



INSIDE THIS ISSUE:	Feature Story 1-2	October Program Speakers5
	Minnesota Marketplace 3-4	Calendar of Events5
	Member News and New Members4	Corporate Sponsors6
	Professional Showcase5	Starr SM Awards & Holiday Party7

◀ CLICK ON THE ARTICLE TITLE TO LINK DIRECT TO THAT PAGE



Responding to the unexpected – How restaurants are adapting in 2021 to the evolving and hopefully “post-covid” world.



by Natina James, CUNINGHAM

It’s evident that we crave not only good food, but community and experiences—old and new. These needs have been amplified by challenges presented by Covid. What has emerged from the trauma and turmoil of our collective stresses have been restaurants pivoting into models that are more hybrid, take out, and curated grocery.¹ We are seeing a wide mix of technology to creativity. The top four new trends include technology, diversification, menu modifications, and enhanced experiences.

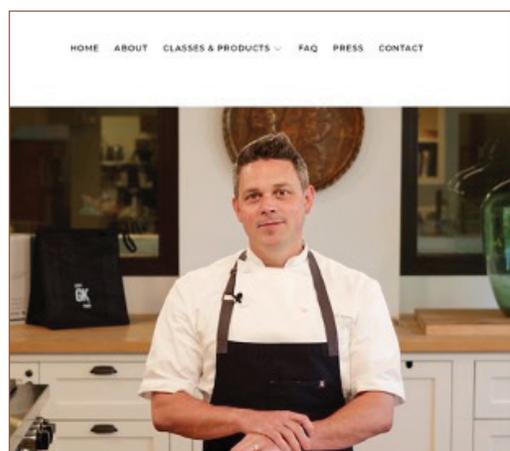
With concerns regarding health and safety—restaurants have moved toward no-touch policies —introducing QR codes for menus and touch-free payment. Jeff Krupman, owner of San Francisco’s PizzaHacker, captures the benefits for businesses succinctly when he asks: “How often is there a technology that costs nothing, saves a restaurant money, improves the experience for the customer, reduces errors, and ends up effectively increasing the employee tips?”² This has even expanded to include more options for pick-up and to go experiences. Chefs are challenging themselves to improve the at home experiences by presentation and packaging. Some are even considering bringing back the 1950’s drive-in experiences.

Have you noticed more offerings available at your favorite haunt—such as meal kits, sauces, clothing, cooking classes and tastings? More and more of us in the restaurant industry are having to get more creative to be profitable—especially with diners being restricted from eating in restaurants due to local and state COVID regulations.” —Jorge Guzmán, chef/owner of [Petite León](#) in Minneapolis.³ Diversification allows for restaurants to help with employment struggles, and increased food costs. One of my favorite examples is cooking at home with Chef GK (Gavin Kaysen) from Spoon and Stable. They offer a variety of classes, add-on and on-demand classes.



BRING BACK THE JOY.

FOODS FRIENDS TRENDS



COOKING AT HOME WITH GK – SPOON AND STABLE

Another trend includes the food supply. Navigating food chain disruptions and staffing are combining to influence our menu options. Restaurants are modifying menus to reduce offerings, adapt to seasonal food supply as well as focus on sustainability. Comfort food, global cuisine, and local sources are being discovered and rediscovered for proteins, herbs and vegetables. Fluctuation in availability and price of ingredients forces chefs to adapt—seasonal adjustments or ingredients substitutions which can result in fresh ideas, fusion of flavors and surprises for guests.

Lastly, being starved for something outside of our home, with activity and ambiance we search for more. “People will go out for a

– continued on page 2

CONTINUED: HOW RESTAURANTS ARE ADAPTING IN 2021 TO THE EVOLVING AND HOPEFULLY “POST-COVID” WORLD



MALCOLM YARDS FOOD HALL

truly memorable dining experience where they feel safe and can expect an experience unlike anything they’ve had before.” —JoJo Ruiz, executive chef at **Serea** Coastal Cuisine and **Lionfish** in San Diego.⁴ We were fortunate to have some fresh new venues open in Minneapolis/St. Paul area in the last year. If you love variety try out the Market at Malcom Yards in Prospect Park, a food hall an easy walk from the Gophers Huntington Bank Stadium. There are nine vendors ranging from sushi, Indian/Nepali, Asian, Spanish and desserts. For a uniquely authentic experience try Owamni, Minneapolis’ first indigenous restaurant. The menu avoids “colonized” or processed foods and showcases “the amazing bounty of the diversity that we have, both culturally and culinarily, across North America, looking to the land and the people that have inhabited it to guide their recipes.”⁵ You will see ingredients such as game sausage, root vegetables, duck, trout, wild rice, dandelion pesto, and hazelnuts. Food continues to be the vehicle to bring us together, for camaraderie, friendship and comfort as well as learning about culture, and connecting to your community. **SUPPORT YOUR LOCAL FAVORITES.**



OWAMNI RESTAURANT



SMALL BUSINESS SATURDAY CELEBRATION

is scheduled for Saturday, November 27th. Event sponsor **American Express** has pumped up its Shop Small Business this year.

¹<https://www.foodandwine.com/news/biggest-food-trends-2021-chefs>
²<https://squareup.com/us/en/townsquare/restaurant-trends>
³<https://www.foodandwine.com/news/biggest-food-trends-2021-chefs>
⁴<https://www.foodandwine.com/news/biggest-food-trends-2021-chefs>
⁵<https://globetrender.com/2021/02/24/indigenous-cuisine-owamni-restaurant-serve-native-american-dishes/>

2021 HOLIDAY SHOPPING

Free shipping/returns beat discounts for holiday shopping this year. On average, U.S. consumers expect that 59% of their holiday spending will be online. Holiday shoppers have hit the holiday shopping early this year. The factors influencing the consumer’s decisions this year are timing of promotions and holidays, concern over shipping delays and finances/budget.

The top purchase category this holiday season is

expected to be health, with groceries coming in second place.

Forty-seven percent of U.S. consumers plan to shop in-store this holiday season, despite many still be concerned with the spread of the COVID virus, up 8% from last year, according to the second annual North American Holiday Consumer Sentiment Survey by Sensormatic Solutions. Other survey findings, 42% of consumers said they will use buy-online-

pickup-in-store for their holiday shopping, up 9% from 2020. Forty-four percent plan to use curbside pickup, up 12% from last year.

Half of U.S. consumers indicate they plan to shop in-store on Black Friday weekend this year, compared to 36% who said they shopped in-store last year.



Minnesota Marketplace

- ▶ **BISTREAUX** focusing on Latin Caribbean cuisine with a New Orleans twist is set to open next year in Minneapolis' North Loop neighborhood.
- ▶ Macy's opening **BACKSTAGE** discount concept in Minnetonka's Ridgedale Center, expanding their "store within a store" concept.
- ▶ David Fhima is opening a wine bar and a French cafe called **MOTHER DOUGH** in Peace Coffee's street-level and skyway spaces inside the Capella Tower in downtown Minneapolis.
- ▶ Locally-owned chain **TOP TEN LIQUORS** plans to open a Minneapolis store in the Dinkytown neighborhood in 2023.
- ▶ **NAUTICAL BOWLS** will be opening soon at Eagan Promenade.
- ▶ Kaskaid Hospitality CEO launched CBD store **NULEEV** at Mall of America.
- ▶ **ERIK THE RED** has finally found a new home – in Richfield at 817 66th Street East – plans to reopen next spring.
- ▶ **NORTHRIDGE COMMUNITY CREDIT UNION** has purchased a parcel of land across from the Hampton Inn in Hibbing and will be constructing a freestanding building. NorthRidge provides banking services to the Minnesota Ore Operators.
- ▶ A **LAKEWINDS FOOD CO-OP** could soon be coming to Bloomington. The Minnetonka-based grocer is working with Kraus-Anderson Cos. Inc. on a proposal it recently submitted to the city of Bloomington to redevelop a portion of the Clover Shopping Center, which is located 724 West 98th Street.
- ▶ **FLEET FARM** will move into the former Target space in Hastings.
- ▶ **GOLDFISH SWIM SCHOOL** secured a lease in Minnetonka at Westwind Plaza.
- ▶ **ESPORTS** venue coming to Mall of America in former Dick's Last Resort space on the fourth floor.
- ▶ **UNITED HMONG KITCHEN** to open in North Loop food hall across from the Twins Stadium.
- ▶ **ASIA MALL** in Eden Prairie seeks more retail, restaurant concepts.
- ▶ The New York Times put a national spotlight on two Minneapolis restaurants, **SOOKI & MIMI** in Uptown and **OWAMNI** on the banks of the Mississippi near downtown when it included them on its 2021 Restaurant List.
- ▶ Look for another Steele Smiley concept to enter the line up of restaurants in downtown Wayzata with **PACO & LIME** joining Crisp & Green and Stalk & Space.

– continued on page 4



by Lisa Diehl,
DIEHL AND PARTNERS, LLC



by Jesseka Doherty,
MID-AMERICA REAL
ESTATE – MINNESOTA, LLC



MOTHER DOUGH



SOOKI & MIMI



OWAMNI

CONTINUED: Minnesota Marketplace

- ▶ **SUPERIOR CREDIT UNION** recently announced they will be entering the Grand Rapids market with a location. The credit union is based out of Superior, Wisconsin. **NORTH SHORE TITLE** out of Duluth also recently opened an office in town.
- ▶ Check out the newly opened **SMACK SHACK** on Minnesota Drive in Bloomington in the former Fuddrucker's building.
- ▶ Longstanding drive in, **DARI-ETTE DRIVE-IN** closes after 70 years in St. Paul.
- ▶ **BATTERY'S PLUS BULBS** recently opened a new location in Forest Lake on Highway 61.
- ▶ **CHRISTIAN BROTHERS AUTOMOTIVE** has completed and will open another location in the Twin Cities in Inver Grove Heights at Diffley and County Road 3 next to Casey's in December.
- ▶ St. Paul Grand Avenue lures **COULEE BANK** for their headquarters and the first **SWEETGREEN** to this market in the former site shuttered by Pier One last year. Sweetgreen, a California based popular fast-casual salad chain with 121 restaurants is plotting a Twin Cities expansion. The fast-casual destination restaurant offers healthy locally sourced food and ingredients.
- ▶ Ice cream season is not yet over. **LA MICHOCACANA** opened in Spring Lake Park this past summer and is about to open this month at 50th and France in the former Edina Creamery space. They will have 3 locations in the Twin Cities. **EVEREVE** has opened its newly relocated flagship location in Edina at 50th and France. **BRIDES OF FRANCE** will be relocating down the block on France Avenue at 50th and France to make way for a redevelop of the former property. The owner of the former historic Edina theatre is in talks with the **MANN THEATRES** to take over the theatre.
- ▶ **FOREVER 21** will open a two-level store at Southdale Center.
- ▶ Legendary furrier, **RIBNICK LUXURY OUTERWEAR** in the North Loop will be closing December 31st after a 76-year run in Minneapolis and St. Paul.
- ▶ Check out new **POTLUCK** food hall vendors at Rosedale Shopping Center this fall.
- ▶ **RAISING CANE'S** has opened in Maplewood across from Maplewood Mall.
- ▶ **TARGET** will continue to open more in store Apple format stores.
- ▶ Look for two longtime Twin Cities dining scene power players to open **ALL SAINTS** restaurant in the former space occupied by Rachels and Barbo in North East Minneapolis.
- ▶ Happy 100th birthday **COBORN'S** grocery!
- ▶ The **GOOD CLINIC** opened its first location on the ground floor of Northeast Minneapolis' NordHaus apartments earlier this year. The chain of primary care clinics is leasing ground-level spots in a growing number of Twin Cities mixed-use developments. Look for one to open at Excelsior and Grand in St. Louis Park.
- ▶ **COSTCO** is opening this month in Duluth.
- ▶ The long awaited **DAYTON'S PROJECT** in downtown Minneapolis will be opening to the public on November 18th.
- ▶ Brooklyn Park is getting a second brewery, **HEAVY ROTATION**. The brewery will be part of Stone Mountain Plaza. Neighbors for the brewery include a Chick-Fil-A and Freddy's Steak Burgers.
- ▶ **ERBERT & GERBERT'S** is looking to lease more sandwich shops in the Twin Cities.
- ▶ Shoe retailer **JOHN FLUEVOG** closes in Uptown, but looks elsewhere in Twin Cities
- ▶ **PSYCHO BUNNY** menswear hops into MOA. The New York-based brand is known for its vibrant colors and eye-catching designs.

WELCOME NEW MEMBERS

- JAKE BAUER..... Gardner Builders
- CLAYTON CLOUTIER..... Cloutier Properties
- JOSHUA CALHOUN..... Kraus-Anderson Companies
- CHRIS OLSON..... Kraus-Anderson Companies
- JAMES LUNDEQUAM..... Kraus-Anderson Companies

MEMBER NEWS

Mid-America Real Estate-Minnesota is pleased to announce that **BRANDON O'CONNELL** and **KRISTIN BARTISH** have recently been made Principals in our Minnesota office. Both are integral to our property management and client relations quality and represent the next generation of ownership in our company.

OCTOBER PROFESSIONAL SHOWCASE:
FLYNN MIDWEST LP



Flynn Midwest is a Total Building Envelope contractor that has been servicing the Minneapolis area for over 85 years. Many of you may know Flynn as Dalco Roofing as that was their previous name until 2015. Flynn specializes in all types of commercial or flat roofing, architectural metals, and metal wall panels. Flynn also has a full fleet of service technicians who can help with any emergency leaks, inspections, repairs, or smaller projects. From a new construction building or roof replacement to a small leak repair, there is no project too big or small for their team.

What sets Flynn apart is their dedication to keeping people safe, both customers and employees, and operating under “The Flynn Way” within everything they do. It is not any one single thing, but rather a collection of behaviors and actions that are influenced by their shared values and beliefs. Values such as safety, honesty, integrity, and doing what they say, are deeply ingrained in Flynn’s culture. Very similar to the MSCA culture and collective memberships values... that is what makes the Minnesota Shopping Center Association a perfect fit for working together into the future.



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REGISTER FOR THESE 2021 CALENDAR EVENTS
DID YOU KNOW: JUST CLICK ON THE EVENT!

EVENT	VENUE	DATE
STATE OF RETAIL Retail Tournament of Champions	DoubleTree Minneapolis - Park Place	11/3/21
THIRD THURSDAY <i>Sponsored by Prescription Landscape</i>	Redstone - Ridgedale	11/18/21
STARR SM AWARDS/ HOLIDAY PARTY	Golden Valley Country Club	11/30/21

WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2021-11



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OCTOBER PROGRAM SPEAKERS
Rian Thiele, Pet Evolution and
Bryant Amundson, Nautical Bowls

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2021 STARRSM awards



- YEAR END CEREMONIES
- STARRSM AWARDS
- HOLIDAY PARTY

Tuesday, November 30, 2021

Golden Valley Country Club
7001 Golden Valley Road, Golden Valley

3:30 p.m. Registration & Networking

5:00 p.m. Year End Ceremonies &
Awards Presentation

6:00 p.m. Holiday Party

**Reserve your tickets
online today!**

Corporate tables of eight: \$475

Corporate tables of four: \$275

Individual tickets: \$65 in advance

\$75 at the door

Click here to register

or for more information log on to

www.msca-online.com



MINNESOTA SHOPPING
CENTER ASSOCIATION