

# KWIKTRIP. FACT SHEET

- \* Kwik Trip opened for business in 1965 and celebrated our 50th Anniversary in 2015.
- \* Kwik Trip is a family-owned business with corporate headquarters in La Crosse, Wisconsin.
- \* Kwik Trip is owned by Don and LaVonne Zietlow family:
  - \* Don Zietlow is President and CEO.
  - \* Scott Zietlow (son) is Chairman of the Board.
  - \* Vicky Kunz (daughter) serves on Families Helping Families & Donation Committees and is a Board Member.
  - \* Jill Zietlow (daughter-in-law) is a Board Member.
  - \* Mark Zietlow (grandson) works in the Real Estate Department and is a Board Member.
  - \* Carl Rick (husband of granddaughter Emily) is a Public Relations Specialist & Associate Board Member.
  - \* Paula Buttner (granddaughter) is the Wellness Coordinator and Associate Board Member.
  - \* Kevin Buttner (husband of Paula Buttner) works in Petroleum Procurement and an Associate Board Member.
  - \* Hans Zietlow (nephew) is the Director of Real Estate.
- \* Kwik Trip has three outside members of its Board of Directors:
  - \* Mark Drazkowski – (Retired) Chief Executive Officer of Reinhart Foodservice
  - \* Craig Culver -- Chief Executive Officer of the Culver Franchising System, Inc.
  - \* Jim Clough -- President of Food Service, Advanced Pierre
- \* Kwik Trip is a vertically-integrated company:

We operate our own Bakery, Dairy, Kitchens, Blow Mold, Food Safety Lab, Distribution Center, Ice Plant, LP Plant, Transportation Company and Health Clinic.
- \* Kwik Trip makes and ships 80% of our own branded products.
- \* Kwik Trip purchases many of our products locally and regionally in Wisconsin, Minnesota and Iowa.
- \* Kwik Trip owns and operates:
  - \* 570 stores – 337 in Wisconsin; 149 in Minnesota; 84 in Iowa. (As of 8/22/2017)
  - \* 213 car washes and 317 bays (113 single bays & 204 double bays)
  - \* 173 of our 211 car wash locations recycle unneeded under carriage wash water via “reverse osmosis.”
  - \* This has saved 237,537,931 gallons of water, which is equal to washing 9,315,212 vehicles.
  - \* Those gallons saved equal the amount of water needed to fill 1,486 average-sized backyard swimming pools.
- \* Kwik Trip employs 19,557 co-workers (as of 8/22/2017): 12,694 in WI; 4,725 in MN; and 2,138 in IA.
- \* 2,300 co-workers work at the corporate campus in La Crosse, Wisconsin.
- \* Kwik Trip serves 7.0 million guests each week.
- \* Kwik Trip delivers fresh products to our stores daily.
- \* Kwik Trip trucks log 25 million miles a year delivering products and fuel to our stores.
- \* Kwik Trip operates 34 CNG Stations in Wisconsin, Minnesota and Iowa.
- \* Kwik Trip is the largest retail seller of lottery tickets in Wisconsin and 2<sup>nd</sup> in Minnesota. Kwik Star is 4<sup>th</sup> in Iowa.
- \* Kwik Trip is building 56 stores in 2017 – 36 in Wisconsin; 12 in Minnesota; and 8 in Iowa.
- \* A new Kwik Trip store averages 7,000 square feet and employs 30-35 co-workers—35% full-time, 65% part-time.
- \* Kwik Trip has 7 zone leaders, 39 district leaders and 20 food service district leaders. Each district has about 15 stores.
- \* Kwik Trip has 39 LEED-certified stores that save water and electricity and use recycled building materials.
  - \* 96% of Kwik Trip stores have recycling containers.
  - \* Annually recycle 650 tons of cardboard and 35 tons of shrink wrap.
- \* Kwik Trip promotes a Culture of Caring, which includes:
  - \* 40% pre-tax profit sharing with all co-workers.
  - \* Annual bonuses for full-time and part-time co-workers.
  - \* Health care and retirement benefits.
  - \* Health and wellness services for co-worker and family members at Kwik Trip Center for Health.
  - \* 30-day paid sabbatical after working with Kwik Trip for 20 years.
  - \* Birthday, wedding and anniversary gifts.
  - \* Free daily wellness fruit.
  - \* Lunch and Learn seminars.
  - \* Co-worker appreciation lunch.

# KwikTRIP<sup>™</sup> FACT SHEET

- Kwik Trip has a low turnover rate at Retail:
  - 30% vs. Industry Standard of 77%.
  - Corporate Support Center is under 1%.
- Our Business Plan and Year-End Meetings inform our co-workers of the goals Kwik Trip sets and the results we obtain.
- Kwik Trip was awarded Top Workplace Awards in 2016 and 2017:
  - 1<sup>st</sup> place in Wisconsin in 2016; 3<sup>rd</sup> Place in 2017.
  - 2<sup>nd</sup> place in Minnesota in 2016; 8<sup>th</sup> Place in 2017.
  - 1<sup>st</sup> place in Iowa. 2017 TBD.
- Families Helping Families, Inc., (FHF) is a co-worker supported, non-profit organization that provides financial assistance and resources to co-workers in need. FHF has helped 2,435 co-workers over the past 10 years.
- The Retail Helper Program promotes the hiring of co-workers with disabilities. There are currently 314 co-workers with disabilities employed at Kwik Trip and Kwik Star stores – 203 in WI, 81 in MN and 30 in IA.
- Kwik Trip has donated over 5.8 million pounds of food to Feeding America food pantries in WI, MN and IA since 2011.
- Kwik Trip's campus covers over 120 acres. The total square footage under roof is 1,027,293.
  - Bakery: Covers 7 acres and is 146,000 square feet.
  - Distribution Center/Kitchens: 42 acres and is 418,700 square feet, with the Distribution Center taking up 360,000 square feet.
  - Support Center/Dairy: Covers 10 acres and is 162,500 square feet and growing!
- Alternative Fuel Center in La Crosse, Wisconsin sells the largest variety of alternative fuels:
  - Compressed Natural Gas (CNG)
  - Liquefied Natural Gas (LNG)
  - Bio-diesel
  - Propane
- Kwik Trip is converting 90 % of its delivery and fuel trucks to CNG. Full conversion will be completed in 2017.
- All facilities are FDA approved and produce all of Kwik Trip's proprietary line of products:
  - Kitchen Cravings<sup>®</sup> products including:
    - Sandwiches
    - Soups/Salads
    - Burritos
    - Cheese Mountain<sup>®</sup> Pizzas
  - Fresh Kwikery<sup>®</sup> Bakery products including:
    - White and Wheat Breads
    - Buns
    - Muffins
    - Donuts
    - Cookies
    - Bagels
  - Nature's Touch<sup>®</sup> brand of dairy products and water and ice.
- Kwik Trip gives back and serves the communities we operate in through corporate and customer support. Here is a small sample of the organizations we support:
  - American Red Cross
  - Special Olympics
  - Feeding America
  - The Salvation Army
  - The Partnership for a Healthier America
  - United Cerebral Palsy
  - Local Non-Profit Organizations

Visit [www.kwiktrip.com](http://www.kwiktrip.com) for more information.

# **KWIKTRIP** ACQUISITIONS

## of PDQ Stores

- All qualified PDQ Co-workers will be offered employment with Kwik Trip, subject to drug testing.
- The minimum beginning hourly wage for Co-workers, in the Madison area, is \$12.00/hr.
- Our normal waiting periods for health, dental, 401(k), vacation and sabbaticals are waved for all PDQ full-time Co-workers.
- All Kwik Trip Co-workers, part and full-time, receive a 3% match on their 401(k), regardless if they contribute or not.
- All Kwik Trip Co-workers, part and full-time, are able to participate in the 40% pre-tax profit sharing plan after working for a combined one year with PDQ and Kwik Trip.
- All Kwik Trip Co-workers, part and full-time, receive annual bonuses.
- All PDQ stores will be closed for **ONLY 24 hours** the week of October 9-13, 2017 in order to do inventory counts, reset shelving, install point-of-sale computer upgrades, receive product deliveries and stock shelves.
- All PDQ stores will be remodeled and reopened as Kwik Trips between November 2017 & April 2018.

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### **OUR MISSION**

*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.*

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## David Ring

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**From:** Kim Premo  
**Sent:** Tuesday, August 22, 2017 8:39 AM  
**To:** David Ring  
**Cc:** Nicole Lepsch  
**Subject:** Madison Area Camera System Info

**Follow Up Flag:** Follow Up  
**Flag Status:** Flagged

Good Morning Dave,

I received your voice message regarding the Madison Neighborhood Association meeting today. Below you will find some specific details about our camera system that may assist you in your discussions.

- We install approximately 32 cameras per store if it is not a car wash location.
- If the store does have a car wash, we install an additional 6 cameras for a single bay and 11 for a double bay.
- The 32 cameras are composed of 8-9 exterior cameras and 23-24 interior cameras.
- We will be utilizing PDQ's current camera system until we remodel the stores. As each store is remodeled, we will be doing a full camera upgrade at each location.
- We use a combination of both analog and digital (higher definition) cameras.
- We will install a height marker camera at each store to capture a face shot of guests as they exit.
- We have a service level agreement with our vendors to repair front door cameras, register cameras, and PTZ cameras (capture license plate info) within 5 business days. The other less critical cameras are to be repaired within 3 weeks.
- Our DVR records a minimum of 90 days and is kept secured in the stores locked office or a separate IT closet.
- We record audio at the front counter area.
- We also install a 43 inch monitor that hangs behind the registers for both the guests and the coworkers to see. It allows coworkers to monitor activity on 4 cameras at the same time and lets guests know that they are being recorded.
- We use Axis IP (digital) cameras. We can provide model numbers if necessary.
- We use Bosch fixed outside cameras, Speco or Honeywell interior analog cameras.

Let us know if we can be of further assistance.

Kim

Kim Premo~Loss Prevention~Kwik Trip, Inc ~608-793-5932~kpremo@kwiktrip.com