



NEWS RELEASE

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Hartford Festival Foods to Open August 12

HARTFORD, WISCONSIN – (July 22, 2022) – Skogen's Festival Foods will open its newest location at 6 a.m. Friday, August 12, at 1275 Bell Avenue in Hartford, Wisconsin. The store will be open daily from 5 a.m.-10 p.m.

Mark Skogen, president and CEO of Festival Foods, said the company is excited to expand to Hartford and serve new guests who seek selection, value and service excellence.

"Our goal is to provide an enjoyable shopping experience for every Festival Foods guest," Skogen said. "It's an honor to join the Hartford community, and we're looking forward to providing our newest guests with excellent product quality and exceptional value."

Shoppers will find Festival Foods' traditional favorites — a scratch bakery, extensive deli, meat and sustainable seafood selections, a hot food bar, organic foods, wine and spirits, and a variety of take-home meals. Catering, online shopping and store pickup services add to the grocer's wide product selection.

With a roster of 250 associates, the Hartford Festival Foods is the first in the chain's history to offer a Caribou Coffee drive-through for guests on the go. Conveniently located near the front entrance is a prepared fresh food line-up and seating area, where shoppers can enjoy a meal or snack, such as Asian stir-fry, Hissho Sushi, pizza and gourmet popcorn.

The Hartford Festival Foods will feature the latest energy-saving equipment and offer a brat stand for nonprofit fundraisers.

Part-time and full-time positions are still available at the Hartford location. More information regarding openings at Festival Foods is available by emailing careers@festfoods.com or by visiting [festfoods.com/careers](https://www.festfoods.com/careers).

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 8,000 full- and part-time associates. Festival Foods currently operates 39 full-service supermarkets across the state of Wisconsin. Skogen's Festival Foods is @festfoods on Twitter, Instagram and Facebook. For more information about Festival Foods, visit www.festfoods.com.

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