



Hy-Vee, Inc. • 5820 Westown Parkway • West Des Moines, Iowa • 50266

**Media Contact:**

Christina Gayman  
Director, Public Relations  
Office: (515) 267-7720  
Mobile: (515) 783-6719  
[cgayman@hy-vee.com](mailto:cgayman@hy-vee.com)

FOR IMMEDIATE RELEASE

**Midwest Grocery Chain Hy-Vee Announces Wahlburgers Is Coming to Wisconsin**

*The Corners of Brookfield town center will be home to the state's first location*

**WEST DES MOINES, Iowa (Jan. 28, 2019)** — Hy-Vee, Inc. announced today that it will open its fourth Wahlburgers restaurant franchise at The Corners of Brookfield in the Town of Brookfield, Wisconsin, in early summer 2019. This location will be the first Wahlburgers in Wisconsin.

The 6,000-square-foot Wahlburgers will be located on the northeast side of the center and will offer a unique dining experience featuring signature burgers, made-from-scratch recipes, home-style sides, fish, chicken and vegetarian options, and a full bar including specialty drinks such as adult frappes and floats.

“Hy-Vee is excited to open its fourth Wahlburgers location, and to bring a new dining experience to Wisconsin,” said Randy Edeker, chairman of the board, CEO and president of Hy-Vee. “Families will enjoy great food in a fun atmosphere, served with the excellent customer service and hospitality that Hy-Vee and Wahlburgers are known for.”

Chef Paul Wahlberg created the franchise along with two of his brothers, actors Mark and Donnie, to please all tastes through both lighter and heartier menu offerings, served up in casual, music-filled atmosphere.

“Families will have a great time, and hopefully share a lot of laughs and love when they enjoy my family’s delicious recipes at our new Brookfield Wahlburgers location,” Chef Paul said. “Along with Hy-Vee, our family is committed to offering a unique culinary experience that goes beyond the basic burger, with customer service that will make you ‘feel’ like family.”

Wahlburgers currently operates 29 locations in 19 states and Canada. In 2017, Hy-Vee announced that it plans to build, own and operate 26 Wahlburgers restaurants. Hy-Vee’s first three Wahlburgers locations opened in 2018 at Mall of America in Bloomington, Minnesota; West Des Moines, Iowa; and Olathe, Kansas.

Robert Gould, vice president of U.S. operations for IM Properties – a developer of The Corners – said it is committed to offering an eclectic mix of cuisine options – from casual to fine dining.

“We’re thrilled to be chosen as the first Wahlburgers location in Wisconsin. Wahlburgers’ food and drink offerings and fun, upbeat environment make it the perfect addition to our tenant mix,” Gould said. “2019 is shaping up to be an exciting year for The Corners, and restaurants like Wahlburgers will continue to deliver our unique town center vision.”

Hy-Vee offers Wahlburgers-branded menu items in its full-service Hy-Vee Market Grille restaurants in the Des Moines, Iowa, market. Hy-Vee has also been a sponsor of the “Wahlburgers” reality TV series on the A&E network which chronicles the brothers and the restaurant franchise.

###

**Hy-Vee, Inc.** is an employee-owned corporation operating more than 245 retail stores across eight Midwestern states with sales of \$10 billion annually. The supermarket chain is synonymous with quality, variety, convenience, healthy lifestyles, culinary expertise and superior customer service. Hy-Vee ranks in the Top 10 Most Trusted Brands and has been named one of America’s Top 5 favorite grocery stores. The company’s more than 80,000 employees provide “A Helpful Smile in Every Aisle” to customers every day. For additional information, visit [www.hy-vee.com](http://www.hy-vee.com)

Founded by Executive Chef Paul Wahlberg, brothers Mark and Donnie and other investors, **Wahlburgers** debuted in October 2011 in Hingham, Massachusetts. The subject of an A&E reality show, Wahlburgers offers a fun, casual music-filled atmosphere where guests, like family, share great food, a few laughs and lots of love. While its walls celebrate the story through photos and words of the Wahlberg brothers’ life journeys from Dorchester, Mass. neighborhood kids to rising chef and international superstars, it’s the food at Wahlburgers that takes center stage. Crafted by Chef Paul and served with heartfelt hospitality, the chef inspired menu features a variety of fresh burgers, crispy haddock, seared chicken and vegetarian options. Other signature items include Mom’s Sloppy Joe, thin crispy onion rings, tater tots and thick creamy frappes and floats. Gluten free options are available. Wahlburgers’ full-service bar is a popular gathering spot offering an impressive selection of adult frappes, cocktails, wines and beers including the signature Wahlbrewski – a Harpoon Brewery custom, unfiltered Pale Ale. Dedicated to giving back, Wahlburgers is active in every community it serves. Open daily for lunch and dinner, Wahlburgers offers full-service dining, counter service, take out and a full-service bar. For locations and more information visit [wahlburgers.com](http://wahlburgers.com).

**The Corners of Brookfield** is a 750,000-square-foot premier town center, comprised of 425,000-square-feet of retail and restaurant space, 244 luxury apartment homes and parking for more than 1,700 cars. Announced tenants at The Corners include Anthony Vince Nail Spa, Anthropologie, Altar’d State, Arhaus, BelAir Cantina, Bonness, Café Hollander, CycleBar, DAVIDsTEA, Evereve, FreshFin Poké, francesca’s, Free People, Goddess & The Baker, Grimaldi’s Pizzeria, Improv, J. Jill, Kendra Scott, Lake Country Social, lululemon athletica, L.L.Bean, Orange Leaf, Paper Source, Scout and Molly’s, Sendik’s, Silverspot Cinema, Twigs, Von Maur, Wahlburgers and Wisconsin Vision. For more information visit [www.thecornersofbrookfield.com](http://www.thecornersofbrookfield.com) or [Facebook](https://www.facebook.com/thecornersofbrookfield).