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**RICHTER'S MARKETPLACE JOINS
AFFILIATED FOODS MIDWEST COOPERATIVE**

(TWIN LAKES, WI) Norm and Larry Richter of RICHTER'S MARKETPLACE are pleased to announce membership in the Affiliated Foods Midwest (AFM) Cooperative on October 7, 2013, and are excited to belong to a co-op.

“By being an independent grocer and a part of a cooperative,” Larry Richter stated, “we have more flexibility with our ads and are able to do more things independently.”

Richter's are ending their association with Sentry and switching to AFM as Norm and Larry Richter found it to be the best fit for their stores.

AFM is a member-owned cooperative that serves independent grocers in 16 states from three distribution centers, including the one in Kenosha, WI. They currently serve over 800 stores throughout the Midwest.

“Being a part of Affiliated, we have the opportunity to create our own ads and customize them to meet our needs,” Norm Richter said. “We also have the ability to adjust pricing and advertise our own label.”

Richter's Marketplace is excited to offer Chairman's Reserve, a restaurant quality, 100 % premium black angus, USDA graded choice beef.

Customers will see new items such as Grapery grapes and Cow Belle ice cream. Richters will be also be switching to the Shurfine private label. They do not have to worry about the quality of such products, as Richters found these items to be of equal or greater quality than their national counterparts. They also commented that the Shurfine and other private label items offer customers a large variety to choose from as well.

The company will still remain active in the community with their Funds for Friends program. Various non-profit groups from both the Twin Lakes and Burlington communities collect receipts turned in by customers and 1 percent of those sales are given back to those organizations. Through the Funds for Friends program the Richters have given more than \$500,000 back to the two communities.

The Richter family opened the Twin Lakes store in May of 1947 when George and Mildred Richter started the family business. The family bought the store in Burlington in 2000 and built a new store that opened in April of 2002.

Norm and Larry Richter are the second generation of the family at the store, and some of their children make up the third generation of the Richter family involved in the business.