

Festival Foods: Wisconsin's Grocery Store

Chances are if you've been to a major city in Wisconsin, you're familiar with the name Festival Foods. Festival Foods is a family-owned and operated grocery company that operates forty locations across Wisconsin. Festival has gained a reputation for community involvement through its partnerships with other Wisconsin-based businesses such as Kwik Trip and becoming the official tailgating headquarters of the Green Bay Packers. The first Festival was opened as Skogen's IGA in 1946 in Onalaska, Wisconsin by Paul Skogen. It was only 3,000 square feet and was attached to Paul Skogen's house. From 1946 to 1990 the Skogen family acquired a small number of stores across the state. In 1990 the company made the shift to the Festival Foods format and opened its first Festival in Onalaska. Since then, under the direction of Dave Skogen and his son Mark, Festival has expanded to forty stores across thirty-four cities in Wisconsin and moved their headquarters from Onalaska to De Pere, Wisconsin. Today Festival employs 7,500 people across the state. Through its community outreach and commitment to its guests Festival Foods has become a thriving company that has its origins in the great state of Wisconsin.

Over the years Festival Foods has become a staple of Wisconsin. Festival's community outreach has had an impact all across the state. They have excelled at community outreach since their inception in 1946. Community outreach is ingrained into the culture at Festival and is evident in their vision statement, "Festival Foods will win at grocery for the benefit of our associates, our guests, and our communities. Our mission and vision are accomplished thanks to five values that best describe what we're all about." Festival sponsors a Fourth of July fireworks show in twenty-eight cities across the state every year. Festival also hosts the Turkey Trot in eleven communities across the state each year on Thanksgiving. These events help Festival to make an impact in communities all across the state. They also sponsor a plethora of other events

every year including the Green Bay Marathon, Madison Marathon, Madison Mini Marathon, and Lifest. The big cart is another way that Festival keeps in touch with the community. The big cart is a 12.5-foot high and 18-foot long shopping cart that Festival uses in parades and other promotional events across Wisconsin. The brat stand located at each Festival store provides an opportunity for nonprofit organizations to raise money and get more exposure in the community. In-store donations are another way that Festival offers the opportunity for local charities and partners to host drives and gain exposure across the state. In 2021 Festival partnered with Hormel Foods and helped donate 7,000 pounds of ham to feed the homeless in Milwaukee. Festival has also recently partnered with Wisconsin-headquartered company Kwik Trip to provide a gas rewards card for customers of both stores. The Festival gas rewards card allows customers to earn points simply by shopping at Festival. Every dollar spent at Festival results in one point, and one-hundred points will result in ten cents off per gallon of gas at Kwik Trip. Festival's community outreach can be attributed to one company attribute: The Boomerang Principle. The Boomerang Principle states that every decision made at Festival is based on the question, "Will it bring the guest back?" As a business Festival Foods has a deep sense of community pride and responsibility and is dedicated to making a positive impact on the communities they serve.

At its core, Festival Foods is a company that focuses on serving its guests and community. This is emphasized in their vision statement, "Festival Foods will win at grocery for the benefit of our associates, our guests, and our communities. Our mission and vision are accomplished thanks to five values that best describe what we're all about." Without community outreach, Festival Foods would not be as successful as they are today. The turkey trot, fireworks shows, parades, and partnerships with local businesses and nonprofits are all examples of the

scale of Festival's commitment to community outreach. Through its community outreach and commitment to its guests, Festival Foods has made sure if you've been to a major city in Wisconsin, you're familiar with the name Festival Foods.

Works Cited

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