



## NEWS RELEASE

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## **Festival Foods' Parker Griebel Named 2025 FMI Asset Protection Rising Star**

GREEN BAY, WISCONSIN – (April 23, 2025) – The Food Industry Association (FMI) has named Parker Griebel, Asset Protection Assistant Director at Festival Foods, as the recipient of the 2025 FMI Asset Protection Rising Star Award at this year's Asset Protection & Grocery Resilience Conference in St. Louis. This award recognizes emerging leaders who demonstrate initiative, leadership and impact in the asset protection field.

Over the past year, Griebel led a restructuring of Festival's Asset Protection Department, building a more efficient and proactive team. His leadership has accelerated investigations, enhanced theft detection and improved training for store teams, ultimately making operations safer and more efficient. Additionally, Griebel's efforts have made a measurable impact. The implementation of new loss prevention strategies he assisted with led to a 50% reduction in losses without affecting sales or guest experience. He also spearheaded a \$70,000 multi-jurisdictional fraud investigation that helped other retailers and helped deploy a fraud detection solution that identified credit card skimmers at three Festival stores within 24 hours, preventing significant guest data breaches.

"What truly sets him apart is his hunger for growth, his humility and his ability to lead and develop high-performing teams," said Joe Laufenberg, Asset Protection Senior Director for Festival Foods. "His impact is not only seen in results, but also in the way he shows up for people every day. He represents the future of our profession, and this recognition is incredibly well-deserved."

Beyond his work with Festival Foods, Griebel contributes to the overall retail security community as secretary on the Wisconsin Organized Retail Crime Association (WIORCA) board and as a board member of the Community Emergency Response Team (CERT). His passion to serve continues to be evident by his service in the U.S. Marine Corps Reserve, where he served as an 0311 Infantry Rifleman and Tactical Combat Casualty Care Marine.

With over six years of asset protection experience, a degree in criminology, and professional certifications, including CFI, LPC and OSHA 30-Hour Safety Training, Griebel is a dedicated professional and a strong emerging leader in the industry.

When asked about receiving the FMI Rising Star Award, Griebel said, "This recognition means so much – not because of what I've done, but because of the incredible people I've learned from and worked alongside at Festival Foods. I'm thankful for the leaders who've guided me, the associates who inspire me and the team I support every day. I'm proud to be part of an industry, and an organization like FMI, that believes so strongly in lifting up the next generation of leaders."

## **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 42 full-service supermarkets across Wisconsin.