serving whiskey-sake and a shochu bar. **DULCERIA BAKERY** closing its South Minneapolis.

▶ **EARL GILES BOTTLING CO.** will open a 16,000 square foot space late 2020 with a distillery. The company has a line of non-alcoholic cocktail mixers and bottle ginger beers.

▶ **HAZELWOOD GRILL & TAP ROOM** will be opening another location this year at the Bridgewater Corporate Center in St. Louis Park on Excelsior Boulevard. They are also located in Shorewood and near the Mall of America. **GROGER'S TABLE**, owner **LINDSAY POHLAD** is planning a 60 seat café/market/bar hybrid in Wayzata.

▶ **YUMI**, the sushi restaurant long operating in Excelsior, under new ownership, has opened on Selby Avenue in the Cathedral Hill neighborhood. It takes over the restaurant space previously occupied by Fabulous Fern's Bar and Grill. The Minneapolis-based restaurant group also operates Agra Culture Kitchen, Sotarol and Yogurt Lab. **SUPRATA'S THAI** closes in St. Paul. **CRISP & GREEN** opened locations in Highland and Grand Avenue recently.

▶ **TRAVAIL KITCHEN & AMUSEMENTS** will debut in its new location in Robbinsdale in March. **THE PIG ATE MY PIZZA** relocated to their former location.

▶ **IRON EXCHANGE TAVERN & BREWERY** tapped its house beers during its grand opening in recently in Maple Plain.

▶ **MALLARD'S** is opening its fourth location in Inver Grove Heights next to Gerten's Greenhouse.

—continued on page 7



RUSTICA



YUMI



TRAVAIL KITCHEN & AMUSEMENTS

CONTINUED: Minnesota Marketplace

- ▶ **WUOLLET BAKERY AND COFFEEHOUSE** opened in the former Lake Street Urban Bean location in the Lyn-Lake neighborhood.
- ▶ **801 CHOPHOUSE** is making their inroad and has opened a restaurant in the former Barnes and Noble in downtown Minneapolis.
- ▶ **SHAKE SHACK** is planned for Maple Grove's Shoppes At Arbor Lakes. **PIZZA KARMA** will open in the Fountain's also.

- ▶ Longstanding retailer, **PIER ONE** will shutter all but six locations in Minnesota.
- ▶ **THE SHERATON** next to Midtown Global Market sold to Jay Patel, hotel investor.
- ▶ **UBER** has opened its first brick and mortar location across from Bachman's on Lyndale in Minneapolis.
- ▶ **KOWALSKI'S** is coming to two Dales, Rosedale and Southdale.

- ▶ **BOOT BARN** opened at Fridley's Marketplace anchored by Cub Foods on Highway 694.
- ▶ **MAC COSMETICS** leaves Lake & Hennepin in Minneapolis.



FEBRUARY PROGRAM SPEAKERS:

- JEREMY WELTER**, Grindstone Construction Services (moderator)
- ADAM MEYER**, Studio M Architects (Short or Tall Eatery & Drink Hall)
- DREW JOHNSON**, Oppidan, Inc. (LOWA46)
- BRUCE CARLSON**, Launch Properties (Lake46)

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- CINDY NAGEL**KOMA
- DEREK GALE**Interstate Companies
- MELISSA MUELLER**Sterling Organization
- VERULO CORTEZ**.....Attractive Landscape
- NICK DRIESSEN**.....Fendler Patterson Construction, Inc.
- KARISSA DUNHAM**Sun Control of MN

REGISTER FOR THESE 2020 CALENDAR EVENTS

DID YOU KNOW: YOU CAN VIEW THE LIST OF ATTENDEES TO ANY OF OUR EVENTS IF YOU CLICK ON THE EVENT?

EVENT	VENUE	DATE
HOT CONCEPTS: HOW CONSUMER SERVICES HAVE CHANGED RETAIL FRANCHISING	Doubletree Park Place	March 4, 2020
THIRD THURSDAYS NETWORKING - FREE <i>Sponsored by Advanced Construction Services</i>	Porter Creek Grill	March 19, 2020
MnCRE MORNING AT THE CAPITOL	L'Etoile du Nord Vault–Room B15	March 26, 2020

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- Wings Financial Credit Union