



NEWS RELEASE

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Festival Foods and Kwik Trip to Launch Gas Rewards Program May 25

GREEN BAY, WISCONSIN – (May 24, 2022) – Skogen's Festival Foods and Kwik Trip will launch a Wisconsin statewide fuel savings partnership May 25.

The Festival Foods Gas Rewards Program allows Festival Foods shoppers the opportunity to earn 1 cent off Kwik Trip fuel purchases with every \$10 spent at Festival Foods. That means with every \$100 spent on groceries, shoppers can save 10 cents off per gallon of fuel at their next fill-up.

Festival Foods president and CEO Mark Skogen said the results from Gas Rewards test markets prove that shoppers clearly love the program.

"We're excited to provide added value to our guests in this new partnership with Kwik Trip, a fellow Wisconsin-based business that, like Festival Foods, is committed to providing the very best value and service to its guests," Skogen said.

"We're always looking for ways to bring value to our guests, so when presented the opportunity to partner with another Wisconsin business to do that, it was a no-brainer for us," said David Jackson, Kwik Trip digital marketing and loyalty manager.

To participate, pick up a Festival Foods Gas Rewards card at [Festival locations throughout Wisconsin](#). Make sure to register the card immediately to start earning points. The rewards balance will be displayed at the bottom of your Festival Foods receipt and can be registered and checked online by visiting rewards.festfoods.com.

For more information regarding Festival Foods Gas Rewards, visit rewards.festfoods.com.

ABOUT KWIK TRIP

Kwik Trip, based in La Crosse, is a family-owned convenience-store chain operating more than 800 locations in Wisconsin and Minnesota under the Kwik Trip banner and in Iowa under the Kwik Star banner.

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 festfoods.com.

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