



NEWS RELEASE

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Badger Liquor Named Festival Foods Business Partner of the Year

GREEN BAY, WISCONSIN – (March 10, 2020) – Festival Foods announced today that [Badger Liquor](#) is its 2019 Business Partner of the Year. The award is presented annually to a business partner that positively impacts Festival Foods' ability to provide outstanding service to its guests.

Family owned and operated since 1935, Badger Liquor is a statewide alcoholic beverage sales network that takes pride in providing great customer service and products as well as timely delivery. The company is headquartered in Fond du Lac, Wisconsin, and has offices and transfer points in five other Wisconsin communities.

Festival Foods' partnership with Badger Liquor began 25 years ago when Festival Foods entered the Green Bay market.

"Badger Liquor helped us get our feet on the ground as the 'newcomer' to the market and played a vital role in our growth over the years," said Randy Munns, Festival Foods senior vice president of marketing and merchandising.

The Badger Liquor team provides nearly daily service to the Festival Foods stores. The team visits so often that it's become an extension of the Festival Foods team. Even more important, Badger Liquor associates reflect the values of Festival Foods, particularly excellent service and execution, and are essential partners in Festival Foods' many community involvement efforts.

"We are very pleased to honor Badger Liquor and we look forward to building an even stronger partnership in the coming years," Munns said.

Recent recipients of the Festival Foods Business Partner of the Year award include MillerCoors, Kemps, SuperValu, KeHe, Gannett Wisconsin Media, John's Refrigeration and Russ Davis Wholesale.

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 33 full-service supermarkets across the state of Wisconsin. For more information about Festival Foods, visit www.festfoods.com.