



## NEWS RELEASE

### Contact Information

Brian Stenzel, Sr. Director, Community Involvement  
Skogen's Festival Foods  
920.621.2408 PHONE  
[CIDepartment@FestFoods.com](mailto:CIDepartment@FestFoods.com)

### Festival Foods, Nunbelievable Cookies Partner to Fight Hunger in Wisconsin

GREEN BAY, WISCONSIN – (DEC. 3, 2021) – To help fight hunger in Wisconsin, [Festival Foods](#) is partnering with mission-driven food startup [Nunbelievable Cookies](#), which donates one meal for every better-for-you cookie pack sold.

The goal of the Nunbelievable/Festival Foods collaboration is to sell 50,000 cookies by Dec. 15 for a total donation of 50,000 meals. The meals will be distributed by Feeding America, which serves multiple distribution centers, including one in Appleton, Wisconsin. The Nunbelievable/Festival Foods campaign is also part of [Feeding America's 1 Billion Meal Challenge](#), which will match every donation – providing twice the impact.

With giving at the heart of its mission, Nunbelievable is seeing big results in sales of its delicious low-carb, low-sugar, gluten-free and keto-friendly cookies. Since its founding only two years ago, Nunbelievable has provided over [one million meals nationwide](#) to those in need.

“Our partnership with Festival Foods is the perfect fit because our two companies are equally committed to giving back,” said Bryan Janeczko, Nunbelievable co-founder and CEO, who is also a native Wisconsinite. “We’re grateful to Festival Foods for helping us achieve our goal of 10 million meals by the end of 2023.”

“We’re thrilled to participate in this effort to feed those in need in Wisconsin,” said Travis Tiedt, Festival Foods buyer/merchandiser. “We hope every Festival Foods shopper will show their support by making a Nunbelievable purchase.”

According to Feeding America, 42 million people in the United States, including 13 million children, may experience food insecurity in the wake of the coronavirus pandemic.

Nunbelievable cookies are made fresh with no GMOs or preservatives. Flavors available at Festival Foods are chocolate chip, peanut butter, oatmeal raisin and double chocolate chip.

To learn more about Festival Foods and its commitment to community involvement, visit [FestFoods.com](#). For more information on Nunbelievable and its mission to feed those in need, visit [Nunbelievable.com](#).

#### 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 nearly 8,000 full- and part-time associates at 37 full-service supermarkets across Wisconsin. Festival Foods is @festfoods on Twitter, Instagram and Facebook. For more information about Festival Foods, visit [FestFoods.com](#).

#### ABOUT NUNBELIEVABLE

Nunbelievable is a mission-based company that offers premium baked goods, while providing a healthy dose of inspiration to end hunger and make a difference in the communities most in need. For every product sold, Nunbelievable donates proceeds to provide at least one meal at food pantries, soup kitchens and other organizations on the front lines of the fight against hunger. The company was founded in 2019 by Bryan Janeczko (CEO) and Kuda Biza (CMO). Janeczko is a successful health and wellness entrepreneur who pioneered the now \$1 billion-plus meal-delivery services industry, while Biza is a proven social venture entrepreneur, passionate about fighting hunger. The company is on track to meet a goal of providing 10 million meals within three years. For more information about Nunbelievable, visit [Nunbelievable.com](#).

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