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FEATURED

Princeton Northern Nutrition owners blend positive energy, better health

Emma Eidsvoog Jul 28, 2019



Northern Nutrition owners Ashley Steffenson and Jami Schuster dreamed of opening a shop that would help people have better nutrition without sacrificing taste.

Submitted Photo

At 401 First St. Suite A in Princeton, country music plays over the speakers and the processing blenders whir while two new business owners smile with pride inside their shop.

Northern Nutrition owners Ashley Steffenson and Jami Schuster dreamed of opening a shop to help people have better nutrition without sacrificing taste.

With drinks such as the Lava shake and Fireball tea, the duo want the shop to be a gathering place for people to enjoy positive energy and like-mindedness of being a little bit healthier, Steffenson said.

Northern Nutrition opened July 15 and in its first week the business averaged 100 daily transactions, including kids, parents, athletes and even nursing home residents.

The menu includes meal replacement shakes which are 200 calories or lower and contain 24 grams of protein, and the recommended vitamins, minerals, and fiber for the day, Steffenson said. Customers can also buy energy teas and healthy snacks.

Steffenson and Schuster met while working at Princeton Elim Home and soon discovered a similar passion for fitness.

While teaching a bootcamp in Zimmerman they started talking about the importance of good nutrition for people wanting to get fit.

They believe being healthy isn't just about going to the gym, but having a balance of 80 percent nutrition and 20 percent fitness.

Steffenson remembers going to a coffee shop after school and buying the highest-calorie, sugary drink. She wants Princeton to have an option for people who want a healthier drink that also tastes good.

The two business partners chose the Princeton location because of the community-oriented atmosphere.

They are thankful for receiving support from the city and the Princeton Area Chamber of Commerce. Their family was also helpful in opening the shop.

Steffenson's husband encouraged her to pursue her dreams and Schuster's parents helped with the remodeling including painting, flooring, and building the bar.

"We're super excited to be here, and very thankful for the warm welcome we got from the community," Steffenson said.

When not blending shakes and teas, Steffenson, 31, enjoys spending time with her husband and daughter. Schuster, 23, likes anything outdoors, such as fishing, four-wheeling, or playing with her two dogs.

Northern Nutrition's ribbon-cutting opening is scheduled for Thursday, Aug. 1, from 6 a.m. to 6:30 p.m. The event will include raffles, door prizes and a photo booth.

Emma Eidsvoog is the Union-Times summer news reporting intern.