

# Consumers Cooperative Acquires Charlie's Lakeside Country Store in Merrimac, WI

Merrimac, WI – December 18, 2023 - Consumers Cooperative Oil Company (Consumers Cooperative) is pleased to announce the recent acquisition of Charlie's Lakeside Country Store (Charlie's Lakeside) in Merrimac, WI. As with all Consumers Cooperative Convenience Stores, Charlie's Lakeside will maintain its roots as a locally owned and operated establishment, ensuring customers receive personalized, hometown attention from individuals deeply invested in the community.

"We are thrilled to welcome Charlie's Lakeside to the Consumers Cooperative family," says Eric Cantwell, CEO of Consumers Cooperative. "The esteemed reputation of Charlie's Lakeside in the Merrimac community aligns seamlessly with our commitment to exceptional service and community engagement. As we integrate this cherished establishment into our network, we eagerly anticipate the opportunity to continue serving both our loyal patrons and welcoming new customers. Together, we look forward to fostering a thriving community connection and delivering unparalleled service experiences."

Charlie's Lakeside will retain its name, look, services, and hours, providing continuity for existing patrons. However, visitors will notice the presence of Consumers Cooperative signage, symbolizing the unity of these two community-focused entities.

The addition of Charlie's Lakeside marks a milestone for Consumers Cooperative, making it the twentieth Convenience Store in Wisconsin under the cooperative's umbrella. Consumers Cooperative, founded in 1927, has a rich history of serving the Sauk Prairie area, providing petroleum products at a fair price. Nearly a century later, the cooperative remains dedicated to preserving its legacy of cooperative ownership and passing it on to the next generation.

The official closing date for this acquisition is set for December 29, 2023.

Consumers Cooperative is excited about the enhanced community connection that this acquisition brings and looks forward to continuing its mission of delivering quality products and service to the Merrimac area.