



NEWS RELEASE

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FESTIVAL FOODS TO PURCHASE STORES IN PORTAGE, BARABOO

ONALASKA, WISCONSIN – (MAY 16, 2017) – Festival Foods today announced plans to purchase two of the Pierce's Supermarkets located in Baraboo and Portage, Wisconsin, from Angie and Dave Pierce. The Pierce family also operates a third Pierce's Supermarket in Muscoda, Wisconsin.

Festival Foods, which operates 26 other locations throughout the state, expects to begin operations June 20 under the banner Festival Foods.

Mark Skogen, President and CEO of Festival Foods, said the company is eager to welcome Baraboo and Portage Pierce Supermarket associates into the Festival Foods family.

"We are pleased that we were able to reach an agreement with the Pierce family that will result in a continuation of family-owned grocery stores in the area now and far into the future," he said. "We are honored to join these historic and still thriving Wisconsin communities."

Skogen added that the Portage/Baraboo area represents a key opportunity to better serve the company's growing customer base throughout Wisconsin.

William and Anna Pierce, great-grandparents of brother-sister business partners Dave and Angie, opened the first Pierce's Supermarket in 1924 on Walnut Street in Baraboo. Angie Pierce, president of Pierce's Supermarkets, said she knows the Baraboo and Portage stores will be in good hands with Festival Foods, another family-owned business that mirrors her family's commitment to community involvement.

"This will be a good transition from one family to another," Angie Pierce said, adding that she remembers standing on returnable bottle cases as her father taught her to operate a cash register. She said her family treasures the community's support of the business over the past 93 years.

"I'd also like to thank all employees, past and present," she said. "They have been more than our teammates – they are part of our family. Over the years, they helped make Pierce's Supermarkets an important part of these two communities. We are confident that Festival Foods will carry on the tradition of providing quality products and excellent service that began with my great-grandparents."

To learn more about Festival Foods and its commitment to community involvement, please visit www.festfoods.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 more than 6,700 full- and part-time associates. The company currently operates 26 full-service supermarkets across the state of Wisconsin.

CAREERS AT FESTIVAL FOODS

Festival Foods will be hiring a number of local individuals for a variety of positions. To view job openings and complete an application, please visit www.festfoods.com/careers.

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