

Consumers Cooperative Announces Strategic Property Optimization of Baldwin Location

Sauk City, WI – (June 19, 2026) – The Board of Directors of Consumers Cooperative today publicly announced a strategic restructuring of its property and operations in Baldwin, Wisconsin. In the coming weeks, the Baldwin location will transition to a fully automated, 24/7 unmanned fueling station, and the cooperative will exit the convenience retail business at this site and facilitate the expansion of an existing commercial tenant.

This operational shift is part of a comprehensive effort by the newly elected Board to optimize cooperative assets, minimize or eliminate localized retail losses, and safeguard member capital in response to changing market dynamics. By winding down the retail storefront in the face of increased competition, the cooperative will repurpose the square footage to allow its current co-located tenant to expand operations into the full building footprint.

Crucially, fuel services will remain fully uninterrupted. Local patrons, agricultural producers, and commercial fleets will retain continuous, round-the-clock access to high-quality fuels at the pumps. The cooperative will continue to lease the bulk fuel plant to the current tenant for bulk fuel delivery and services.

"As a board, we want to ensure that we invest our members' capital where it delivers value to our patrons while providing a fair return on the patrons' investments," said Andy Fiene, chairman. "As inside store sales continue to struggle due to increased competitive pressure, we can no longer justify operating the retail store. Shifting the space to an expanded commercial tenant allows us to deliver immediate bottom line improvement, capture reliable rental income, and still preserve vital 24/7 fuel access for our patrons."

The cooperative is deeply committed to supporting our team members through this operational change. Our people are our greatest asset, and many of the affected staff will be offered opportunities to transition into open roles within other cooperative locations. Others may be offered targeted support and severance resources where appropriate.

The timeline for this transition will be finalized in the coming weeks.

About Consumers Cooperative

Based in Sauk City, Wisconsin, and approaching its 100th anniversary, Consumers Cooperative is a member-owned cooperative that owns and operates 19 convenience store

and fueling locations across central and northwestern Wisconsin. The cooperative is also a major regional distributor of propane, bulk petroleum, and lubricants, and owns a portfolio of commercial properties.