



Press Release

FOR IMMEDIATE RELEASE

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Festival Foods Offers Delivery to Whitewater Residents

Whitewater, Wis. January 11, 2021 – Residents in the City of Whitewater are now eligible to have groceries delivered directly to their doorstep from Festival Foods in Fort Atkinson or Janesville within two hours.

Onalaska based grocer, Festival Foods, is known to work close with and get involved in the communities in which they serve. It is a family and employee-owned grocery company operating stores throughout Wisconsin with their headquarters located in DePere. It was founded as Skogen's IGA by Paul and Jane Skogen in 1946 and is still owned by the Skogen family.

Economic Development Director, Cathy Anderson reached out to Festival Foods in hopes to expand their delivery service to include Whitewater. Festival Foods agreed and this service is now available for many within the 53190 zip code (View attached map).

“It is very exciting to work with a company willing to expand their local service and assist the Whitewater community,” said Anderson. “I placed my first order and was amazed at how simple, easy and quick the process was. It is very user friendly and the items I needed were on my doorstep within about two hours.”

Festival Foods contracts with Instacart allowing for a personalized home delivery service. Residents can visit the Instacart website, <https://www.instacart.com/store/festival-foods/storefront> or download the app to their smartphone. Enter the zip code of 53190, create an account with an email address and you can shop the virtual aisles of the store as if shopping it in person. Options for delivery of 2 hours, 5 hours or a window of your choice are available.

A nominal delivery fee may be applied to some orders and residents have the opportunity to tip the delivery driver if they wish.

“What a unique, convenient and safe service for the Whitewater community to benefit from in this time of uncertainty,” said Anderson.

The City of Whitewater provides efficient and high-quality services which support living, learning, playing and working in an exceptional community. Visit www.whitewater-wi.gov for community information and updates.

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