

Cub Foods: Fueling social and economic well-being

Written by □ Shaina Brassard, West Broadway Coalition
Sunday, 20 January 2013 23:47



West Broadway Cub Foods' involvement in the North Minneapolis community cannot be overstated. Since filling the vacancy left by Target in 2005, Cub Foods has been not only a grocery store run for and by the people it serves, but has also been instrumental in the community's social and economic wellbeing. Over 80 percent of its 120 person workforce hail from the Northside, creating a vibrant and communal workforce that is beneficial to both patrons and employees. Pia Kolton, head customer service manager, relates, "We have so many religions, races and nationalities represented, and in eight years, I've never had an issue between my employees; everybody works so well together." Cub's low rate of turnover is indicative of a supportive work environment; for example, 24 of the 30 cashiers have been at Cub for 8 years or more. Store manager John Tonsager speaks to the importance of this continuity by saying, "it's important for people to come in and see their neighbors and friends working here; even though it's a really big store, that helps to make you feel like you're shopping in a neighborhood store."

The West Broadway Cub is the only full service, non-discount grocery store in the North Minneapolis zip code. In addition to offering the area's largest selection of household necessities and fresh foods year-round, it has an in-house pharmacy, a TCF Bank, and is conveniently located on the bus line.

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