



## NEWS RELEASE

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### Festival Foods announces opening dates for two new stores

WEST ALLIS, WISCONSIN – (FEB. 18, 2021) – Skogen's Festival Foods announced today it will open two stores in the Milwaukee area, one in West Allis and one in Greenfield. The West Allis location at 11111 W. Greenfield Avenue is expected to open May 21, while the Greenfield store, 4777 S. 27th Street, will open July 16.

The openings will bring Milwaukee-area Festival Foods stores to three and total Wisconsin locations to 35. Festival Foods in Hales Corners opened in late 2019.

Each new location will employ about 250 associates and include Caribou Coffee along with a prepared fresh food line-up and seating area, where shoppers can enjoy a meal or snack such as Asian stir-fry, Hissho Sushi and gourmet popcorn.

The stores will offer Festival Foods' traditional favorites such as a scratch bakery, extensive deli, meat and seafood selections, a hot food bar, organic foods and a variety of take-home meals. Shoppers may utilize a variety of services, such as catering, online shopping and store pickup.

The locations also will feature the latest energy-saving equipment and offer a brat stand for nonprofit fundraisers.

Mark Skogen, president and CEO of Festival Foods, said the company is excited to expand to the West Allis and Greenfield communities and added that the new stores will exemplify Festival Foods' continuing commitment to selection, value and service excellence.

"We understand that grocery shoppers have many options, and our company strives to be the first choice for many reasons – the best shopping experience, excellent product quality and selection, and exceptional value," Skogen said. "Most important to us is building relationships with our associates, our guests and our communities, and our teams are looking forward to sharing the Festival Foods experience with everyone who comes through our doors."

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

### ABOUT FESTIVAL FOODS

Founded in 1946 as Skogen's IGA, Festival Foods is a Wisconsin family- and employee-owned grocer that is committed to giving back to the communities it serves and to providing guests with exceptional service and value. The company, which began operating as Festival Foods in 1990, employs more than 7,500 full- and part-time associates and operates 33 full-service supermarkets across the state of Wisconsin. Festival Foods is @festfoods on Twitter, Instagram and Facebook. For more information about Festival Foods, visit [www.festfoods.com](http://www.festfoods.com).

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