



NEWS RELEASE

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Festival Foods' newest store opens Friday in West Allis

WEST ALLIS, WISCONSIN – (May 19, 2021) – [Skogen's Festival Foods](#) will open its newest location at 6 a.m. Friday, May 21, at 11111 W. Greenfield Avenue in West Allis, Wisconsin. The store will be open daily from 5 a.m.-midnight.

With a roster of 250 associates, the West Allis location offers all the Festival Foods traditional favorites such as a scratch bakery; extensive deli, meat and sustainable seafood selections; a hot food bar; organic foods; wine and spirits; and a variety of take-home meals. Shoppers also will find Caribou Coffee along with a seating area and a prepared fresh food line-up featuring Asian stir-fry, Hissho Sushi, pizza and gourmet popcorn.

Catering, online shopping and store pickup services add to the grocer's wide product selection to create an enjoyable shopping experience for every Festival Foods guest. The West Allis Festival Foods also features the latest energy-saving equipment and provides a brat stand for nonprofit fundraisers.

Last week, as part of pre-grand opening festivities, Festival Foods presented over \$125,000 in donations to [Aurora Health Care Foundation](#), the [Milwaukee County Zoo](#) and the [Zoological Society of Milwaukee](#). Since its founding in Onalaska, Wisconsin, in 1946, Festival Foods has maintained a deep sense of community pride and responsibility, which is why the retailer is dedicated to making a positive impact in the Wisconsin communities it serves. **(Photos attached; captions below)**

Mark Skogen, president and CEO of Festival Foods, said the company is excited to expand to West Allis and serve new guests who seek selection, value and service excellence.

"It's an honor to join the West Allis community and we're looking forward to providing our newest guests with the best shopping experience, excellent product quality and exceptional value," Skogen said.

Festival Foods will open another location in the Milwaukee area on July 16 at 4777 South 27th Street in Greenfield. The new West Allis and Greenfield stores will become the fifth and sixth Festival Foods locations in the Milwaukee Metro area, with stores also in Somers, Mount Pleasant and Hales Corners. The retailer, which began in Onalaska in 1990, will have 35 locations across Wisconsin. More details about the Greenfield store opening will be announced as they become available.

PHOTO CAPTIONS

Photo 1: Festival Foods presents donation to Aurora Health Care Foundation

From the left: Randy Varju, Aurora Health Care Foundation President and Chief Development Officer; Cristy Garcia-Thomas, Chief External Affairs Officer; Kyle Kaehne, West Allis Store Director; Holly Schmidtke, President, Aurora West Allis Medical Center; Sharain Horn, Vice President of Well Community; Robert Figueroa, Vice President, Tri City National Bank and Aurora West Allis Medical Center Board Chairman

Photo 2: Festival Foods presents donation to Milwaukee Zoo and Zoological Society

From the left: Kyle Kaehne, West Allis Store Director; Jodi Gibson, CEO of Zoological Society of Milwaukee; Vera Westphal, Interim Director of the Milwaukee County Zoo

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 began operating as Festival Foods in 1990 and today employs more than 7,500 full- and part-time associates. Festival Foods currently operates 33 full-service supermarkets across the state of Wisconsin and will open its 34th store in West Allis, Wisconsin, on May 21, followed by the opening of a Greenfield, Wisconsin, location on July 16. Skogen's Festival Foods is @festfoods on Twitter, Instagram and Facebook. For more information about Festival Foods, visit [festfoods.com](https://www.festfoods.com).

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