Festival Foods Celebrates Family Meals Month with New ‘Mini’ Series on YouTube

GREEN BAY, WISCONSIN – (SEPTEMBER 6, 2018) – Festival Foods is excited to celebrate Family Meals Month in September with a variety of programs, insights and recipe ideas to help bring families together at meal time.

This year’s campaign features some of Festival Foods’ “little guests” in a YouTube “mini” series that’s focused on food, family meals and fun. On camera, these little stars will be doing everything from building their own pizza to making their own taco cups to talking about their favorite family meals and dishing on their go-to snacks.

“We know that family meals provide a regular time for the whole family to be together, strengthening bonds and deepening relationships. What better way to achieve this than getting kids engaged and excited about meal time,” said Lauren Tulig, registered dietitian and nutrition communications manager for Skogen’s Festival Foods. “Our Mealtime Mentors have put together kid-approved meal ideas along with how-to videos.”

Also this month, the Festival Foods Mealtime Mentors are taking this great information to Instagram and Twitter using the #FestivalFamilyMeals hashtag. They’ll host a live broadcast on Facebook at noon on Wednesday, Sept. 12, with northeast Wisconsin radio personalities Shotgun and Charli from WNCY Y100. They will walk through an easy-to-make slow cooker recipe, discuss meal planning and also give away a $100 Festival Foods gift card.

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 7,500 full- and part-time associates. Festival Foods currently operates 31 full-service supermarkets across the state of Wisconsin. For more information about Festival Foods, visit www.festfoods.com.

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