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FESTIVAL FOODS TO PRESENT TASTE OF FOND DU LAC IN 2012

(12/15/11)- Festival Foods is in for great food, family and fun at this year's Taste of Fond du Lac. Festival Foods will be the title sponsor of the event, which will be offering up cuisine from more than 25 area restaurants. The day will also feature a silent auction with packages from all over Wisconsin and beyond and live local entertainment.

"Festival Foods enjoys being involved and giving back to the community so we are excited to be the title sponsor for Taste of Fond du Lac," said Mark Skogen, president of Festival Foods. "We especially like being a part of family based activities such as the fireworks show and Walleye Weekend so sponsoring Taste of Fond du Lac was a great fit," he continued.

Founded in 1946, Festival Foods is a family owned and operated grocer with 17 locations in Wisconsin including; Fond du Lac, Oshkosh and Sheboygan. As a leading Wisconsin grocer, Festival Foods stresses the importance of enriching the lives of the employees, customers and communities, the basis of their successful boomerang theory.

"Festival Foods has been a vendor at Taste of Fond du Lac for the past several years and our team always has a lot of fun," said Dan Schalinske, Festival Foods store director. "It is a great way for families to sample foods from our local businesses and there is no better place to be on a cold February day!"

"The Taste of Fond du Lac provides guests a chance try an old favorite and the possibility of finding a new favorite," said Dennis Winkler, president of the Fond du Lac Festivals Board of

Directors. “Festival Foods has been a participant for many years and we’re excited to welcome them as the title sponsor.”

Festival Foods’ Taste of Fond du Lac is a great opportunity for guests to try out a new restaurant, check out their old favorites or anything in between. The event takes place Sunday, February 26 from 11 a.m.-6 p.m. at the renovated and expanded Fond du Lac County Expo Building.

“The added space, revised auction layout, remodeled space and enlarged entry at the Expo Building are great improvements and will help the event grow even larger,” said Winkler.

Advance tickets are \$1.50 each at Festival Foods locations in Fond du Lac, Oshkosh and Sheboygan, Wegner’s Office Supply and the Fond du Lac Area Convention and Visitors Bureau. Tickets at the door are \$2.00 and children five and younger are free. Food and drink tickets are just \$.50 each. For more information, check out fdlfest.com.

Festival Foods’ Taste of Fond du Lac is brought to you by Festival Foods, Stella Artois, Pepsi Americas, WFRV CBS 5, The Reporter, News-Talk AM 1450 KFIZ, Specht Electric and Communications, Crown Trophy and Charter Communications.

Fond du Lac Festivals, Inc. is a non-profit organization founded in 1983 with a mission to direct, promote, and support festivals and special events that showcase the Fond du Lac community. The organization, with a great deal of help and support from the community, is responsible for Walleye Weekend, Festival Foods’ Taste of Fond du Lac and Light up the City. Through these events, Fond du Lac Festivals is able to benefit almost 200 non-profit organizations.

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