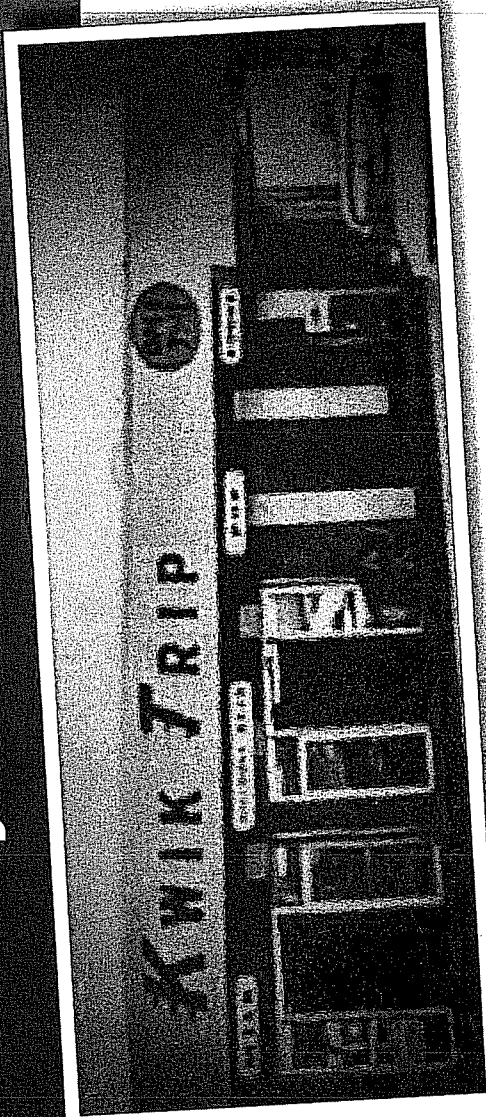


WELCOME!

Kwik Trip
INC.

History - Growth



First Kwik Trip Store

1965

Eau Claire, WI

50 stores

1983

1986

100 stores

2000

300 stores

Today

525+ stores

Over
525

300

100

50

History - Trade Names

Kwik Trip™

Trade Names

Kwik Star®

Kwik Trip,™ Kwik Star,®
Kwik Trip Express and Kwik Star Express

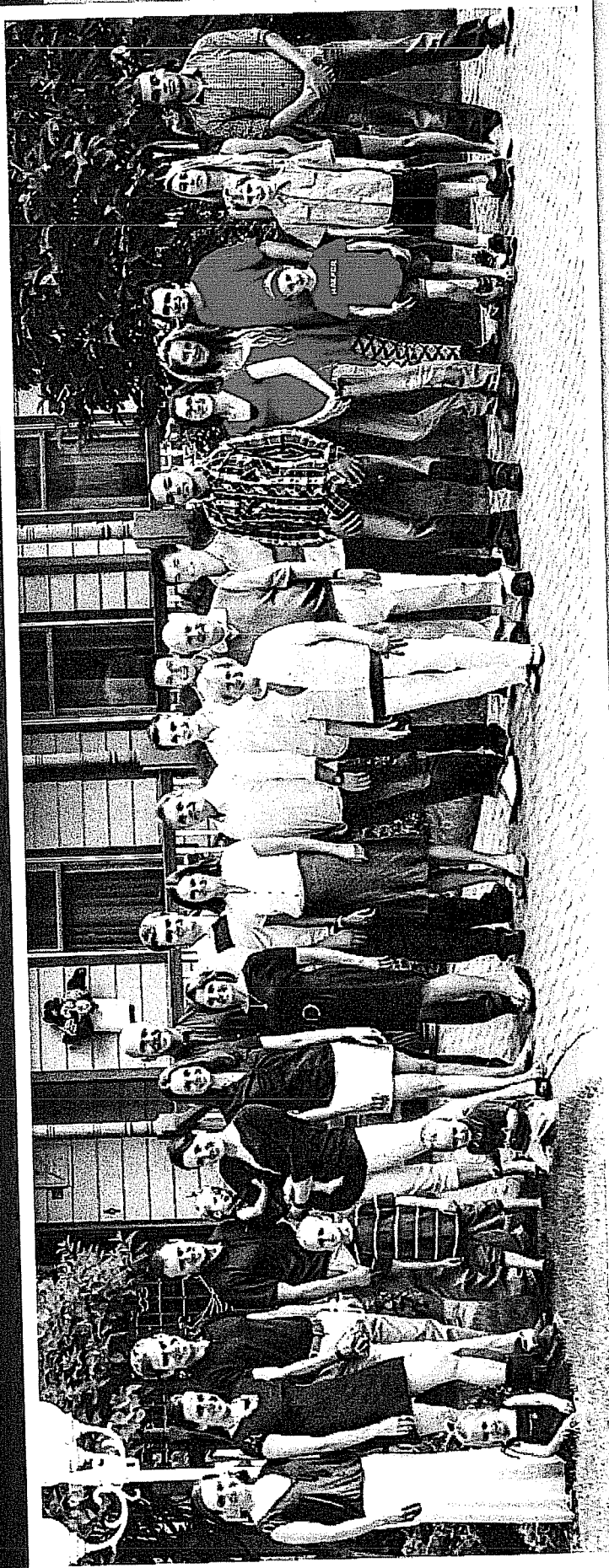
**Kwik Trip
EXPRESS**

Current Employment

17,000+ co-workers

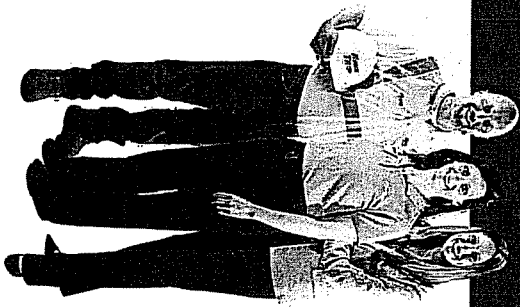
**Kwik Star
EXPRESS**

History - Privately Owned



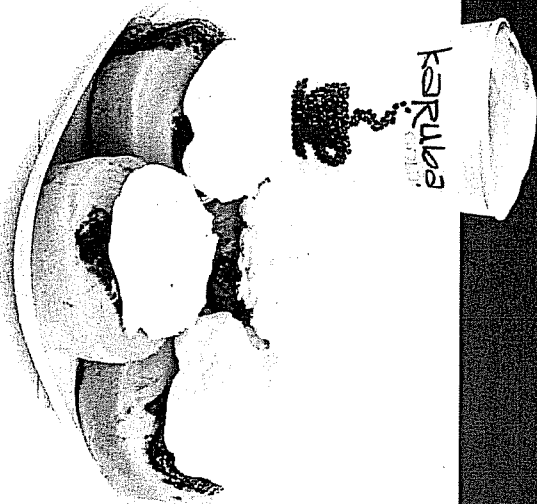
Don and LaVonne Zietlow; their children Scott, Vicky, and Steve; and grandchildren

Priorities



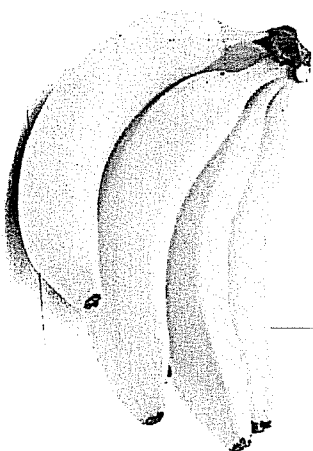
People

Guests, Co-workers
and the communities
we serve



Food

Provide great quality,
value and selection
at good prices



Vertical Integration

Control Production,
quality, delivery and
efficiency

Kwik Facts

- Serve 6 million guests each week
- Sell 241 hot beverages store/day
- Sell 83 cold beverages store/day
- Sell 265 milk/juice products store/day
- Sell 821 sweet goods store/day
- Sell 231 fresh case goods store/day



KARUBA
GOLD



LARGE

Our Mission

Mission Statement:

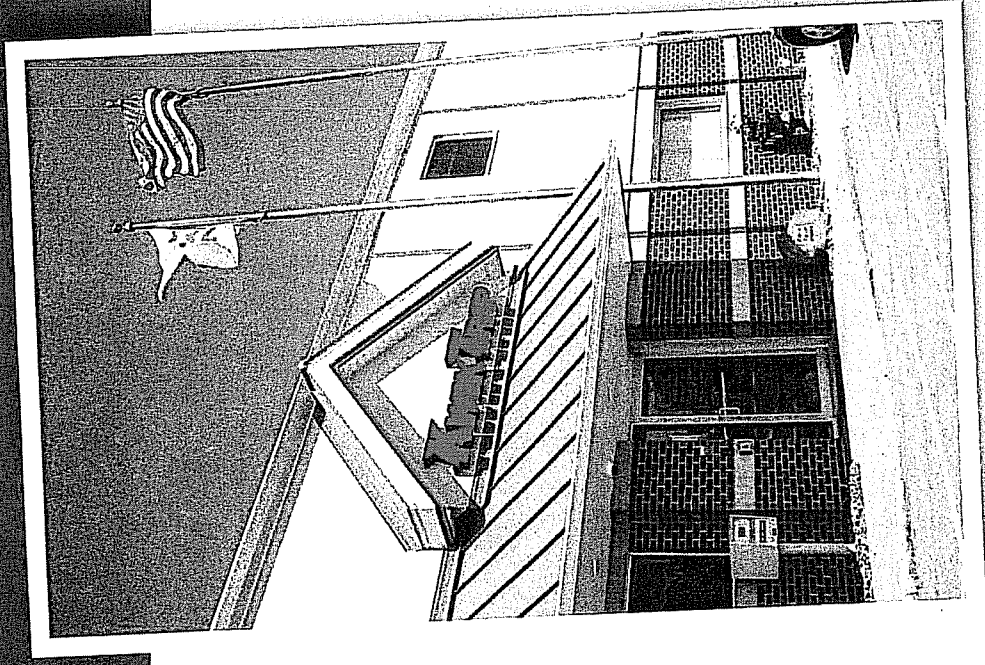
To serve our customers and community more effectively than anyone else by treating our customers, co-workers and suppliers as we, personally, would like to be treated, and to make a difference in someone's life.

- All co-workers know our mission statement
- Job interviews focus on the ability of the person to live the mission statement and core values

Support Center

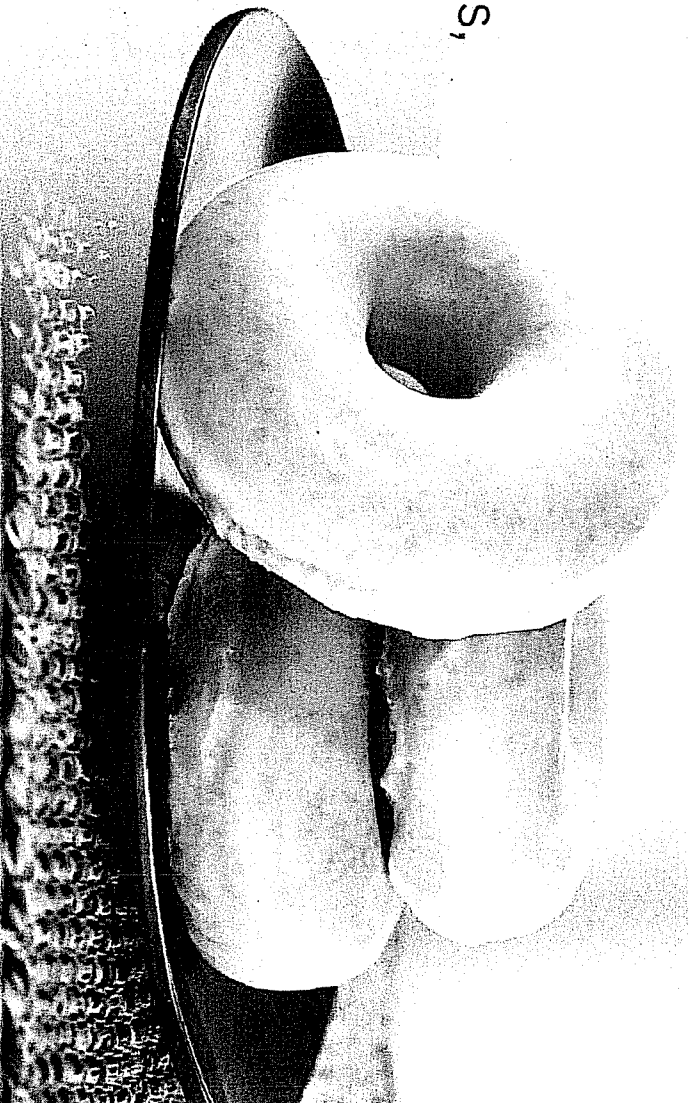
Handles the administrative needs of our stores and co-workers and is the lifeline to our 525+ retail locations.

- **Marketing**
- **Training**
- **Accounting**
- **Human Resources**
- **Legal**
- **Management Information Systems**
- **Store Engineering**
- **Production**
- **Audio Visual**



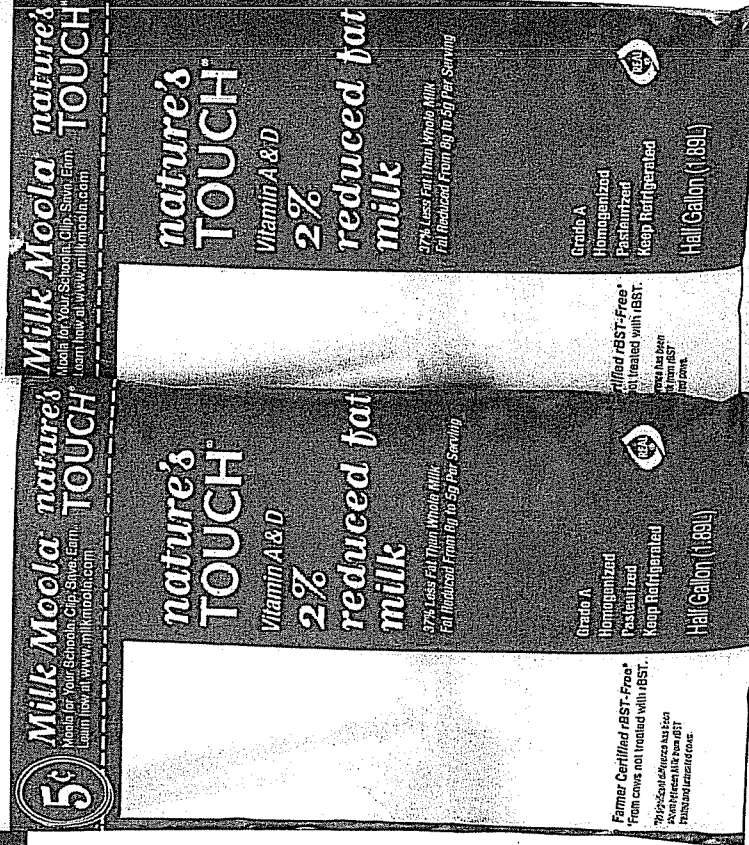
Production - Bakery

Daily Kwikery® Bake Shop
production includes over 50
varieties of baked and sweet goods,
including **bread**s, **bagels**, **buns**,
muffins, **cookies**, **donuts**, **cakes**,
cupcakes and **Glazers**



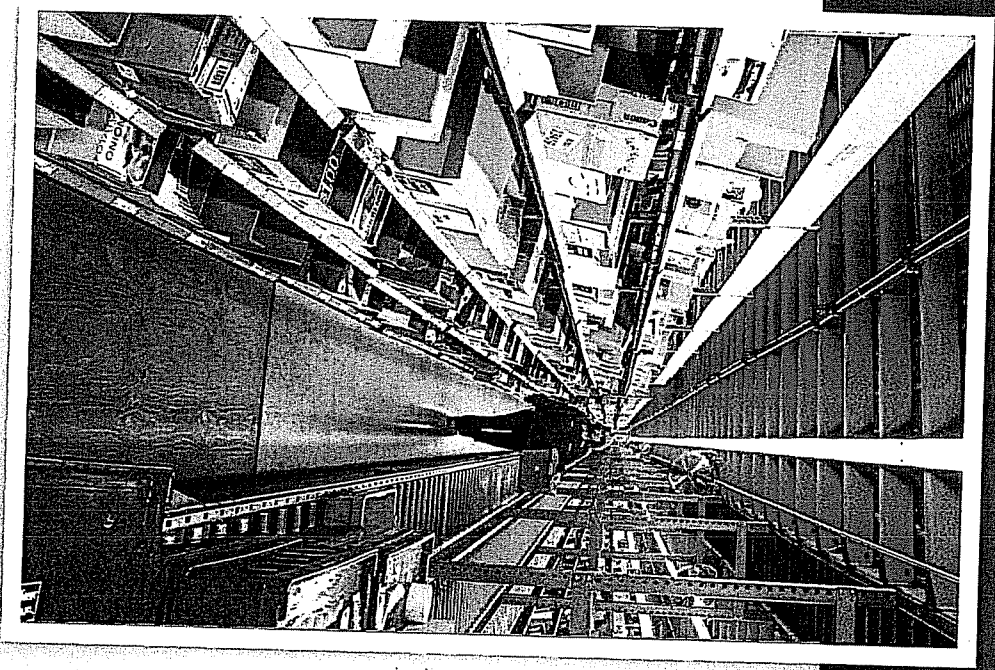
Production - Dairy

- Opened in January, 1984.
- Produces Nature's Touch[®] milk, orange juice, regular and flavored water, sport drinks, ice cream, frozen yogurt, and gelato.
- Ice production plant opened in March, 2008



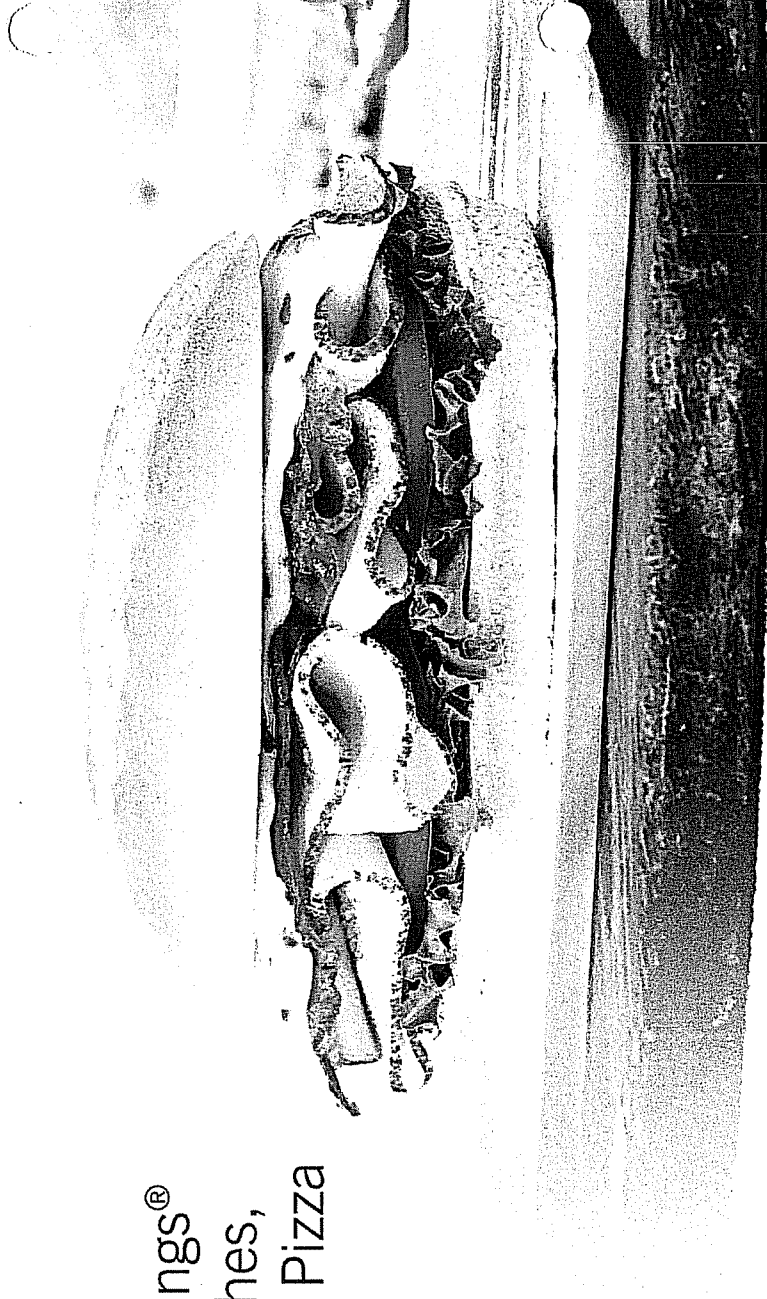
Production - Warehouse

- Built in 1996 and expanded five times
- **Dry Storage, Cooler, Freezer and Banana ripening/storage rooms** operate 24/7. Maintain 6,300 different products



Production - Kitchens

- Produces Kitchen Cravings® salads, soups, sandwiches, and Cheese Mountain® Pizza
- Opened in May, 2007
- USDA inspector has office on site



Local Suppliers

Cheese

Richland Center, Colby,
Athens, Gilman

Bologna & Summer Sausage

La Crosse

Roast Beef

Milwaukee

Organic Eggs

Westby

Egg Patties

Burlington

Chicken & Egg Salad

Portage

Milk

Sparta, WI and Plainview, MN

Organic Milk

Whitewater

Soup beans

Augusta

Potatoes

Nekoosa

Onions

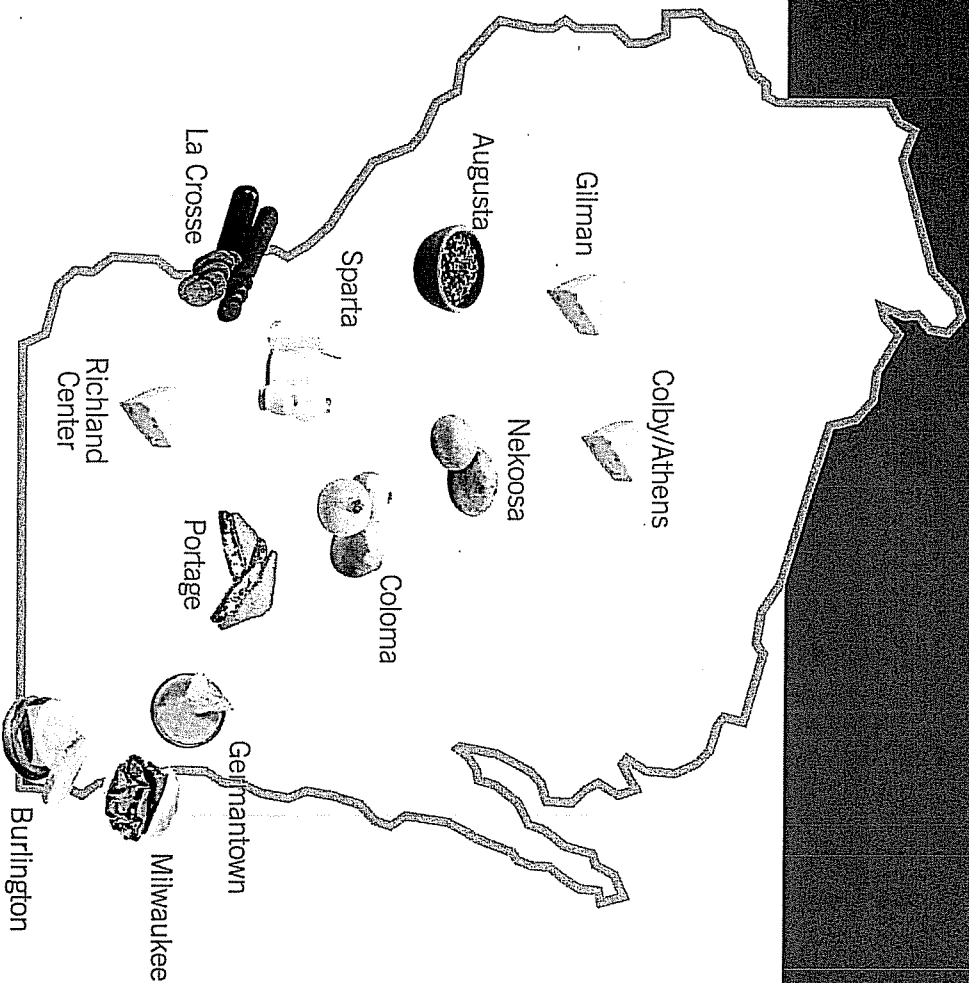
Coloma

Pizza Meat Toppings

MN & IA

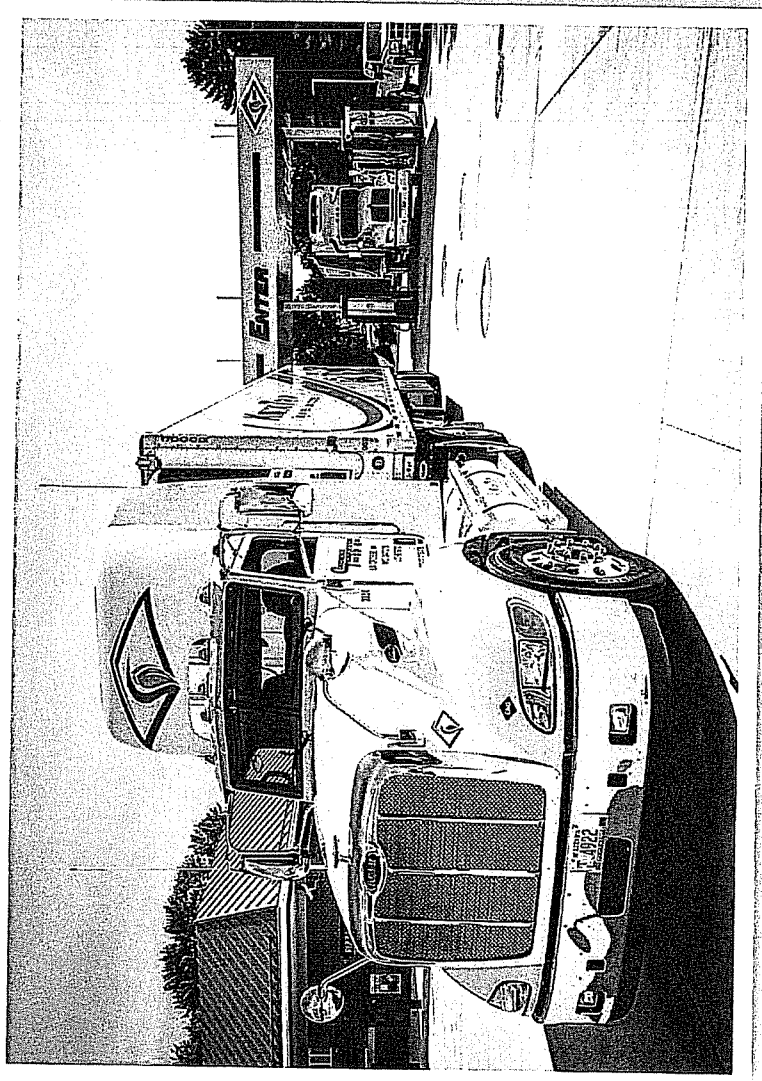
Cheese Sauce

Germantown



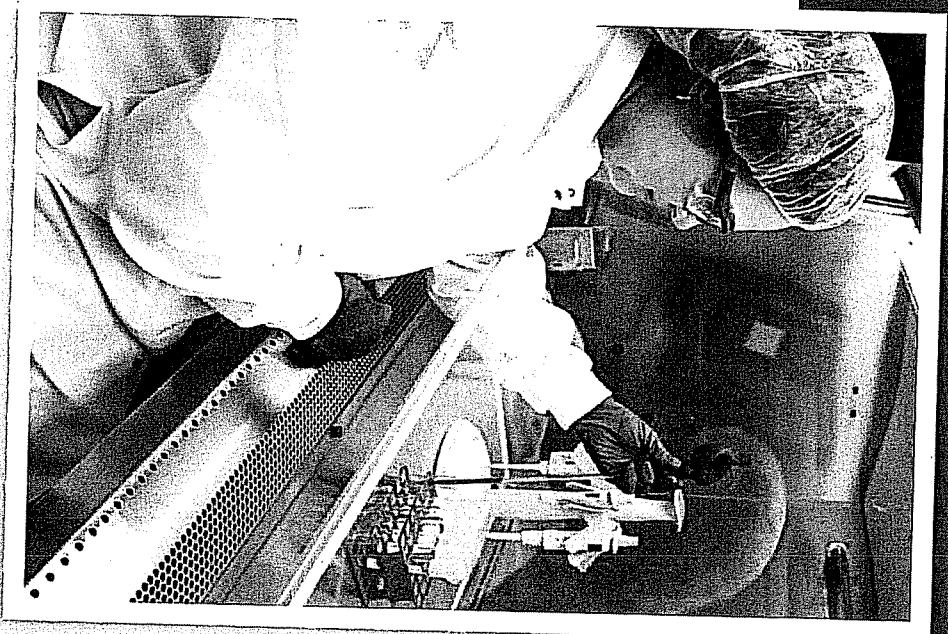
Convenience Transportation & Fleet Services

- Travel 22 million miles per year
- Maintain over 600 pieces of equipment



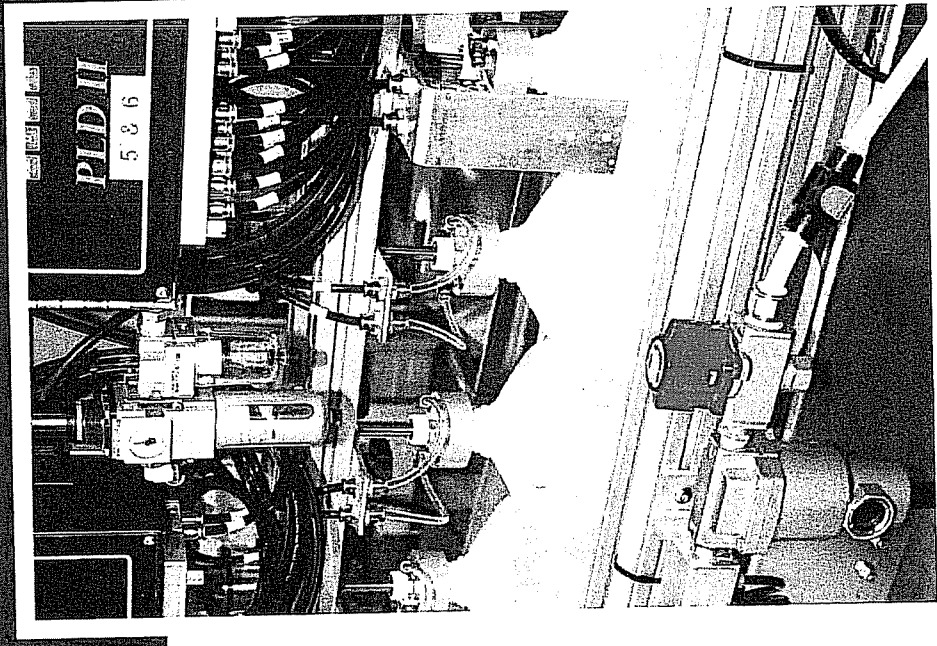
Food Safety Protection

- Laboratory facility completed in 2008
- Partnership with Marshfield Clinic
 - Over 2,500 samples tested seven days a week
 - Ingredient, environment and product samples



Vertical Integration

- Unlike other convenience store chains, Kwik Trip, Inc is vertically integrated
- We make it, we ship it, we sell it!
- We produce 80% of our own products
- Removes excess costs and controls quality
- Gives us a competitive advantage

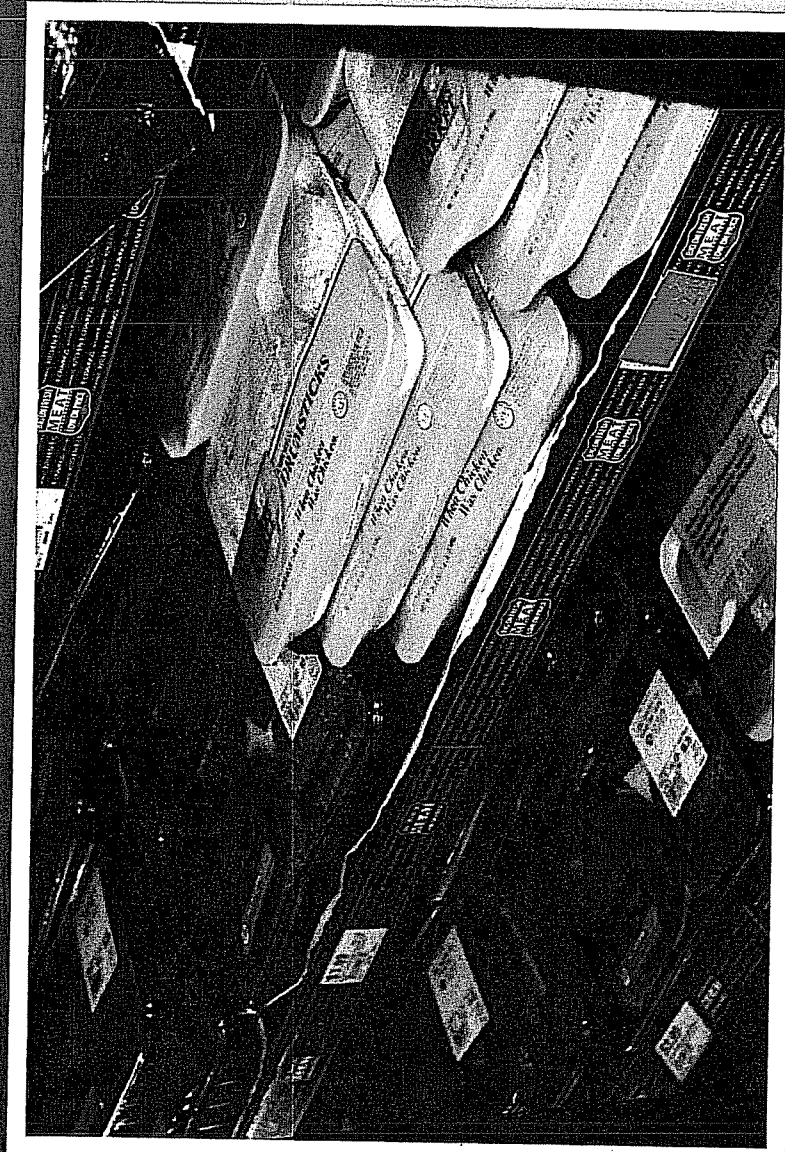


Karuba Gold

- Hot and Iced Genuine Espresso Drinks



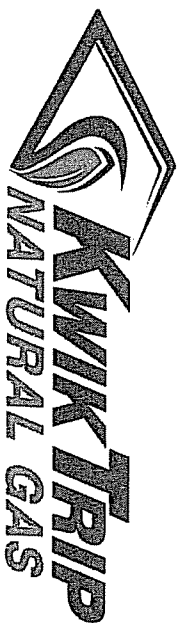
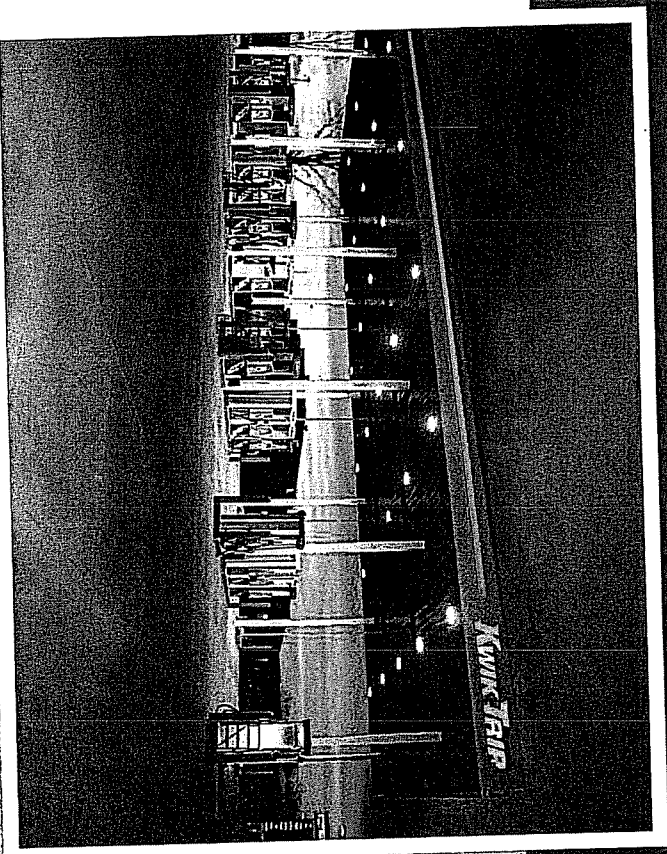
Fresh Meat



- Premium Meat selections available in our Meat Case

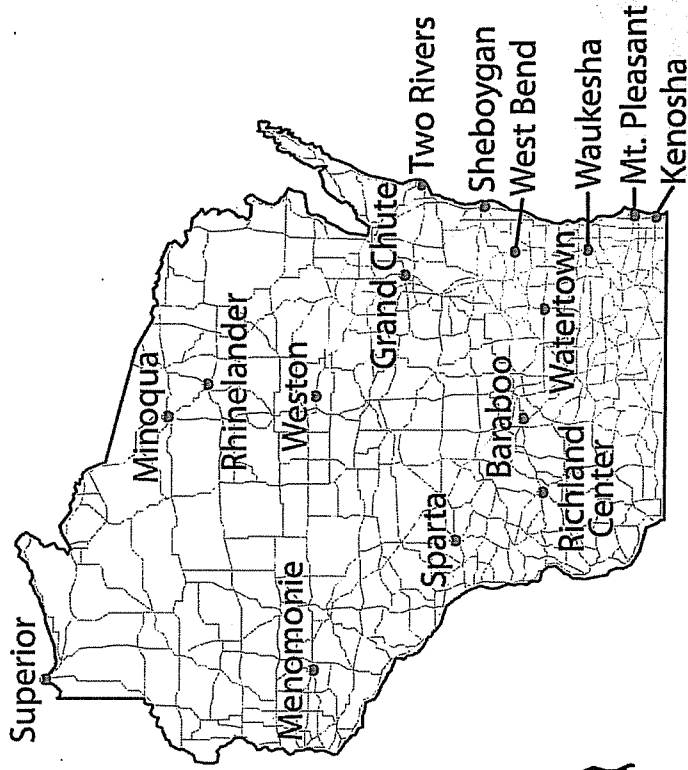
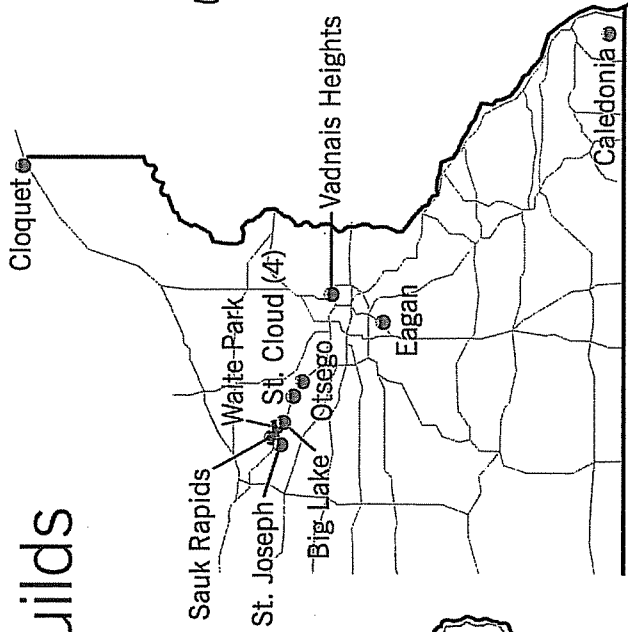
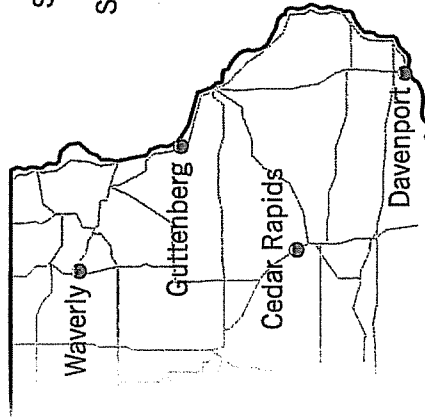
Alternative Fuels

- Kwik Trip invests in locations that offer compressed natural gas (CNG).



New Store Growth

2016 Builds/Rebuilds



Our Co-Workers

40%

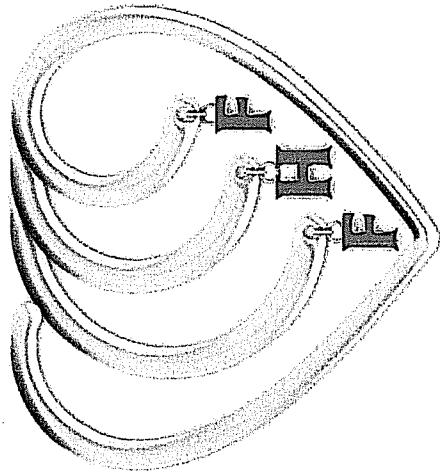
Profit Sharing

40% of pre-tax profits are shared with all workers

Bonuses

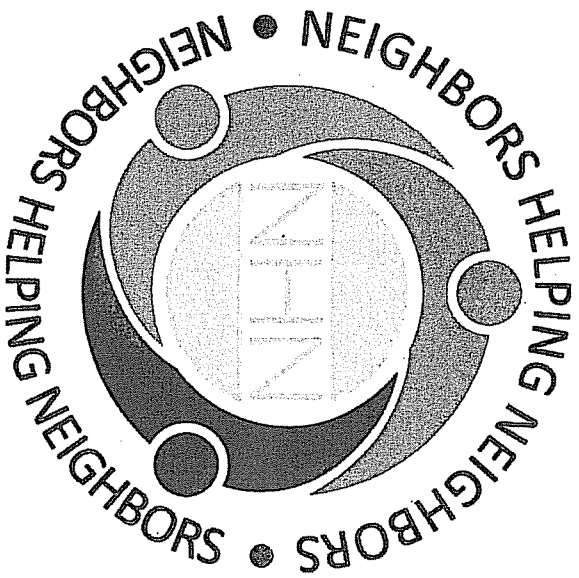
All co-workers, full-time and part-time, receive year-end bonuses.

Families Helping Families



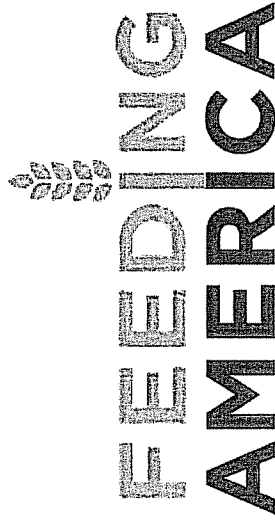
- Co-workers donate money
- Distribute funds to Kwik Trip Inc. co-workers in need
- Medical Services, rent, utilities, personal tragedies (fire, flood, tornado, etc.)
- Helped 250+ co-workers last year

Neighbors Helping Neighbors



- Funded by people in the community making contributions at coin boxes on our store counters.
- NHN distributes funds for individuals/families within the community who have experienced a disaster, medical-related hardship or have a pressing financial need.
- We consider requests for the following items: Kwik Trip coupons, products, gift cards, car washes and cash.

Kwik Trip Cares - For the Hungry



- Partnered with Feeding America, the nation's leading hunger-relief and food reclamation organization
- Kwik Trip is committed to increasing our impact through food donations, fund raising and education
- Partner food banks pick up food donations from our stores 2-3 times per week
- 1 million pounds of food annually
- 3.5 million pounds of food donated since 2011

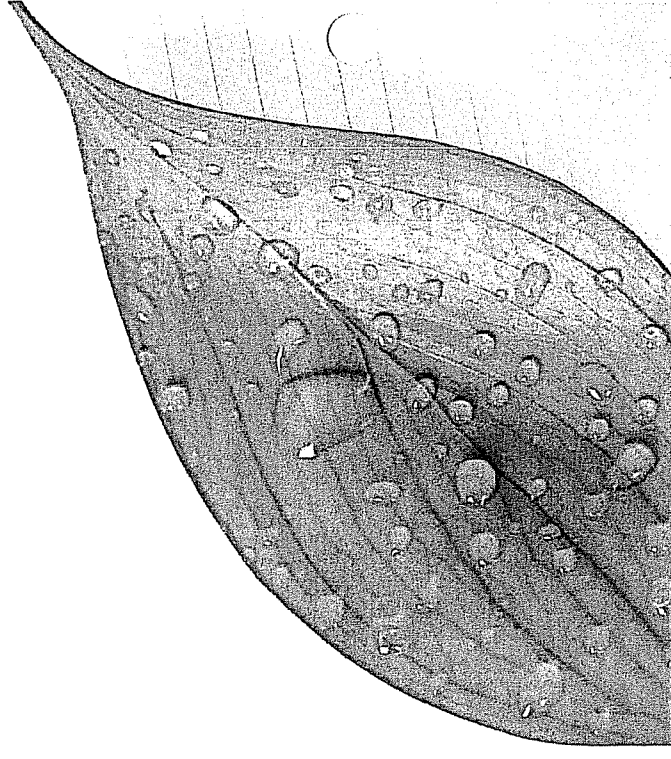
Kwik Trip Cares - For the Challenged

- - Raised over \$230,000 last year
 - Our co-workers volunteer at Special Olympics events in WI, MN, and IA
 - Statewide sponsor of the annual Polar Plunge
 - Co-workers volunteer to work at the State Summer Games

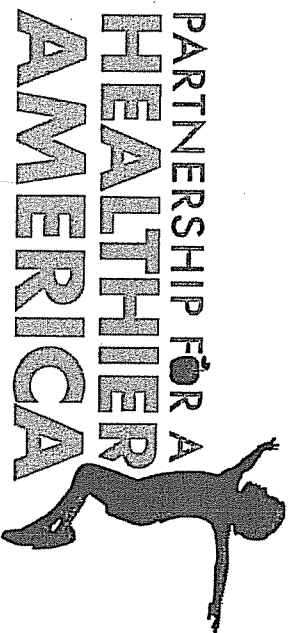


Kwik Trip Cares - For the Environment

- Sustainability Initiatives
- 32 LEED Stores
- LED Lighting
- Low Flow Water
- High Efficiency Motors
- Recycling containers at 96% of retail stores
- Recycle over 650 tons of cardboard and 35 tons of shrink wrap annually



Kwik Trip Cares - For Guest Wellness



The Partnership for a Healthier America (PHA) works to ensure the health of our nation's youth.

Kwik Trip has committed to maintain and build upon healthy food choices, to continue to make those choices more affordable, and to support healthier options to meet the needs of the children, families and communities it serves.



Top Rated Employer

**TOP
WORK
PLACES**
2015

MILWAUKEE · WISCONSIN
JOURNAL SENTINEL

**TOP
WORK
PLACES**
2015

StarTribune

**TOP
WORK
PLACES**
2015

The Des Moines Register

Apr 01, 2016 5:31 PM CDT La Crosse, WI (WXOW) -

Forbes recognized Kwik Trip on a national scale this past March as one of America's Best Employers 2016.

Forbes asked more than 30,000 workers employed by companies with at least 5,000 employees if they would recommend their employer and how they felt about other employers in their industry. Kwik Trip ranked within the top 6 percent of the 500 businesses included on the list as the 30th best employer. It's a jump from their rank in 2015 as the 61st best employer.

According to Forbes, unemployment across the nation hit an eight year low in January. This increases competition among employers to attract the best employees and puts power in the hands of workers to say who they prefer.

"We have a great culture here at Kwik Trip. We have a culture of kindness. People treat each other with our mission statement in mind, to treat others as you like to be treated. That makes a great place to work," said Kwik Trip's Director of Corporate Communications John McHugh.

Kwik Trip has more than 17,000 employees throughout their 500 stores in three states throughout the Midwest. They say creating a welcoming culture is something they commit to and have since 1965.

Kwik Trip Store Leader Terri Hale started two years ago and couldn't agree more, "My experience here has been wonderful. The family here is amazing to work for. The people we work with are amazing. It's like our own little family."

The convenience store and gas station chain hopes their achievement will also send a message to the rest of the country.

"A lot of times, when people think of a great place to work, they think of the East Coast, West Coast. They think of places like Google, when some of the best places to work are right here in the Coulee Region," said McHugh.

Forbes ranked Mayo Clinic Healthcare, based in Rochester, as the 9th best employer and Harley Davidson, based in Milwaukee, as the 21st best employer. At the top of the list was Marathon Petroleum followed by Google and Costco.

KWIK TRIP | KWIK STAR

fundraising.....
PROGRAMS
.....

Located in WI, MN and IA. For more details on any of these fundraising programs, visit our website: www.kwiktrip.com, or E-Mail: fundraising@kwiktrip.com

SCRIP GIFT CARDS

Your group purchases Scrip Gift Cards at 5% off the face value of the card then sells them at face value and keeps the profit! Available in various denominations. Free shipping on your first order.



CAR WASH CARDS

Your group purchases 5-count Ultimate Car Wash cards at a reduced price then sells them at a price determined by your group. Your organization keeps the difference! Each card is good for 5 washes.



MILK MOOLA PROGRAM

Your members collect caps and bag tops from any Nature's Touch® Milk, Juice and Water products to earn 5¢ each.



PIZZA CERTIFICATES/ CONCESSIONS

Your group purchases Cheese Mountain® Pizza Certificates or Pizza for your Concession Stand at a reduced price then sells them at a price determined by your group. Your organization keeps the difference!



HEALTHY CONCESSIONS

Your group purchases our optional healthy choice products (fresh fruit, salads, fruit cups, cheese, water, juice, etc.) at a reduced price then sells them to others at a price set by your group. Your organization keeps the difference!



GLAZERS CERTIFICATES

Your group purchases Glazers® Half-Dozen Donut Certificates at a reduced price then sells them to others at a price set by your group. Your organization keeps the difference!



KWIK REWARDS REBATES

Your favorite charity receives a quarterly donation check from Kwik Trip, Inc. in lieu of your Kwik Rewards certificates when you use your Kwik Card® Plus Debit or Credit card(s).



Availability may be limited at some locations • Program can be changed or discontinued at any time without notice

KWIK TRIP FACT SHEET

- KWIK TRIP OPENED FOR BUSINESS IN 1965; CELEBRATED OUR 50TH ANNIVERSARY IN 2015
- KWIK TRIP IS OWNED BY THE DON & LAVONNE ZIETLOW FAMILY; DON IS PRESIDENT & CEO, SCOTT ZIETLOW (SON) IS CHAIRMAN OF THE BOARD; STEVE ZIETLOW (SON) IS VICE PRESIDENT & HEAD OF PETROLEUM OPERATIONS & BOARD MEMBER, VICKY KUNZ (DAUGHTER) SERVES ON FAMILIES HELPING FAMILIES & DONATIONS COMMITTEES & IS A BOARD MEMBER; MARK ZIETLOW (GRANDSON) - REAL ESTATE DEPARTMENT – ASSOCIATE BOARD MEMBER; PAULA ZIETLOW (GRANDDAUGHTER) - ASSOCIATE BOARD MEMBER – INTERNING IN PR/TRAINING. HANS ZIETLOW (NEPHEW) – DIRECTOR OF REAL ESTATE; CARL RICK – (HUSBAND OF GRANDDAUGHTER EMILY) – MANAGER OF SOCIAL MEDIA & ASSOCIATE BOARD MEMBER.
- VERTICALLY INTEGRATED COMPANY – OPERATE OWN BAKERY, DAIRY, BLOW MOLD, KITCHEN, FOOD SAFETY LAB, DISTRIBUTION CENTER, ICE PLANT, TRANSPORTATION COMPANY & HEALTH CLINIC
- MAKE & SHIP 80% OF OUR OWN BRANDED PRODUCTS
- OWN & OPERATE 525 STORES, 165 CAR WASHES & 34 CNG STATIONS IN WI, MN & IA
- GENERATE \$4.5 BILLION IN ANNUAL SALES
- EMPLOY 16,426 CO-WORKERS (As of 1/15/2016) – 10,590 in WI, 3,950 in MN, and 1,886 in IA
- 1,950 CO-WORKERS WORK ON CORPORATE CAMPUS IN LA CROSSE, WI.
- SERVE 6 MILLION GUESTS EACH WEEK
- TRUCKS LOG 22 MILLION MILES PER YEAR DELIVERING PRODUCTS & FUEL TO OUR STORES
- DELIVER FRESH PRODUCTS TO OUR STORES DAILY
- PURCHASE PRODUCTS FROM LOCAL & REGIONAL FARMS & SUPPLIERS
- BUILDING 35-40 NEW STORES ANNUALLY
- NEW STORES AVERAGE 7,000 SQUARE FEET
- 30-35 CO-WORKERS PER STORE; 35% FULL-TIME AND 65% PART-TIME
- 32 LEED CERTIFIED STORES SAVE WATER, ELECTRICITY, & INCREASE USE OF RECYCLED BUILDING MATERIALS
- HAVE RECYCLING CONTAINERS AT 96% OF OUR STORES
- CULTURE OF CARING – 40% PRE-TAX PROFIT SHARING, ANNUAL BONUSES FOR FULL & PART-TIME CO-WORKERS, BENEFITS, 30-DAY PAID SABBATICAL AFTER WORKING AT KWIK TRIP FOR 20 YEARS, BIRTHDAY WEDDING & ANNIVERSARY GIFTS; FREE DAILY WELLNESS FRUIT; LUNCH & LEARN SEMINARS
- LOW TURNOVER AT RETAIL (24% vs. Industry Standard of 77%) & CORPORATE SUPPORT CENTER (UNDER 1%)
- BUSINESS PLAN & YEAR-END MEETINGS INFORM CO-WORKERS OF GOALS AND RESULTS
- TOP WORKPLACE AWARDS IN 2015: 1ST IN WI; 5TH IN MN; 3RD IN IOWA.
- FAMILIES HELPING FAMILIES, INC. IS A CO-WORKER SUPPORTED NON-PROFIT ORGANIZATION; PROVIDES FINANCIAL ASSISTANCE & RESOURCES TO CO-WORKERS. HELPED 1,500+ CO-WORKERS OVER PAST 6 YEARS
- RETAIL HELPER PROGRAM PROMOTES HIRING OF CO-WORKERS WITH DISABILITIES (CURRENTLY AT 252)
- WE ANNUALLY RECYCLE 650 TONS OF CARDBOARD & 35 TONS OF SHRINK WRAP
- DONATE OVER \$11 MILLION BACK TO LOCAL AND STATE NON-PROFIT ORGANIZATIONS
- 100 ACRES COMPRISING KWIK TRIP CAMPUS; TOTAL SQUARE FOOTAGE UNDER ROOF IS 1,027,293 SF
- BAKERY: 7 ACRES AND 146,000 SF; DC/KITCHENS: 42 ACRES AND 418,700 SF; DC = 360,000 SF
- SUPPORT CENTER/DAIRY: 10 ACRES AND 162,500 SF (AND GROWING)
- ALTERNATIVE FUEL CENTER SELLS LARGEST VARIETY OF ALT. FUELS – CNG/LNG/BIO-DIESEL/PROPANE
- CONVERTING ALL KWIK TRIP DELIVERY & FUEL TRUCKS TO CNG BY END OF 2016
- ALL FACILITIES ARE FDA-APPROVED AND PRODUCE KWIK TRIP'S OWN LINE OF KITCHEN CRAVINGS SANDWICHES AND SOUPS; BURRITOS, CHEESE MOUNTAIN PIZZAS; FRESH KWIKERY BAKERY PRODUCTS INCLUDING WHITE AND WHEAT BREAD, BUNS, MUFFINS, DONUTS, COOKIES, AND BAGELS; AS WELL AS THE NATURE'S TOUCH BRAND OF DAIRY PRODUCTS, WATERS, AND ICE.
- VISIT WWW.KWIKTRIP.COM FOR ADDITIONAL INFORMATION.



Information

To learn more about us, visit us at kwiktrip.com
or find us at:

