



NEWS RELEASE

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Skogen's Festival Foods Recognizes PepsiCo Beverages North America and Krueger Wholesale Florist as 2023 Business Partners of the Year

GREEN BAY, WISCONSIN – (March 6, 2024) – Skogen's Festival Foods announced PepsiCo Beverages North America and Krueger Wholesale Florist have been honored as its 2023 Business Partners of the Year. For this year of recognition, Festival Foods chose to celebrate two partners that have significantly contributed to its ability to provide outstanding customer service.

The partnership between PepsiCo Beverages North America and Festival Foods has continued to grow over the years. PepsiCo Beverages North America's collaboration on creative offers for Festival's guests help drive sales, and the valued partner has demonstrated a profound commitment to supporting Festival's community and company initiatives. Joe Zink, Festival Foods Vice President of Center Store, praised the partnership, saying, "We can count on PepsiCo Beverages North America to help us deliver our vision of winning at grocery for the benefit of our associates, our guests and our communities."

Krueger Wholesale Florist, a Wisconsin floral wholesaler, has emerged as another trusted partner of Festival Foods. "By consistently prioritizing Festival in their business decisions, Krueger Wholesale Florist ensures that Festival is equipped with the freshest products for its guests," says Ken Wicker, Festival Foods Senior Vice President of Fresh Foods. Wicker noted Krueger's dedication to fostering a dynamic collaborative partnership, providing invaluable coaching, training and merchandising support in Festival's stores.

Festival Foods extends its congratulations to PepsiCo Beverages North America and Krueger Wholesale Florist for their unwavering dedication, exemplary service and meaningful contributions to the success of Festival Foods and its mission to serve communities with excellence.

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 providing guests with exceptional service and value. The company, which began operating as Festival Foods in 1990, employs more than 8,000 full- and part-time associates and operates 41 full-service supermarkets across the state of Wisconsin.