



NEWS RELEASE

Contact Information

Brian Stenzel, Senior Director, Community Involvement
Skogen's Festival Foods
920.621.2408 PHONE
CIDepartment@festfoods.com

Festival Foods, Kellogg match raises \$20,000 for Wisconsin food pantries

GREEN BAY, WISCONSIN – (Dec. 10, 2020) – A matching gift partnership between Festival Foods and Kellogg has raised \$20,000 for Wisconsin food pantries!

For every Kellogg's Frosted Flakes® product purchased in November, Kellogg matched \$1 as a donation to Festival Foods' Food for Neighbors program, up to \$10,000. In addition, Festival Foods offered to match the donation up to \$10,000. With November online and in-store purchases totaling 13,500 units, Festival Foods and Kellogg are able to provide a maximum donation of \$20,000.

"We share Festival Foods' commitment to ensuring families are fed and fulfilled," said Stephanie Slingerland, Senior Director, Philanthropy/Social Impact, Kellogg Company. "We're pleased that as a result of this partnership, more people will have access to meals this holiday season."

The funds will benefit the 40 food pantries that are part of Festival Foods' Food for Neighbors program. One hundred percent of all Food for Neighbors donations stay in the communities where they were collected.

Festival Foods began Food for Neighbors in 2004 to offer shoppers an easy way to support food pantries by donating \$5 or \$10 right at the checkout. Because Festival Foods doesn't collect a processing fee, every penny of the Food for Neighbors in-store donations benefit the charities.

Food for Neighbors – along with Paw Away Hunger, which raises funds for pet organizations – has raised over \$2 million to date, with donations in 2019 of nearly \$240,000.

Festival Foods thanks NBC26 AND Y100 for their media sponsorship of the Food for Neighbors and Paw Away Hunger programs in northeast Wisconsin.

To find out more about ways that Festival Foods supports the communities it serves, visit the [Festival Foods Community Involvement](#) webpage.

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. The company currently operates 33 full-service supermarkets across the state of Wisconsin.

ABOUT KELLOGG COMPANY

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include Pringles®, Cheez-It®, Special K®, Kellogg's Frosted Flakes®, Pop-Tarts®, Kellogg's Corn Flakes®, Rice Krispies®, Eggo®, Mini-Wheats®, Kashi®, RXBAR®, MorningStar Farms® and more. Net sales in 2018 were approximately \$13.5 billion, comprised principally of snacks and convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating Better Days for 3 billion people by the end of 2030 through our [Kellogg's® Better Days](#) global purpose platform.

Visit www.KelloggCompany.com or www.OpenforBreakfast.com.

###