

Two families that have been grocery store rivals for decades in the Coulee Region are becoming partners...

Quillin's will shut down its two La Crosse stores, at Shelby and the Village, with the Village site making way for a new Festival store, run by the Skogen family. Phil Quillin admits it will be odd not to have his family name on a store in La Crosse, after 66 years. But he says the five other Quillin's stores in the area are going strong.

The Shelby Quillin's will temporarily become a Festival store in April, just as the Village store closes. The Quillin family will be the landlords of both sites, and we're told that the building at Shelby will NOT be turned into a banquet hall.