

Wisconsin Business World, Kwik Trip: Announce Spring 2022 winners of the Kwik Trip Innovation Contest

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MADISON – Wisconsin Business World in partnership with Kwik Trip announced the winners of the Kwik Trip Innovation Contest. This statewide business-focused competition tasked students with creating a marketing plan for a new product to be sold in Kwik Trip stores and to create a video presentation to pitch their product.

The Wisconsin-based Kwik Trip Corporation is a leader in vertical integration, manufacturing and customer care, and served as the inspiration for each student's project.

“These students are paving the way towards the future of business and entrepreneurship,” said Senior Director of Wisconsin Business World Michelle Grajkowski. “When tasked with creating a new Kwik Trip product these students didn't just dream up big ideas, they had big plans to execute their ideas. Their creativity, innovation and work ethic will ensure they're the leaders of the future.”

The winners of Wisconsin Business World's Kwik Trip Innovation

Contest are:

[Devin Susnik, Robert Winklemann & Richard Whalen – Waukesha West High School](#)

[Mai See Xiong & Ealy Lore – Logan High School](#)

[Will Guilbeaut & Caden Vande Hey – Tomahawk High School](#)

The creativity behind the Kwik Trip Innovation Projects ranged from Kwik Service, automobile service at the fuel pump, a soft serve ice cream machine, and an ice cream shop within the convenience store featuring Kwik Trip's own brand of ice cream. Each group also highlighted the target audience for their new products, a marketing strategy and a plan for how this new addition would increase consumer sales.

The contest was open to Wisconsin students in grades 6 –12. All projects were submitted between April 15 – June 19, 2022. Winners receive a \$500 cash prize.

Since 1982, Wisconsin Business World – a program of WMC Foundation – has educated more than 25,000 high school students on business, entrepreneurship and the free market, through Summer Camps, one-day programs, online curriculum and classroom presentations. The Business World message is simple — Business is a Force for Good.

More information about the contests is available at www.wibusinessworld.org.