



NEWS RELEASE

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Skogen's Festival Foods in New London to Open Friday

NEW LONDON, WISCONSIN – (Oct. 12, 2021) – Skogen's Festival Foods will open its newest store at 308 N. Shawano Street in New London at 5 a.m. Friday, Oct. 15. The store will be open daily 5 a.m.-midnight.

In mid-September, Skogen's Festival Foods announced plans to purchase Festival Foods in New London from the Coppersmith family, which has owned and operated the store in a separate Festival Foods franchise for two generations. The transition brings the ownership of every Festival Foods in Wisconsin under the Skogen family.

Mark Skogen, president and CEO of Skogen's Festival Foods, said the company looks forward to welcoming new guests in New London.

"We are grateful to the Coppersmith family for stellar leadership over the years, and we are humbled by the positive response we've received so far from our future guests who live in and around New London," Skogen said.

On Oct. 1, Skogen's Festival Foods announced the upcoming acquisition of three Trig's stores in central Wisconsin. With the four new stores, Skogen's Festival Foods will operate 39 locations throughout Wisconsin.

To learn more about Skogen's Festival Foods and its commitment to community involvement, please visit FestFoods.com.

ABOUT SKOGEN'S 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 nearly 8,000 full- and part-time associates at 35 full-service supermarkets across Wisconsin. Festival Foods is @festfoods on Twitter, Instagram and Facebook. For more information about Festival Foods, visit www.festfoods.com.

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