



NEWS RELEASE

Contact Information

Nick Arlt, Public Relations and Brand Strategy Director
Skogen's Festival Foods
920.309.2151 PHONE
narlt@festfoods.com

Mark P. Anderson, Operations Leader
Skogen's Festival Foods
(262) 308-3579 PHONE
mpanderson@skoensfest.com

FESTIVAL FOODS TO OPEN NEW STORE IN SOMERS

GREEN BAY, WIS. – (SEPTEMBER 9, 2015) – Festival Foods looks to expand its business north of Kenosha to Somers, Wisconsin, where the company plans to open a new store in the summer of 2016.

Festival Foods intends to purchase a vacant parcel of land located off of 31st Street in Somers, pending permit approval. Construction of the state-of-the-art grocery store is scheduled to begin this fall and the new store is expected to open next summer.

The store will be Festival Foods' 23rd location in Wisconsin. Guests will find natural and organic foods, fresh sushi, a healthy-choices salad and hot food bar, an extensive deli, catering services, and a complete selection of groceries, meats and produce. The store will operate 24 hours a day and employ an estimated 250 to 275 associates.

Similar to many of the company's newest stores, the Somers location will have a dining-deck seating area above the deli, a community conference room and a Tot Spot, which is Festival Foods' supervised in-store child care service.

"Because of our commitment to the Kenosha market, the warm welcome we've received and relationships we've built, we look forward to bringing a new store to Somers. Somers represents a key opportunity to expand our business and to better serve the growing number of guests in the surrounding Kenosha area. We are honored to become a member of this wonderful Wisconsin community and are excited about the economic impact that this new store will bring," said Mark Skogen, President and CEO of Festival Foods.

"The new store will exemplify Festival Foods' continuing commitment to selection, pricing and service excellence," Skogen said. "In today's marketplace, consumers have high expectations for the value they receive for their money, as well as how they are treated. We are excited about the opportunity to offer Somers guests value-driven pricing, a wide selection that includes healthy choices, and a great shopping experience."

More details about this store will be announced as they become available.

ABOUT FESTIVAL FOODS

Festival Foods is a family and employee-owned company founded in 1946 as a Skogen's IGA that began operating as Festival Foods in 1990. It employs 5,500 full- and part-time associates and operates 20 full-service, state-of-the-art supermarkets throughout Wisconsin. In the fall of 2015, the company will open its 21st store in Madison and 22nd store in Janesville. In 2016, three more stores will open in Green Bay, Somers and Menasha, Wisconsin. Festival Foods is a culture-driven company committed to servant leadership, community involvement and building relationships with guests and associates. For more information about Festival Foods, visit www.festfoods.com.