



## NEWS RELEASE

Jason Wahlers / Vice President of Communications  
Sarah Quick / Assistant Director of Communications  
Tom Fanning / Communications Manager  
Nathan LoCascio / Communications Coordinator

Aaron Popkey / Director of Public Affairs  
Katie Hermsen / Public Affairs Coordinator

May 15, 2018

## FOR IMMEDIATE RELEASE ##

### GREEN BAY PACKERS, KWIK TRIP EXPAND PARTNERSHIP

#### ***Partnership features gate sponsorship, Official Coffee of the Packers and Lambeau Field***

The Green Bay Packers and Kwik Trip announced today they have expanded and enhanced their partnership significantly to include the sponsorship of the stadium's northwest gate.

The Kwik Trip Gate will serve as an entry point to Lambeau Field on gamedays and a prominent link between the stadium and Tiletown.

The multi-year partnership also includes serving rights for coffee and hot chocolate, with Kwik Trip's renowned Café Karuba coffee becoming the "Official Coffee of the Green Bay Packers and Lambeau Field."

"We are pleased to build upon and expand our partnership with Kwik Trip, a highly-respected Wisconsin organization that shares our commitment to the community and dedication to providing outstanding service," said Packers President/CEO Mark Murphy. "Kwik Trip is a favorite of many in our area, and we are looking forward to working together to continue serving fans, visitors and travelers alike."

Café Karuba will be served at each Lambeau Field concession stand and on the stadium's premium levels, as well as catered at Lambeau Field events.

Additionally, Kwik Trip's rewards program, Kwik Rewards, will now offer fans new opportunities to win exclusive Packers experiences just by downloading the Kwik Rewards app. New members will also receive savings and special offers at Kwik Trip stores just as the one million plus members have been enjoying since its release in February.

"We are thrilled to expand our partnership with the Green Bay Packers to include our Café Karuba Coffee and Hot Chocolate brand as well as our new Kwik Rewards loyalty platform," said Mark Meisner, Kwik Trip Director of Marketing and Advertising. "The Packers are an iconic brand with an emotionally super-charged fan base. Kwik Rewards will provide Packers fans with even greater in-store savings along with opportunities to win tickets, merchandise, gift cards and Packers game day experiences throughout the year."

Kwik Trip is also sponsoring the Instant Win Tower at the Lambeau Field Live traveling exhibit this summer as part of the Packers' 100 Seasons celebration. Fans will have an opportunity to win prizes on the spot at each Lambeau Field Live location throughout the state of Wisconsin.

The two organizations had previously worked together last year on the sale of stainless steel insulated Packers tumblers at Kwik Trip, which customers could purchase to receive deals on Karuba coffee and other Kwik Trip products.

#### **About Kwik Trip:**

Founded in 1965, Kwik Trip, Inc. is one of the largest independently held convenience store chains in the United States. Dedicated to service and making a difference in the lives of customers, Kwik Trip owns and operates over 630 stores in Wisconsin, Minnesota and Iowa and employs over 21,000 people. With an emphasis on vertical integration, the company also operates its own kitchens, bakery, and dairy and maintains its own distribution center and fleet under the Convenience Transportation name. Kwik Trip has been recognized as a Top Workplace in Wisconsin by the *Milwaukee Journal Sentinel* for each of the last eight years and was recently awarded the No. 1 ranking for 2018. Today, Kwik Trip continues to grow through new initiatives like a strong focus on food and value-priced commodities.

# # #

#### **Media Contacts:**

Katie Hermsen  
Green Bay Packers  
920/569-7218  
[hermsenk@packers.com](mailto:hermsenk@packers.com)

Steve Wrobel  
Kwik Trip, Inc.  
608/793-6264  
[swrobel@kwiktrip.com](mailto:swrobel@kwiktrip.com)

