



NEWS RELEASE

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Festival Foods in Wausau, Weston to Open Friday

GREEN BAY, WISCONSIN – (DECEMBER 8, 2021) – [Skogen's Festival Foods](#) will open two new locations at 6 a.m. Friday, December 10, at 110 South 17th Avenue in Wausau, Wisconsin, and 6205 Business Highway 51 in Weston, Wisconsin. The stores will be open daily from 6 a.m.-10 p.m.

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

"It's an honor to join the Wausau and Weston communities," Skogen said. "We're looking forward to providing our newest guests with excellent product quality, exceptional value and an enjoyable shopping experience."

On December 3, Festival Foods opened a new Stevens Point, Wisconsin, location at 1600 Academy Avenue – the first of three grocery stores to transition from the T.A. Solberg Company to Festival Foods. Friday's openings at Wausau and Weston will complete the three-store acquisition, which was announced October 1.

Skogen's Festival Foods will now operate 39 full-service supermarkets in 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 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 www.festfoods.com.

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