PRESS RELEASE

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**EMBARGOED UNTIL 7/10/19 AT 1:30PM**

RETIRED FESTIVAL FOODS GROCER MARLIN GREENFIELD HONORED AS 2019 GROCER OF THE YEAR

Madison WI – Marlin Greenfield, recently retired from Skogen’s Festival Foods, will be surprised with the announcement that he has been selected as the 2019 Grocer of the Year, the Wisconsin Grocers Association’s (WGA) highest honor. The surprise presentation will be at 1:30 p.m. Wednesday, July 10, at the Darboy Festival Foods, W3195 Van Roy Rd. in Appleton. Marlin was nominated by Mark Maloney of Russ Davis Wholesale.

Marlin Greenfield retired in 2018 after more than 28 years of service with Festival Foods. Mark Skogen, Festival Foods president and CEO, said that Marlin is among the most influential associates in Festival’s 71-year history and that “much of what we now know as hallmarks of Festival Foods began with Marlin.” For most of his Festival career, Marlin was chief operations officer and in 2015, he transitioned to senior operations leader, a role that provided him flexibility to serve Festival in a pre-retirement role as a mentor and support leader for Festival Foods’ store operations teams. Marlin served on the WGA Board of Directors for eight years and was also honored in 2015 with the Wisconsin Grocers Care Political Action Award, which recognized his many efforts to advance the grocery industry in the state.

Marlin began his grocery career at age 15 at a small grocery store in his hometown of Waupun. After college, he joined the Copps Corporation, which then was a family-run, private company. He spent 10 years with Copps, working and managing six locations in Wisconsin. Marlin then joined newcomer (at the time) Cub Foods, managing stores in Madison, Milwaukee, and finally St. Cloud, Minnesota.

In 1990, Marlin met the then-president and CEO of Festival Foods, Dave Skogen, and joined the Festival team at their first store under the Festival Foods banner in Onalaska. Dave Skogen notes several ways that Marlin helped shape the company and the Festival Foods culture, including mentoring three generations of Skogens; always holding others accountable by being firm, but likeable; and relationship building.

Marlin’s positive attitude of service and relationship building carried over into the community. Among his many community service commitments was serving on the board of the Boys & Girls Club (BGC) of Oshkosh, and he was instrumental in building the partnership between BGC Oshkosh and Festival Foods. In addition to supporting BGC events and programs, Marlin helped establish the annual Festival Foods Turkey Trot, a fundraising partnership that benefits BGCs and YMCAs throughout Wisconsin.

The WGA is the Wisconsin food industry’s trade association with more than 750 members, and the Grocer of the Year Award is its most prestigious award. Presented annually, the award is given to a WGA member who makes significant contributions to the industry and community. Marlin Greenfield will receive his formal award Oct. 2 at the Grocers Innovation Expo at the Kalahari Resort in Wisconsin Dells.

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